

More than
1500 students
trained and
placed

Prospectus of the

*Course in Content Writing
Offered by*



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About Technowrites

Technowrites is a professionally managed company, specializing in technical communication. Since 1994, Technowrites has established its name as a quality provider of Technical Communication services and job-oriented training in the field of technical writing.

Our Services

Technowrites offers services in:

- ❑ Content Writing
- ❑ Technical Writing
- ❑ Instructional Design
- ❑ Designing and Developing Computer-Based Training (CBT) & Web-Based Training (WBT)
- ❑ Individual Training in Technical Writing
- ❑ Corporate Training in Technical Writing, Business Communication, and Proposal Writing

Infrastructure

Technowrites has a state-of-the-art technological setup and a competent team of professionals, belonging to varied fields like engineering, finance, marketing, and management. We work with the latest tools, including Word Editors, Graphic Creation, and Help Authoring Tools. This includes the Technical Communication Suite made available by Adobe.

Our library has a unique collection of books on topics related to:

- Content Writing
- Technical Writing
- Instructional Design
- Communication
- Dictionaries
- Style Guides
- Management
- Programming
- Multimedia
- Graphics Design
- Videos of all lectures of the course

Need of Content Writing

Some interesting facts:

- The amount of information available in the world doubles every two years. Half of that information becomes obsolete in about one year
- Content writing is considered a highly skilled area and present opportunity for a full time/part time career
- Content Marketing is the most selling strategy for web/online sales. This is increasing the demand of content writers exponentially worldwide
- Content needs to be continuously updated and published to attract customers
- Like software development, content writing is also a global profession
- Ask for a link to our content writing video

Every business has an online presence today. Anyone who is online needs content. Internet will be here for lot of centuries to come and penetrate our lives more & more through hand-held devices.

Think of the demand of content writers!

In order to meet the industry's requirement, we have launched this course to train "aspiring-content writers." This course can also be beneficial to the existing content writers in honing their skills.

Types of Content related jobs in demand

- Text authors
- Media authors (audio, video)
- Editors
- Translators
- Technical writers
- Instructional designers
- Trainers
- Analysts
- Critics
- Journalists

Who can benefit from the course

- Those who aspire to be content writing professionals
 - Full or Part time employees
 - Professionals working from home
 - Freelancer
 - Bloggers
- Those who want to write as a hobby

How to prepare yourself to be a freelancer

- Create a website
- Build a portfolio
- Register on freelancing websites
- Identify prospect
- Prepare Quotation & Invoice

Complete roadmap to get you started

About the Course

Course Title	Course in Content Writing
Type of Training	Classroom Model and Virtual Classroom Model (Distance Learning)
Course Fees	Contact us for latest prices and special discounts
Course Duration	4 weeks (Approximately 32 hours, excluding Assignments)
Course Venue	Technowrites's Pune Office
Course Material	<ul style="list-style-type: none">• Training booklets designed by Technowrites's team.• Content Writers Starter Kit (Free tools)• Technowrites's Document Repository<ul style="list-style-type: none">○ Course Documents○ Other Information○ Related Links

Note: All public holidays will be applicable as per Technowrites's list of holiday.

Course Syllabus

Subject 1: Content Writing Theory

- Demand for Content-Based Careers
- Role of a Content Writer
- Content Writing Process
- Gathering Information

Subject 2: Content Writing Tools

- Content Writing Tools
- Reviewing Tools
- Introduction to HTML
- Introduction to Blogging
- Introduction to Twitter

Subject 3: Advanced Topics

- Content Writing Project Management
- Search Engine Optimization
- SEO Guidelines
- Infographics
- Legal Aspects of Content Writing

Special Addition: Freelancing Module

- **NEW** Introduction to freelancing
- **NEW** Registering a company
- **NEW** Creating your website
- **NEW** Creating your portfolio
- **NEW** Preparing a quotation
- **NEW** Preparing an invoice

Assignments:

Compulsory Assignments (Related exercises for each of the assignments below)

- ✓ Searching content
- ✓ Product description
- ✓ Writing articles
- ✓ Writing blogs

Optional Assignments

- ✓ Using Twitter
- ✓ Preparing booklet (Long exercise)

There are several additional exercises recommended for practice. Assessment and feedback will be provided for them too.

