



**KIDS & TEENS FREELANCING TRAINING INSTITUTE**

# **Content Writing Course Outline**

## **Module 1: What is Content Writing?**

- What is content writing and why is it important?
- Different types of content writing (blogs, articles, stories, reviews, etc.)
- The role of a content writer in the digital world
- Where can content writers share their work? (websites, blogs, social media)

## **Module 2: Finding Your Niche – What to Write About**

- What is a niche, and why is it important in writing?
- How to choose topics that you're passionate about
- Exploring popular niches: hobbies, gaming, books, animals, tech, fashion
- Fun activity: Brainstorm 5 topics you could write about

## **Module 3: Crafting Your First Blog Post or Article**

- How to structure a blog post or article (Introduction, Body, Conclusion)
- Writing an attention-grabbing headline
- How to introduce your topic in an interesting way
- Fun exercise: Write your first mini blog post (on a topic of your choice)

## **Module 4: Writing for Your Audience**

- Who is your audience, and how to write for them?
- Using tone, style, and language to engage your readers
- Keeping your writing simple, clear, and exciting
- Writing content that is easy to read (using headings, bullet points, and short paragraphs)

## **Module 5: Researching for Content Writing**

- Why research is important for writing accurate content
- How to find reliable sources for information
- Using research to support your writing without copying others' work
- Fun task: Research a topic and summarize the key points

## **Module 6: Writing Engaging Headlines and Introductions**

- The power of a good headline: How to make it catchy
- Writing introductions that make people want to keep reading
- Examples of strong headlines and how to create your own
- Fun activity: Write 3 different headlines for a blog post

## **Module 7: Editing and Proofreading Your Work**

- Why editing is crucial to good content
- Simple tips for proofreading and catching errors
- How to make your writing clearer and more engaging during editing
- Fun challenge: Edit a draft to make it better and more exciting

## **Module 8: Final Project – Write Your First Content Piece!**

- Write a blog post or article on a topic you love
- Use everything you've learned: catchy headline, engaging intro, research, and editing
- Publish your content on a blog (or share it with a mentor or family member for feedback)
- Track how many people read and enjoy your content

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### **Bonus Materials:**

- Content writing checklist
- Writing prompt book to spark creativity
- Template for creating content outlines
- Certificate of Completion