



**WRITE
GURUS**



**TRAINING
PROGRAM**



We Are On A Mission To Bring People's Story To Life, Are You With Us?

Writegurus is an industry-leading content writing/ghostwriting company. Our sole purpose is to create great content and bring people's and organization's messages to life. It is our passion to create extraordinary content for every need.

Do You Want To Be A Writer? Go From Passion To Prosperous Career

There is a big difference in saying you are passionate about something and being a practitioner. Writegurus can turn your passion for writing into a successful career. We have created a 12-week program to train professional writers from A to Z. Our program includes specific lessons on the most popular, most lucrative forms of writing.

The Time is Now

Just like any other lucrative opportunity, the best time to start with writing was twenty years ago. The second-best time is today. The world is recovering from global pandemic and there are more and more remote work opportunities. Writegurus provides just that.

What is Needed

Theoretically, all you need to get started with professional writing is a laptop and an internet connection. Practically, however, you need top-notch writing skills, a good knowledge of the professional writing industry, and a strong portfolio.



WRITEGURUS TRAINING

Become a writer in 90 days



This course provides a comprehensive overview of the professional writing profession. Upon graduation, students are well-versed in the most popular, most lucrative forms of writing. They have the mindset, the tools, the credentials, and the portfolio to go out and get writing clients in different industries, giving them the possibility to make a six-figure income from the comfort of their home.

What You Will Learn

COURSE OUTLINE

WEEK 1

The Mindset of a Professional Writer

You will learn what it takes to become a successful professional writer, how to think as a professional writer, and how to stand out from the competition in the field.

WHY

Establishing your goals as a professional writer and upgrading your mindset to achieve your objectives and beyond.

WHAT

Positioning you in the market by leveraging your knowledge, past experiences, and interests.

HOW

Understanding the process by which money is exchanged in the professional writing industry.

WHEN

Setting your expectations the right way to thrive on the long-term and build a sustainable professional writing career.

WHERE

Implementing the right research strategy to get the best-paid professional writing contracts.





WEEK 2

The Fundamentals of Writing & Storytelling (Macro)

You will learn the critical elements of writing you were never taught in school, how to hijack and keep your audience's attention, and how to drive desired actions from your writing.

THE ARCHITECTURE OF WRITING (Macro)

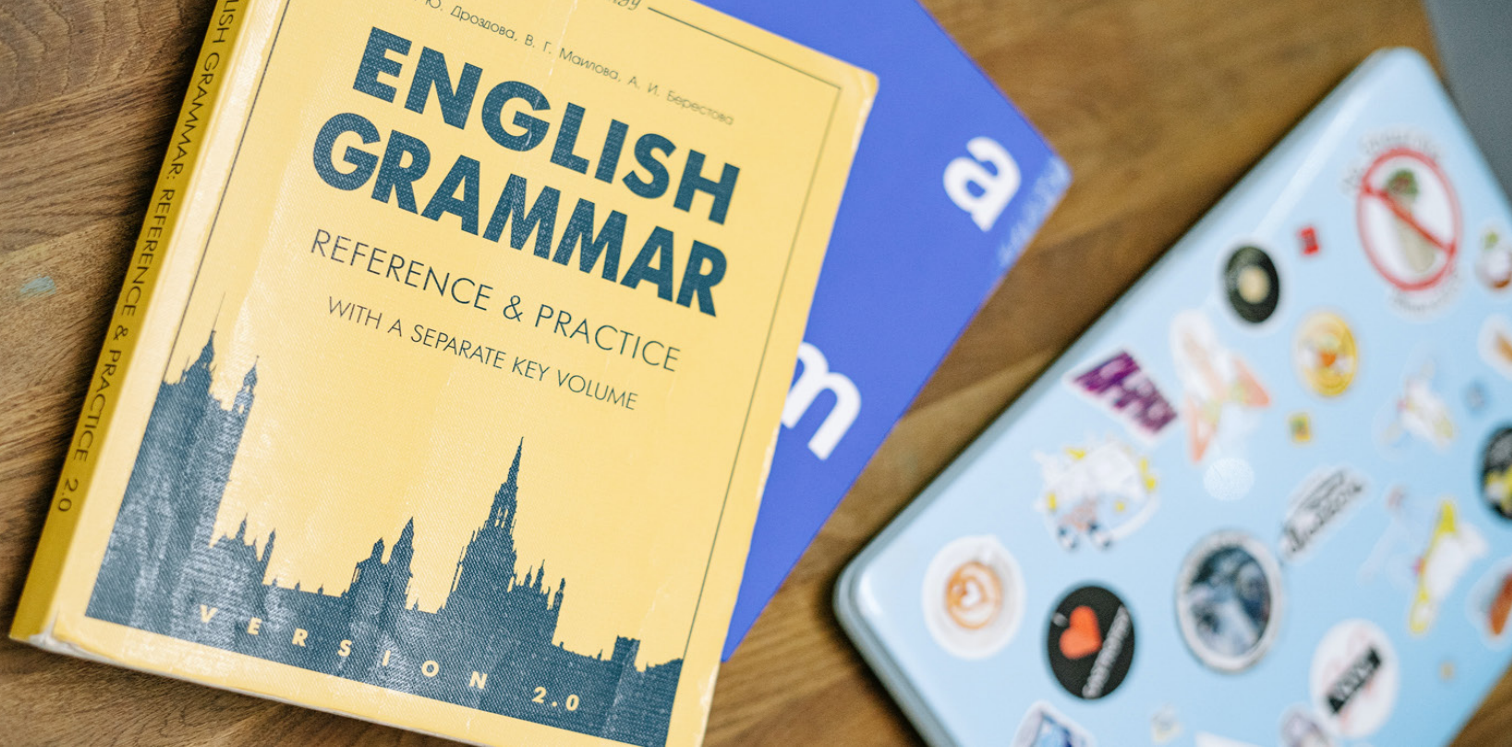
Unpacking the internal architecture of texts and how ideas come together to create compelling pieces.

