

WPWI Program

The WPWI is an eight-week one-of-a-kind intensive Content Writing and Marketing Program, designed to introduce you to key concepts like SEO, Content Strategy, and Building Editorial Calendars etc. Content Writing for the digital world needs a lot more than just an aptitude for English. Modern Content writing incorporates aspects of SEO like keyword research and requires an understanding of your audience, their likes and dislikes.

Why is it one-of-a-kind you ask? Where else would you get a free program that equips you with the skills and tools required to become self-sufficient content writing professionals? Heck, you'd be well on your way to becoming an expert digital marketing professional as well.

The Program

Week 1 (Repurposing Content)

- Repurposing an existing blog post (3 a week)
- WhatsApp Discussions – Basics of Blogging and Content Writing
- Auxiliary Task - Build your Writer Bio and Portfolio
- Forum Orientation
- WP Team Webinar

Week 2 (Blog Writing)

- Blog Writing – 500 word blog posts on the assigned topics (3 a week)
- WhatsApp Discussions – SEO (Formatting, Keywords, Inbound and Outbound Linking)
- Auxiliary Task - Haiku
- Webinar with a blogger

Week 3 (Niche Blog Writing)

- Blog Writing – Niche 500 word blog posts involving in-depth research (2 a week)
- WhatsApp Discussions – Keyword Research, Editorial Calendars, Forms of Content
- Auxiliary Tasks – Story Writing
- Webinar with a Digital Marketing Professional
- Forum Discussion Sessions

Week 4 (Writing Long Form Content)

- Article Writing – Writing Long Form Content (850 words)
- Whatsapp Discussions – Why maintain a business blog, Setting up a blog on wordpress, Copywriting 101
- Auxiliary Tasks – Copywriting
- Forum Discussion Sessions
- Webinar (TBD)

Week 5 (Case Studies)

- Case Study Series
- WhatsApp Discussions – How to make your content engaging, Proof Reading, Building Buyer Personas
- Auxiliary Tasks – Building Infographics
- Forum Discussions Sessions
- Webinar (TBD)

Week 6 (White Papers)

- White Paper Writing
- WhatsApp Discussions – Writing Style, How to build a portfolio
- Auxiliary Tasks – Content Editing and Proof-Reading
- Forum Discussion Sessions
- Webinar (TBD)

Week 7 (E-Books)

- E-books
- Whatsapp Discussions – Creative Writing, How to find Content Writing Jobs
- Auxiliary Tasks – 10 Sec Video Clip
- Forum Discussion Sessions
- Webinar (TBD)

Week 8 (Miscellaneous Forms of Content)

- Creating Company Profiles, Press Releases etc.
- Whatsapp Discussions – Open AMA sessions
- Auxiliary Tasks – Compile your WPWI Experience
- Forum Discussion Sessions
- Webinar (TBD)
- Conclusion Webinar