

Copywriting & Content Writing

Master key writing methods and leverage AI tools
to assist in your copy & content writing





Course Description



This interactive and hands-on Copywriting & Content Writing Course will enable participants to master the art of effective copywriting that engages, persuades, and converts the target audience. It covers key topics such as creating compelling headlines, developing unique value propositions, writing clear and concise content, and using storytelling to connect with readers.

Trainees will learn how to create engaging and persuasive copy for various forms of digital media (website, email, social media, blogs) to get their target audience to perform desired actions.

This course is designed to enhance creativity, critical thinking, and writing skills to produce engaging content that drives brand value while also showing trainees how to leverage AI tools to supplement their skills.



Course Duration

2 Days
9am to 6pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



From \$380.25 (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

Marketing Practitioners, Content Marketing Specialists, Social Media Managers, Bloggers, Vloggers, Copywriters, Entrepreneurs, Business Owners, and anyone who wants to be equipped with writing skills that are not only essential in marketing and communications, but in every aspect of business and life.





Course Highlights

In this 2-day Content & Copywriting course, you will:

- Learn how to communicate effectively in all your content marketing and advertising campaigns by writing in a clear and concise manner.
- Know the difference and similarity between writing content and writing ad copy, and how you can be more engaging and persuasive in your writing.
- Learn the 5 Key Approaches to Writing and how to use them for the different types of content marketing and advertising campaigns.
- Learn what keywords and topic clusters are, and how to tailor your writing for your website, social media, and other digital channels.
- Understand psychological principles and how to leverage them, as well as learn how AI tools can assist in your writing.
- Learn to write with your organisation's objectives in mind, how to analyse the results, and implement techniques to boost your creativity and writing ability.

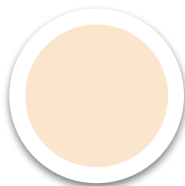
Course Objectives

By the end of the course, you will:

- Apply storytelling principles in written content to market a business effectively.
- Compose engaging and persuasive content and advertisements that meet consumer preferences.
- Apply key approaches to writing and incorporate content strategies via digital storyboards.
- Utilise keywords and set content parameters for websites, social media, and other channels.
- Develop guidelines to leverage psychological principles and AI writing tools.
- Evaluate content outcomes and implement processes to boost content delivery.



Certification



A SkillsFuture **WSQ Statement of Attainment (SOA) – Content Development and Strategy** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Copywriting And Content Writing Course assessment and achieved at least 75% attendance.



Course Outlines

'About Us' Is Not About You

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Activity)

- Digital storytelling and the power of words
- Writing foundation
- Being clear about you: proposition and positioning
- Brand name rationale
- Positioning: taglines and slogans
- Marketing mix strategy: the 5 Cs – company, consumer, communication, channel, conversion
- It's not about you, it's about them

Writing Content, Writing Copy

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application)

- Content marketing
- Content marketing vs advertising
- Copywriting and content writing
- Words – rarely in isolation
- Content elements and types (articles, infographics, eBooks, white papers, podcasts, webinars, live reporting and memes), popular content, created vs curated
- Effective blog and advertisement copy
- Effective landing page copy

Course Outlines

Key Approaches To Writing

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application)

- 5 writing approaches (journalistic, storytelling, problem-solution, benefits over features, content component)
- Copywriting tips (fear of missing out, testimonials)
- Headline tips
- Writing the hook
- Writing body copy and sub-headings
- Writing the call-to-action
- Addressing objections

Writing For Various Media

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Activity)

- Keywords and SEO/SEM
- Keyword research: what tools to use
- Pillar pages and topic clusters for structuring blogs
- Writing for the website
- Writing for website blog vs social media post
- Writing for mobile vs desktop
- Writing for social media
- Hashtags to get your content found
- Including hyperlinks to other sites
- Engage beyond your post
- Writing for and around YouTube videos
- Writing for email newsletters and instant messaging

Course Outlines

Psychology And Writing

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Activity)

- Persuasive writing
- The science of persuasion
- The science of pre-suasion
- The ethics of persuasion
- Power words
- Engage emotions
- Engage with humour
- Writing the way we speak: conversational writing
- Paraphrasing and editing: how to implement
- Free resources and AI tools including how to use ChatGPT

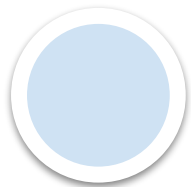
The End In Mind And Beyond

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application)

- Analysing and measuring writing outcomes
- Repurposing existing content
- Where to look for new ideas to write about and overcome writer's block
- Word play – creative writing techniques

Assessment Component

- Individual Project Presentation
- Written Assessment



Trainer Bio

Chris Minjoot



Chris is a senior marketing and communications professional with over 31 years of experience as both an in-house practitioner and a consultant. He has a flair for both creative and tactical writing and has contributed significantly to the growth and development of organisations from various industries, including education (MindChamps), entertainment (Tower Records), recruitment (ScienTec Consulting), and medical (Atlas Eye). He also spends time blogging and creating content for his passion projects. Chris is an ACLP certified trainer, and he is dedicated to inspiring others to develop their craft in writing.



Why Learn with Equinet?



Re-attend the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



3-year access to the courseware via our LMS

Get 3-year access to the updated course slides, templates, and guides. Be ready to implement the concepts learnt.



Post-training mentoring with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$575.25
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$380.25
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$575.25
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$380.25

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

**Eligible for claim after course completion.*

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Trainee Testimonials



“This course provides actionable tips, is affordable and also offers post-course training support. It is good that we were not introduced to too many different online writing tools. The tips on approaches (e.g. benefits over features) and how to write effective CTAs, headlines etc. were very useful. The classes are also held in a central location which is convenient.”

Priscilla Goy, *SG Enable*



“The class is engaging and informative. I am able to identify areas to improve and also to implement what I have learnt in this course to my work.”

Zuo Zhuo



“I enjoyed the course and gained knowledge of tools that will be helpful for my writing. Great session that was engaging and productive.”

Jasmine Quek

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class. For more details, you may read the Online-based Classroom Learner Guide.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.



Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

Copywriting & Content Writing



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Content Development and Strategy | Course Code: TGS-2021010426 | Registry Period: 03 Mar 2022 - 02 Jan 2026