THE SCIENCE OF CONCEPTUAL THINKING

Understanding the frameworks and systems that allow you to put together interesting concepts on demand.

THE ART OF UNIVERSAL STORYTELLING

Mastering the narrative tools that make it easy to turn any data, piece of information or insight into a story.



WEEK 3

Grammar & Style (Micro)

You will fill in the gaps in your grammar, learn the different styles of writing you may encounter, and learn the elements that make any writing engaging and pleasant to read.

THE ARCHITECTURE OF WRITING (Macro)

Understanding the internal architecture of sentences to turn words into gold.

THE SURGICAL APPROACH TO PUNCTUATION

Mastering punctuation to create, clear, accurate, and well-paced texts.

THE PITCH-PERFECT VOICE & STYLE

Adapting to different writing contexts to write in a way that speaks to the target audience perfectly.



WEEK 4

Website Content, Blogging, and SEO Writing

You will learn the anatomy of a winning website, a highquality blog post, a search engine optimization strategy so you can create mouth-watering, high-converting content for your clients.

THE ANATOMY OF A WINNING WEBSITE

Writing website content that grabs attention, sustains it, and creates sales opportunities.

THE COMPOSITION OF A HIGH-QUALITY BLOG POST

Generating on-demand blog post ideas and developing them into valuable pieces.

THE EXECUTION OF A HIGH-RANKING SEO STRATEGY

Understanding the factors Google uses to rank your clients' content and leveraging them.



WEEK 5

Copywriting

You will learn the elements of one of the most lucrative writing forms, copywriting. You will learn how to craft a good ad and a compelling sales page to create high-converting sales funnels.

THE ELEMENTS OF MOUTH-WATERING COPY

Understanding copywriting as a type of writing and the features that make copy convert prospects.

THE STRUCTURE OF AN EFFECTIVE SALES PAGE

Developing a brick-by-brick understanding of a sales page that gets people to buy or book a call.

THE AESTHETIC OF AN APPEALING AD

Creating ad concepts and writing ad copy that stands out from the crowd and pique people's curiosity.



WEEK 6

Social Media & Email Marketing

You will learn how to write concisely and powerfully for shorter mediums such as social media and email marketing to compel your audience to take action.

THE DESIGN OF A SOLID SALES FUNNEL

Developing a compelling journey for prospective clients to go through before becoming clients.

THE FABRIC OF A GOOD SOCIAL MEDIA POST

Writing social media posts that grab and sustain attention and drive people to take the desired action.

THE FACETS OF A HIGH-CONVERTING EMAIL

Engineering email sequences that warm up prospects so they are ready to buy whatever is being sold.

MID-WEEK PORTFOLIO: DUE

You will need to submit your portfolio, comprising of your six assignments revised according to feedback, before the deadline – which counts toward your professional writing certification.



WEEK 7

Business Writing

You will learn the elements of business writing, including reports, white papers, memos, and other business documentation.

THE LANGUAGE OF BUSINESS

Understanding the style required in business writing and in the workplace and writing business documents.

THE MAKING OF AN ARGUMENT

Writing a convincing business documents or pitches to convince parties and stakeholders to take action.

THE TRANSLATION FOR THE LAYMAN

How to take big, technical ideas and translate them in terms that make sense for the general audience.