What is unique about this course

The following points make this course unique

- The only course conducted by Technowrites based on its 20 years of professional experience and more than 10 years of training experience.
- Course designed by Technowrites, based on its rich experience
- Trained and experienced faculty with real hands on experience (probably the best in India)
- Repeat sessions offered free-of-cost
- Excellent learning content including videos, online quizzes, training booklets, and so on
- Video snippets for features of tools provided for reference
- Pen drive containing course material (videos, assignments, schedule and other study material)
- Includes assignments which are designed based on Content Writer's day-to-day work
- Information collection questionnaire with explanation of every question
- Technowrites Document Repository pen drive. You can copy material, audio files, articles, training transcripts, and much more. This will continue even after the course is completed.
- Membership of Technowrites Students Group (where lots of updates and job postings are sent.) This will continue even after the course is completed.
- Wi-Fi enabled training center
- Interview guidance and placements assistance
- Resume writing tips to help you build an effective resume
- Career guidance, career counselling and salary negotiation assistance is provided.
- More than 1000 candidates already placed through Technowrites courses
- Opportunity to work on live projects
- Not biased to any particular language (Listed tools for writing in different regional languages)
- Links to free sources of tools required to become a content writer
- **NEW** Freelancing Module – A complete roadmap to help you get started
- **NEW** Concept Dictionary – a dictionary to help you revise all important concepts

Technowrites Document Repository

This is a pen drive with different sets of documents, for easy reference. New documents are regularly added to the existing material. You can copy this material, audio files, articles, training transcripts, and much more. You can continue to use it even after the course is completed.

Eligibility

The eligibility for the course models is as follows:

- Graduation in any discipline is recommended. However, undergraduates/diploma holders with adequate work experience can also be considered.
- Good command over the language in which content is to be written
- Comfortable writing in diverse topics
- Knowledge of MS Windows & World Wide Web

Batch Timing

Virtual Classroom Batch: Flexible Timings

Application Procedure

Application form should be submitted along with course fees. Payment is to be made by cheque or demand draft drawn in favor of Technowrites Pvt. Ltd., payable at Pune.

- The student has to pay the complete course fees including tax (18%) at the time of taking admission (Installment scheme available)
- There will be about 15-20 students in a batch. The batches start at periodic intervals. Contact Technowrites for more details

Payment can also be made via bank transfer or online to Technowrites.

Call us for more information: 020 6500 6830.

Rules & Regulations

- *Technowrites reserves the right to refuse admission to a candidate without giving any reason.*
- *Technowrites reserves the right to terminate the admission of any candidate if he/she:*
 - *Remains absent for more than two days in any month without a genuine reason.*
 - *Does not complete and submit assignments on time.*
 - *Violates the administrative rules of Technowrites Pvt. Ltd.*
 - *Does not pay complete fees.*
 - *Misuses, tries to decrypt, tries to upload the course material thus violating the copyrights.*

The course fees will not be refunded.

Companies who have hired our students

- Amdocs
- Avaya
- Accenture
- BMC
- CapGemini
- Cognizant
- Tech Mahindra
- Cybage
- Fundtech
- Geometric Software solutions
- gloStream
- Hewlett-Packard (HP), India
- Honeywell Technologies
- HSBC Software Development
- IBM
- Infosys Technologies Limited
- Kenati Technologies
- KPIT Cummins Infosystems
- National Informatics Centre
- Oracle
- Persistent Systems
- SAP Labs
- Siemens 3D PLM
- Sify
- SunGard
- Symantec
- Tata Technologies
- TCS
- MIT College, Pune
- NTT Data
- Tibco
- TechTalks
- Hitachi
- Red Hat Solutions
- Fluxonix Technologies
- Progigo Software
- United Software Association
- Commit Technologies
- System Plus Technologies
- Knowledge Labs
- NICE Software Solutions
- Ecotech IT Solutions
- Reflexis Systems
- Blink Consulting
- Buzzle Software
- Schlumberger
- Juniper Networks
- Fiserv

Frequently Asked Questions

Q. How will I benefit from the course?

This is a unique course designed by Technowrites to meet the requirements of the industry and supplement its growth. The course is highly job-oriented. The course is unique in many ways:

- The training includes many assignments, which are tuned to the real-life requirements of the industry.
- It is ideal for anyone who is looking at mid-career change and additional income, without taking the risk of leaving the job.
- Good training is guaranteed as the course model is designed based on our more than 20 years of professional experience and more than 8 years of training experience.
- The course model is continuously updated to ensure that it is in line with the industry's requirements.

