Proofreading

PROOFREADING

Gain the proficiencies of delivering effective writing and empower your business environment with such magnificence by coming up with error-free writing to your clients.

The expert outlined **Proofreading** bundle is the perfect learning package for you if you want to showcase your literary brilliance by being absolutely creative with your approach. Our premium proofreading bundle will prepare you with from the basics to the more advanced methods of proofreading skills so that you can grasp a clear understanding of how to articulate your thoughts in an explicit manner that will help to enhance your personal branding and you can connect more with the audience. Enhance your proofreading skills by developing analytical thinking and problem-solving aptitude for your audiences to understand your notions and identify your objectives for clear communication. You'll also develop the skills of spotting any writing pitfalls which is a hindrance in your path of remarkable writing. Gain productive learning sessions on crafting extraordinary writing and build proofreading skills as well for effectively revising the crucial documents of your business. Our Proofreading bundle will yield substantial writing insights on how to let nothing stop you from reaching your full potential. Enrol now, and seize endless opportunities.

Learning Outcomes of this Proofreading Bundle:

- Understand the fundamentals of proofreading, copy editing, and copywriting.
- Understand the roles and responsibilities of a professional copywriter.
- Learn the secrets of copywriting.
- Gain the ability to work fast and efficiently, and much more!
- Know proficiently about Microsoft office essential skills.
- Gain time management skills as well.

Proofreading Bundle Specialities

- 29 hours of instant video lectures and downloadable resources.
- Affordable premium-quality E-learning content, you can learn at your own pace.
- You will receive 14 completion certificates upon completing the Proofreading bundle.
- Internationally recognised Accredited Qualification will boost up your resume.
- You will learn the researched and proven approach of proofreading adopted by renowned experts.

Assessment

After completing all the modules of the Proofreading bundle, your learning will be assessed by an automated multiple-choice based exam. You may choose to participate in a Mock Exam before attending the course completion Final Exam with absolutely no extra cost.

Certificate

This premium Proofreading bundle comes with FREE PDF & Hardcopy Certificates, PDF Transcripts & Student ID Card, and it makes this bundle the perfect value for money.

This self-paced Proofreading bundle by Skill Up, loaded with up-to-date knowledge and techniques, is truly ideal for all aspiring professionals.

Let your eLearning experience meet the utmost satisfying level by enrolling in our premium proofreading bundle now!

This Proofreading Bundle Consists of the Following Courses:

- Course 1: Proofreading & Copyediting
- Course 2: Copywriting Skills – Level 4
- Course 3: Copywriting Secrets
- Course 4: Complete English Course
- Course 5: Business Proposal Writing
- Course 6:Writing Research Paper in Law & Humanities
- Course 7:Critical Thinking & Problem Solving
- Course 8: Creative Thinking and Innovation
- Course 9: Content Writing – Level 5
- Course 10: Corporate Writing Masterclass
- Course 11: Content Creation & Content Marketing
- Course 12: Speed Reading Mastery - Double Reading Speed
- Course 13: Diploma in Practical Time Management
- Course 14: Online Children's Creative Fantasy Story Writing Course
- Course 15: Touch Typing Masterclass

Curriculum Breakdown of the Premium Courses:

➢ Proofreading & Copyediting

- Module 1: Proofreading Basics
- Module 2: Applying the Style Guide
- Module 3: Spelling and Grammar
- Module 4: Proofreading on Paper
- Module 5: Proofreading On-Screen
- Module 6: Copy-Editing Basics
- Module 7: Copy-Editing – The Use of Language
- Module 8: Copy-Editing – Checking Accuracy and Facts
- Module 9: Copy-Editing – The Beginning and The End
- Module 10: Copy-Editing – Legal Checks
- Module 11: Finding Work and Developing Your Career

➢ Copywriting Skills - Level 4

Section 1: Introduction

Section 2: Introduction to Copywriting
- Unit 1: Welcome to the Copywriting Course
- Unit 2: Course Overview44

Section 3: Core Concepts of Copywriting
- Unit 1: What is Copywriting
- Unit 2: Elements of Great Copy
- Unit 3: Traditional vs Modern Copywriting
- Unit 4: Career Options for Copywriters
- Unit 5: Job Description and Responsibilities of a Copywriter
- Unit 6: Copywriting vs Content Writing: The Difference

Section 4: Marketing Tactics to Write Copy That Sells
- Unit 1: What is a Short Form Copy
- Unit 2: What is a Long Form Copy
- Unit 3: Types of Tones Used for Writing Copy
- Unit 4: Which Types of Tone You Should Use

- Unit 4: Headline Hack # 3
- Unit 5: Headline Hack # 4
- Unit 6: Headline Hack # 5
- Unit 7: Headline Hack # 6
- Unit 8: Quick Recap

Section 9: Creating the Copy
- Unit 1: Creating Call to Actions (CTA) That Reader's Cannot Resist
- Unit 2: Focus on the Customer
- Unit 3: How to Write a Conversational Copy

Section 10: Hacks & Tips
- Unit 1: Collect Winning Pieces
- Unit 2: 3 Extremely Powerful Words That You Must Use in a Copy
- Unit 3: Using Customer's Words

Section 11: Practice Exercises
- Unit 1: Recreate Ads
- Unit 2: Record Your Copy

Section 12: Conclusion

➢ Copywriting Secrets

1. Introduction
    1.1. Introduction to the Four Key Elements of Powerful Sales Copy
    1.2. What Is Copywriting
    1.3. How Simple Techniques Help Create Super-Efficient Copy