WEEK 8

Technical Writing

You will learn how to write technical documentation, such as manual guides, for your clients' technical needs.

THE TECHNICAL MINDSET

Thinking like a technical writer and provide your clients with quality documentation.

THE INSTRUCTION MANUAL

Writing clear, concise, and user-friendly instruction manuals for high-end clients.

THE TECHNICAL AMPLIFICATION

Writing CVs, cover letters, and press releases that compel the audience to take the desired action.



WEEK 9

Book Writing

THE VIEW FROM THE AUDIENCE

Making sure the book answers a specific problem, pain, interest for a specific target audience.

THE INFORMATION COLLECTION

Researching your topic in-depth to create a valuable book that will endure.

DEPLOYING THE WRITING ARSENAL

Writing CVs, cover letters, and press releases that compel the audience to take the desired action.



WEEK 10

Revising, Editing, & Proofreading

You will learn in-depth strategies and tactics to make your writing – and other people’s writing – flawless and crystal clear.

STRUCTURAL EDITING

Taking a big-picture view of a text in order to correct major errors and incoherencies so that the ideas can shine.

COPY EDITING

Approaching texts like a surgeon to make sure every sentence flows well and is flawlessly constructed.

PROOFREADING

Developing the skills and method to catch any remaining error before a text is sent off for publication.



WEEK 11

Finding Gigs & Selling Your Services

You will learn how to create a winning blueprint to find your dream clients, sell them your services, retain them on the long-term, and increase your revenue.

USING WRITEGURUS

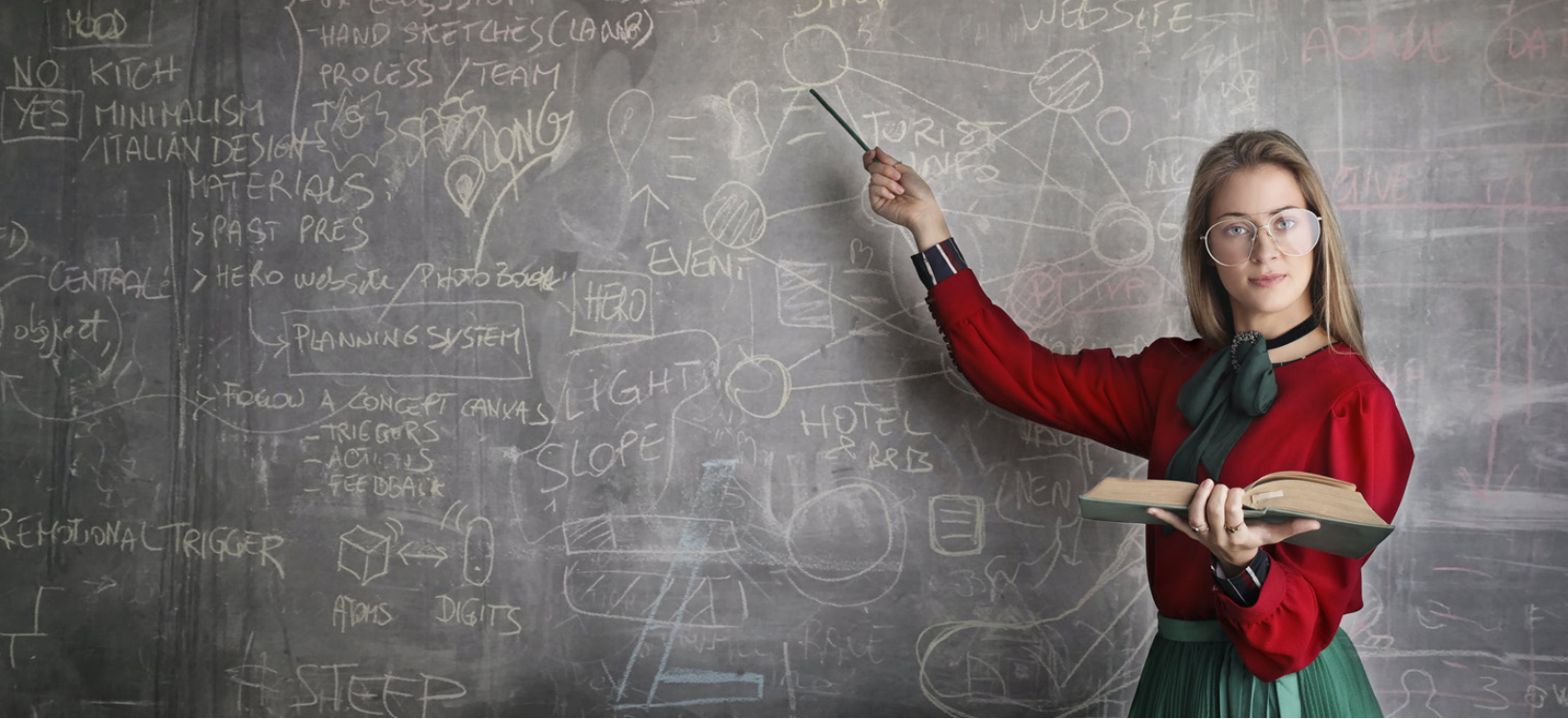
Making the best out of our platform to land highpaying clients without raising the finger.