Q. What types of jobs are available?

After completing this course, you start as a

- Content Writer
- Blogger
- Web Content Writer
- SEO Content Writer
- Copywriter

Some of our students are also doing freelancing.

Q. Will I get a certificate after completion of the course?

Yes, on successful completion of the course, you will get a course certificate from Technowrites Pvt. Ltd.

Q. Is this course affiliated to any university or any other educational institute?

This course is not affiliated to any university or any other educational institute. It is conceptualized by Technowrites Pvt. Ltd. Technowrites has an established name in the industry. It has been created based on our professional and training experience.

Q. Can you tell me something more about the Virtual Classroom Model?

Yes. The Virtual Classrooms are an effective blend of training videos and training exercises (all exercises are checked by our faculty and detailed personalized feedback is given). Though it is a virtual classroom every course is based on a systematic course plan. The Virtual Classroom has the following advantages.

- Time flexibility.
- No need to spend time and money in traveling.
- Global reach (students from anywhere in the world can do the course, without any traveling time or expenses.)
- High-value course at lower price (as there is no cost of rented classrooms.)
- Personal attention of the faculty through phone, email, chat, and Internet-based classroom sessions.
- Learning directly from Mak (and not any past student or second-grade faculty). Mak is a highly experienced trainer of international repute and an award-winning speaker. He elaborates points using real-life examples.
- If you have a business phone, you can see most of the videos directly on the phone. This means you could be learning anywhere depending on your convenience. For example, you could be watching the videos while you are traveling.) Please contact mak@technowrites.com for further details.

Q. Does Technowrites give a job guarantee to candidates who complete this course successfully?

A. Technowrites Pvt. Ltd. is positive that the students will get a good placement after completing the course. Here are the plus points of the course.

1. The entire course is designed for fulfilling requirements of a job. All the course assignments are related to the day-to-day work done by Content Writers.
2. We send information about companies looking out for Content Writers to our course students.
3. We have special sessions related to resume-writing (for a content writer, resume is seen as sample of writing).
4. We have special sessions on appearing for interviews.
5. We ourselves offer jobs to selected students of our course.

In spite of this, Technowrites Pvt. Ltd. does not give any job guarantee; because we think it is unethical to make a false promise.

Q. How will this course benefit a freelancer?

Mak himself is a first generation entrepreneur, and is a mentor for the Entrepreneurship cell at IIT, Powai. The business acumen and the experiences of his illustrious career will undoubtedly help the participant. We are positive that the students will have a successful stint in business after the course. Apart from the freelancing roadmap, guidelines to finding jobs on five popular freelancing websites has also been included.

Q. What is freelancing roadmap?

It is a systematic step-by-step guide towards becoming a freelancer. There is a separate session about every step on the way. It was developed in April 2015 and is a hot favorite of students since then.

Q. Are there any students actually doing freelancing?

Many! Some of them are doing full-time work from home. Some are doing it as an additional income. Many students are now totally independent freelancers. Moreover, there is a special course on Freelancing offered by Technowrites, designed to make the entrepreneur aspirant aware of the nuances, and issues one may face while starting a business. For details on the Freelancing course you could you request for more information.

Q. What hardware and software will I need to take the course?

Any computer that has got a fairly good processor, DVD Drive, Speakers, and Microphone. Internet connection will be needed to participate in Virtual Classrooms. Today most of the desktops and laptops have this functionality.

You will need MS Word (to open the various files) and MS Excel (to complete the exercises). The documents and exercise sheets can also be made available in Open Office (freeware) format.

Q. Could the course structure and content be updated in future?

We believe in continuously updating our courses to cover latest topics and trends. So the course most certainly would be updated every year!

Who conducts the courses?



Makarand (Mak) Pandit, Managing Director of Technowrites, conducts the courses at Pune center. For other centers also Mak conducted some lectures in person or online. Refer to his detailed profile in the sample booklet or his LinkedIn profile at <https://www.linkedin.com/in/makarandpandit/>

Mak was awarded the status of Fellow of the Society for Technical Communication in the year 2016. He was the first Indian to get this honor.

