



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 5: Identifying the Target Audience
- Unit 6: Qualities That Will Make You a Successful Copywriter

Section 5: The Copywriting Process: 9 Steps to Make It Easier For You

- Unit 1: The Secret to Understand Buyer's Mindset
- Unit 2: Never Make Your Copy Look Like an Ad
- Unit 3: 2 Second Hack to Become a Successful Copywriter
- Unit 4: Features vs Benefits
- Unit 5: The Shocking Truth about Buyers & Customers
- Unit 6: So What Test
- Unit 7: FOMO: How to Use This Most Powerful Marketing Tool
- Unit 8: What's in It for Me
- Unit 9: The Secret to Sell Instantly
- Unit 10: Leveraging the Power of Emotions
- Unit 1: Steps in the Copywriting Process
- Unit 2: Understand the Product
- Unit 3: Performing Competitor Analysis
- Unit 4: Create a Buyer Persona / Customer Avatar
- Unit 5: Writing the copy
- Unit 6: Editing the Copy
- Unit 7: Adding Design Elements + Media
- Unit 8: Publish the Copy + Promotion
- Unit 9: Checking the Conversion from Copy – Measuring Results

Section 6: Copywriting Formulas

- Unit 1: AIDA: The 4 Step Formula
- Unit 2: Storytelling: Best Tool for Converting Readers into Buyers
- Unit 3: 3 STEP Formula: PAS

Section 7: Headlines

- Unit 1: Section Introduction
- Unit 2: Intro to Headlines
- Unit 3: Importance of Headlines
- Unit 4: Formula to Write Amazing Headlines (Everytime)
- Unit 5: How to Use This Formula (With Examples)
- Unit 6: Free Tool to Create Attractive Headlines
- Unit 7: Practice Exercise

Section 8: 6 Hacks to Write Headlines That Readers Cannot Resist

- Unit 1: Section Intro47
- Unit 2: Headline Hack # 1
- Unit 3: Headline Hack # 2

- 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

- 
- 1.1. Introduction
 - 1.2. What is Research
 - 1.3. The Scientific Method

 2. Research and Writing
 - 2.1. Legal Research
 - 2.2. Writing the abstract
 - 2.3. Demo: How does an abstract look like
 - 2.4. How long should it take?: Planning the timescale
 - 2.5. Table of Contents: A working hypothesis

 3. Getting to work
 - 3.1. Where to start?: Reading or Writing
 - 3.2. Parting tip: Index Cards
 - 3.3. Writing the paper

➤ **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

○

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

- 2.4. Active writing and flair
 - 2.5. Structure
 - 2.6. Editing
 - 2.7. Summary
3. How to succeed
- 3.1. Introduction
 - 3.2. Understand the market
 - 3.3. Get the right tools
 - 3.4. Set your price
 - 3.5. Winning work
 - 3.6. Positioning yourself
 - 3.7. Applications
 - 3.8. Portfolios and promotion
 - 3.9. Selling
 - 3.10. Be great to work with
 - 3.11. Protect yourself
 - 3.12. Summary exercise

➤ **Content Creation & Content Marketing**

- Module 01: Introduction to Content Creation
- Module 02: How to Generate Ideas for Your Content
- Module 03: How to Create High-Impact Content
- Module 04: Introduction to Content Marketing
- Module 05: The Benefits of Content Marketing
- Module 06: Content Marketing Strategy Development
- Module 07: Search Engine Optimisation
- Module 08: Measuring the Success of Your Content Marketing

➤ **Speed Reading Mastery - Double Reading Speed**

Unit 01: Double Your Speed Reading

- 1.1 Introduction
- 1.2 Most Important Reading Factor
- 1.3 Five Reasons We Read Slowly
- 1.4 From Beginner to Master Speed Reader
- 1.5 Reading Vs. Drilling



Unit 02: Doubling Speed Reading Action Plan

- 2.1 The First Technique to Faster Reading
- 2.2 The Second Technique to Faster Reading
- 2.3 The Third Technique to Faster Reading
- 2.4 The Fourth Technique to Faster Reading
- 2.5 Understanding What You Read
- 2.6 What Speed Reading is All About

Unit 03: Tools to Read Faster

- 3.1 The Fifth Technique to Faster Reading
- 3.2 The Drill
- 3.3 Resources for Faster Reading
- 3.4 Visual Reading