BUILDING AN ONLINE PRESENCE

Leveraging social media to make sure your potential clients know who you are, what you do, where to reach you.

RESEARCHING GIGS & PITCHING POTENTIAL CLIENTS

Developing an effective easy process to bypass the competition and land the best-paid contracts.



WEEK 12

Your Portfolio + Continued Education

You will learn how to utilize the portfolio you have created in this course to successfully market yourself as a professional writer and how to stay ahead of the game in this ever-changing industry.

THE MAKING OF A WRITER'S WEBSITE

Crafting a professional writers' website where you can showcase your skills and successes.

THE ART OF STAYING CURRENT

Gathering the tools and the network to stay current in the professional writing field.

THE SCIENCE OF CONTINUAL IMPROVEMENT

Building a strategy to continue growing after this course and becoming the best writer you can be.

ONBOARDING PROCESS

You will learn what it takes to become a successful professional writer, how to think as a professional writer, and how to stand out from the competition in the field.

Why Work With Writegurus?

RELIABLE INCOME

There are endless content writing/ghostwriting jobs to take on.

WORK FLEXIBILITY

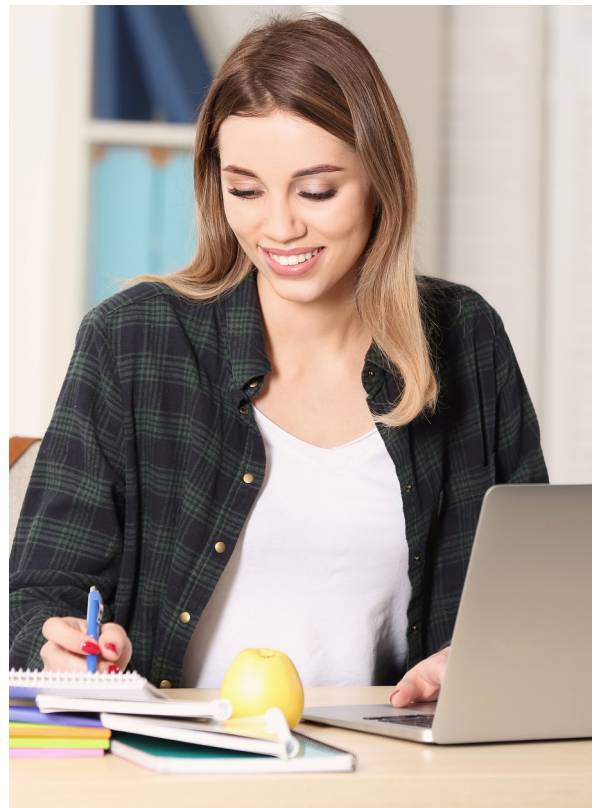
Work from the comfort of your home, office, coffee shop, or anywhere you want on your own terms.

FOCUS ON YOUR CREATION

No need to worry about costs from acquiring clients, billing or any operations. Focus on your writing and we do the rest.

BE A PART OF AN INDUSTRY-LEADING COMMUNITY

Get support from the best with your new career. This way, success is inevitable.



LIFE AS A WRITER

With Us

The professional writer's life is a life of freedom and opportunities. Unlike employees, freelance professional writers can earn as much as they want. Unlike entrepreneurs, however, they don't need to invest capital and spend years building something that may or may not work. Best of all, freelance professional writers can work anywhere and anytime. While some freelance professional writers choose to work from home, some decide to travel the world as they write.



Whether you realize it or not, you often see freelance professional writers at work. They work at coffee shops, in restaurants, in bus stations, and in airport lounges. Freelance professional writers have complete freedom over their time, location, and workload. At any time, they can decide to take on more or less work to bring in additional revenue or spend more time with their loved ones. The life waiting for you as a professional writer is the life you've always envisioned for yourself. Your only constrain is your imagination. You can work as much as you want – without spending time and risking your capital. It's quite literally the best of both worlds.



Love writing?
Turn it into a prosperous career



DON'T WAIT!
There are limited spots available

JOIN WRITEGURUS