Many of his articles are available online and more than 50 videos available on the YouTube Channel at [Technowrites YouTube Channel](https://www.youtube.com/user/mytechnowrites) <https://www.youtube.com/user/mytechnowrites>

Q. Will I get guidance from Mak after the course?

Yes, that is the best part! Apart from the regular updates on google groups, Mak offers guidance to students to the extent that is practical.

If you have any more queries, please write to Mak Pandit on mak@technowrites.com

Technowrites's Clients

We undertake on-site and off-site assignments, contracts, and projects from the industry. For on-site assignments, we depute our technical team to work at the client's premises.

Some of our clients include

Information Technology

- 3i Infotech (Formerly ICICI Infotech), India
- Accenture Service Ltd, India
- Atos Origin, India
- Aztecsoft-itest (Formerly Disha Technologies), India
- Blue Star Infotech, India
- Computer Associates, India
- Cranes Software International Ltd., India
- CXO Systems, India
- DMR Consulting, Australia
- Extenprise eSolutions, India
- Financial Engineering Solution Pvt. Ltd., India
- Geometric Software solutions, India
- Hewlett-Packard (HP), India
- HSBC Software Development, India
- Information and Telecom Systems India
- Infosys Technologies Limited, India
- Interlink Group, LLC (Taken over by EMC), India
- Jopasana Software & Systems, India
- Kanbay Software (India) Pvt. Ltd.
- KPIT Cummins Infosystems Ltd., India
- L&T Infotech, India
- Tech-Mahindra Limited (Formerly Mahindra-British Telecom), India
- Microsoft, India
- NCE Technologies, Inc, USA
- iGATE Patni (Formerly Patni Computer Systems), India
- Recosoft Corporation, Osaka, Japan
- Remittag Software Company, India
- SAP Labs India Pvt. Ltd., India
- Satyam Computer Services Ltd, India
- Synechron Technologies Pvt. Ltd., India
- System Task Group International, USA
- Tata Consultancy Services, India
- Techatalyst Infoserv Pvt. Ltd., India
- TVS Infotech, India
- VeriSoft InfoServices Pvt. Ltd., India
- Wipro Technologies, India
- Xpanxion International Pvt. Ltd., India
- Gridlogics Technologies Pvt. Ltd.
- Impact Systems
- eTouch Systems

Telecommunication & Networking

- Alcatel, USA (through Axes Technologies, India is now taken over by Tech Mahindra)
- Bharti Telesoft Ltd., India
- Greenfield Networks, California, USA
- Kenati Technologies, USA
- Motorola, Inc, USA
- Nokia, India, Singapore & Finland

Semiconductor

- Kulicke & Soffa Pte Ltd, Singapore
- E-Tools USA
- Taray, India

Banking & Finance

- Citibank N. A., Singapore
- Deutsche Bank, Singapore
- GM Finance (Through STG International, USA)
- Kotak Securities, India
- National Stock Exchange, India
- SunGard, USA
- System Access, Singapore
- Worldbank, USA (Through Infosys, India)

Engineering, Automotive & Manufacturing

- Associated Cement Companies Limited, India
- Larsen & Toubro Limited-Heavy Engineering Division (L&T HED)
- MWH India Pvt. Ltd.
- United Technologies
- Kirloskar Pneumatic Co. Ltd.
- Kirloskar Brothers Limited

Control & Automation

- Aplab Limited, India
- Aplab-Seba Electronics Limited, India
- Emerson Exports, India
- Rockwell Automation, USA

Integrated Automation and Software Solutions

- Honeywell, India & Singapore

Logistics

- Danaos Management Consultants, Greece (Shipping)
- DHL, Malaysia (Through Infosys, India)
- P & O Nedlloyd (Taken over by Maersk India Pvt. Ltd)

E-Learning

- Trina Systems Private Ltd, India

Educational Institutions

- Sinhgad Institute of Management and Computer Applications, India
- Symbiosis Center for Information Technology, India
- Indian Institute of Coal Management, India

Life Sciences

- InSilico Consulting, India
- Strand Life Sciences (Formerly Strand Genomics), India

Research & Development (R&D)

- TRDDC- The Tata Research Development and Design Centre
- Glam India

Training Institute

- Aptech Computer Education

Here is what some of our students say...