2. Copywriting Brief
    2.1. Lesson 1: How to Write a Copywriting Brief
    2.2. Worksheet 1: Copywriting Brief

3. Features and Benefits
    3.1. Lesson 2: How to Turn Features into Highly-Desirable Benefits
    3.2. Worksheet 2: Features and Benefits

4. Headlines
    4.1. Lesson 3: How to Write Gangbuster Headlines
    4.2. Worksheet 3: Headlines

5. Calls to Action
    5.1.   Lesson 4: How to Write Irresistible Calls to Action
    5.2.   Worksheet 4: Calls to Action

6. Wrap-up
    6.1.   Lesson 5: Wrap Up Your Sales Copy
    6.2.   Worksheet 5: Wrap-Up

7. Before You Go
    7.1.   Finalise Your Copy with the Checklist

➢ Complete English Course

- Module 1: Introduction to the Course
- Module 2: The Basics of Grammar
- Module 3: The Basics of Sentence
- Module 4: Structure of Sentence
- Module 5: Question
- Module 6: Punctuation & Capitalisation
- Module 7: Spelling
- Module 8: Common Mistakes & Ways to Improve

➢ Business Proposal Writing

- Module One: Understanding Proposals
- Module Two: Beginning the Proposal Writing Process
- Module Three: Preparing an Outline
- Module Four: Finding Facts
- Module Five: Writing Skills (I)
- Module Six: Writing Skills (II)
- Module Seven: Writing the Proposal
- Module Eight: Checking for Readability
- Module Nine: Proofreading and Editing
- Module Ten: Adding the Final Touches

➢ Writing Research Paper in Law & Humanities

1. Fundamental concepts

➢ Critical Thinking & Problem Solving

- Module 1: Components of Critical Thinking
- Module 2: Non-Linear Thinking
- Module 3: Logical Thinking
- Module 4: Critical Thinkers (I)
- Module 5: Critical Thinking (II)
- Module 6: Evaluate the Information
- Module 7: Benefits of Critical Thinking
- Module 8: Changing Your Perspective
- Module 9: Problem Solving
- Module 10: Putting It All Together

➢   Creative Thinking and Innovation

- Module 01: What Is Creativity and Innovation?
- Module 02: Developing Right Environment for Creativity
- Module 03: Creativity and Innovation in Business and Fitting Creativity into the Problem-Solving Process
- Module 04: Defining the Problem

- Module 05: Creative Techniques
- Module 06: Encouraging Creativity In A Team

➢ Content Writing - Level 5

Section 1: Introduction
- Unit 1: Welcome to the Course
- Unit 2: Course Overview

Section 2: Basics of Content Writing
- Unit 1: An Introduction to Content Writing
- Unit 2: Origin & Need of Content Writing
- Unit 3: Increasing Demand for Content Writers (How You Can Benefit from This)

- Unit 4: Career in Content Writing: What to Expect
- Unit 5: Types of Content
- Unit 6: Difference Between Content Writing, Content Marketing & Copywriting

Section 3: Content Marketing
- Unit 1: What is Content Marketing and Why it is Essential
- Unit 2: Creating A Solid Marketing Plan to Promote Content
- Unit 3: Understanding Marketing Principles
- Unit 4: Identifying Target Audience
- Unit 5: What is Buyer Persona and How You Can Create it
- Unit 6: Effective Formula of Storytelling & How it Can Lead to Sales

Section 4: Copywriting
- Unit 1: What is Copywriting and How it is Different from Content Writing
- Unit 2: Write Amazing Copy Using AIDA Model in 4 Simple Steps
- Unit 3: The Secret Formula to Write Powerful Headlines That Grab Attention

- Unit 4: What is Call to Action (CTA) and How it Can Lead to Sales
- Unit 5: How to Write a Sales Copy (With Example)

Section 5: Content Writing Simplified
- Unit 1: Writing Principles
- Unit 2: Number 1 Tactic to Write Awesome Content
- Unit 3: Steps to Write Engaging Content
- Unit 4: Free Tool for Editing & Proofreading Content

Section 6: Optimising Content for SEO (Search Engine Optimisation)
- ● Unit 1: What is SEO
- ● Unit 2: Using on Page SEO For Optimising Content
- ● Unit 3: Using Off Page SEO For Optimising Content
- ● Unit 4: Write SEO Friendly Content In 4 Easy Steps
- ● Unit 5: Types of Keywords
- ● Unit 6: Which Type of Keywords You Should Choose
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Section 7: Content Promotion
- ● Unit 1: Why its Essential to Promote Content
- ● Unit 2: Effective Channels to Promote Your Content

Section 8: Tips to Become a Successful Writer
- ● Unit 1: Practical Tips to Overcome Challenges in Your Career
- ● Unit 2: Qualities of a Successful Content Writer
- ● Unit 3: 9 Serious Mistakes to Avoid as a Writer

Section 9: Blog Post Writing
- ● Unit 1: 8 Simple Steps to Write Awesome Blog Post
- ● Unit 2: How to Optimise Blog Post for Ranking in Search Engines

Section 10: Conclusion
- ● Unit 1: Conclusion

Resources
- ● Resources – Copywriting + Content Writing Level 4

➢ Corporate Writing Masterclass

1. About corporate writing
   - 1.1. Introduction
   - 1.2. What is corporate writing?
   - 1.3. Exercise
   - 1.4. The benefits of corporate writing
   - 1.5. Get a job or work for yourself?
   - 1.6. Summary

2. Master the craft
   - 2.1. Introduction
   - 2.2. Get prepared
   - 2.3. Start writing

➢ Content Creation & Content Marketing

➢ Speed Reading Mastery - Double Reading Speed

➢ Diploma in Practical Time Management

➢ Online Children's Creative Fantasy Story Writing Course

➢ **Touch Typing Masterclass**