Unit 04: Master as a Reader and Learner

- 4.1 Preview You Reading
- 4.2 Varying Reading Speed
- 4.3 How To Learn Anything
- 4.4 Make Anything Interesting while Learning

➤ **Diploma in Practical Time Management**

1. Start Here and Learn the Basics 5 Lectures
 - 1.1. Trailer: Why You Need this Course
 - 1.2. Five Attitudes to Time... and the secret to fulfilment
 - 1.3. How to Make Dull Activities Interesting
 - 1.4. Why You Cannot Manage Time
 - 1.5. The OATS Principle
2. Outcomes: Setting Great Goals and Knowing What is Important
 - 2.1. Why Goal-setting Works
 - 2.2. Set the SMARTEST Goals
 - 2.3. Is it Important... or is it just Urgent?
3. Activities: Being Able to Get Things Done
 - 3.1. Avoid the "To Do Tyranny"
 - 3.2. The OATS Principle and the Powerhouse Loop
 - 3.3. What to Do about To Do items that Hang Around
 - 3.4. How to Remember what's Outstanding

- 3.5. How to Clear a Backlog
- 3.6. Four Questions to Guide your Response to a Task

- 4. Time Management Solutions to Common Challenges
 - 4.1. What are Overload and Overwhelm?
 - 4.2. How to Deal with a feeling of Overwhelm
 - 4.3. Are you an Elephant or an Octopus?
 - 4.4. Multi-tasking, and how to do it well... if you must!
 - 4.5. How to Delegate Effectively

- 5. Timing and Scheduling: How to Structure Your Day for Productivity
 - 5.1. How to get Really Good at Estimating
 - 5.2. How to Schedule your Day
 - 5.3. When to Schedule Activities into your Day

- 6. Conclusions: What to Do when All Else Fails
 - 6.1. The Ultimate Time Management Tool: How to Say NO
 - 6.2. How would you like \$86,400?
 - 6.3. A Final Thought

➤ **Online Children's Creative Fantasy Story Writing Course**

- 1. Introduction
 - 1.1. Introduction to Short Story Writing

- 2. Part One: Mindset
 - 2.1. Mental Preparation
 - 2.2. Time Management
 - 2.3. Self Belief
 - 2.4. Goal Setting

- 3. Part Two: The Basics
 - 3.1. Subject Matter
 - 3.2. Genre
 - 3.3. Scope
 - 3.4. Getting Ideas

- 4. Part Three: Construction Time
 - 4.1. The 7-Step Story Generator

- 4.2. Characters & Character Creation
- 4.3. Creating Protagonists
- 4.4. Character Motivation & Interactions
- 4.5. Story & Setting
- 4.6. The 5-Point Story Structure
- 4.7. Style & Tone
- 4.8. Point of View & Tense
- 4.9. Plotting & The Twist
- 4.10. Building a Short Story Template
- 4.11. Building a Short Story Template


- 5. Introduction to Scrivener
 - 5.1. All Hail Scrivener!

- 6. Part Four: Writing Your Story
 - 6.1. The Opening Paragraph
 - 6.2. Fast Writing
 - 6.3. The Second Draft
 - 6.4. Polishing

- 7. Part Five: Submitting Your Work 6 Lectures
 - 7.1. It's All About Presentation
 - 7.2. Dealing With Rejection
 - 7.3. Rights and Payment
 - 7.4. Kindle Publishing
 - 7.5. Conclusion Short Stories
 - 7.6. Assignment – Creative Writing – Fantasy Story Writing

➤ Touch Typing Masterclass

1. Introduction
2. How to Set up Your Computer
 - 2.1. Understanding the Keyboard Layout
 - 2.2. How to set up input languages – for Mac
 - 2.3. How to set up input languages – for Windows
3. How to type the letters F and J
4. How to type the letters D and K
5. How to type the letters S and L
6. How to type the letter A and ; (semicolon)

- 
7. How to type the letters E and I
 8. How to type the letters R and U
 9. How to type the letters T and O
 10. How to type CAPITAL letters
 11. How to type the letter C and , (Comma)
 12. How to type the letters G and H
 13. How to type the letters N and V
 14. How to type the letters W and M
 15. How to type the letters W and M
 16. 00:04:00
 17. How to type the letters Q and P
 18. How to type the letters B and Y
 19. How to type the letters Z and X
 20. How to type Colon and Semicolon
 21. How to type Full Stop and Comma
 22. How to type Question Mark and Exclamation Mark
 23. How to type Dash, Parentheses and Quotation Marks