Sandiip Kakkade
Emerson

I joined the DTC course as a Virtual Classroom student & went on to pursue a 6-month internship as well, post the course completion. Not only was this a paradigm change in my career but was also a gateway to an amazing Technical Writing fraternity that I got introduced to.

Working on two live projects onsite opened up a foray into the world of technical writing giving me the real-world exposure to apply the know-hows, know-whys, and know-whats that I had learnt in the course. Nevertheless, I would always cherish the experience of working alongside Mak Sir and getting to know him over and above a trainer. He is but one person whom anyone would inadvertently start following – be it his meticulousness to the task at hand or his foresightedness to judge any shortcomings and manage them proactively. You're bound to get nothing but the best in terms of the experience he has to share.

If you're a fresher just out of college chalking out the various career options, an experienced professional looking for a career change, or a homemaker who would like to get back on track in their professional journey – I would recommend Technowrites to everyone who wants to be a class apart in everything they do. Thank you Technowrites! **YOU'RE THE BEST.**

Aditi Kumthekar
Infosys

I am glad I joined the Diploma in Technical Communication at Technowrites. The course played a pivotal role in making my career profile robust. Mak Sir's guidance and innate ability to explain the concepts with real life examples enabled to have a crisp and clear concept understanding. The assignments did a miracle by molding me to the corporate world of Technical Writing. Mak Sir's sincere efforts in informing us with the quality job opportunities helped me a lot in preparing and facing the interviews. I have also enrolled for the ID course and look forward to enhance my skill-set.

I am drawing Rs. 3.8 Lakh CTC in my current organization. The course just ended and I have already got placed at Infosys. They have offered me an almost 100% hike in CTC. Many thanks to Technowrites for this zip-zap-zoom salary rise! Technowrites - you rock!! Cheers - Aditi Kumthekar

Saily Narvekar
Fundtech

Genuine thanks to all the staff at Technowrites, especially Mak sir and Abhijeet sir. The course is expertly designed, with a perfect blend of theoretical knowledge, communication techniques and practical assignments. It steers even a non-technical person like me to the technical path, through the exact 'how' 'why' and 'whens' of the technical stuff. Also, Technical writing is a budding and honorable profession and has a promising future. One can get to explore various fields like finance, science, IT, pharma, defense, etc.

Dipankar Brihaspat
Technical Writer, Wipro Infotech, New Delhi

I want to express my sincere gratitude for all the efforts you have taken to teach me and the whole batch Technical writing, you have given us a lifetime experience that we can never forget whether off the class or in class. Today I am designated as a Technical Writer in Wipro Infotech New Delhi and it's all because of your teaching and the experiences which you shared with us

that I am doing good here. I remember that I didn't even know how to write a professional mail, you taught me in your own unique style and that has benefited me big time.

Mak Sir I would like to specially mention your personal experiences that you shared with us have been very helpful in my day to day life professionally and also personally. Here people are so amazed that how I have such deep knowledge of Advance Microsoft word, Adobe Robohelp and Adobe Framemaker. I always tell everyone that Mr. Makarand Pandit is my mentor and it's his magic. I was fortunate enough to get a teaching under his guidance. In those 3 months I have learned life's very crucial lessons. It is when we get into professional front that we realize how crucial your teachings were.

Saral Gupta (Placed at CapGemini, Bengaluru)
Virtual Classroom Batch Student

All the modules/CBTs are very informative and of good quality. All you need is hard work and prompt attendance towards each session that Mak will conduct on a weekly basis. Mak will also help you attend mock interview calls. Well that's how I was more confident before appearing for 'real' interviews in big MNCs.

Apoorva Panditrao (Placed at Kale Consultants)
Virtual Classroom Batch Student
Technical Writer

The training module is no less than regular course offered. In addition, I could learn at my own pace and submit assignments accordingly. It was a good opportunity for a "Stay-At-Home-Mom" like me. After the completion of the course, I got an opportunity to work on a live project. Working with Mak was a good learning experience. What more, I even got placed in the same company where I did the project. I got more than 100% returns in less than 2 months. If you can differentiate between expense and investment, this course is for you.

Here are a few other responses (names not disclosed on request)

- It has been a great experience and a kind of exposure through Mak that has indeed made a difference to my point of view and overall personality. I thank Mak for guiding me in the best possible direction.
- Everywhere I was interviewed they knew Technowrites and Mak Pandit. I am glad I did my course with Technowrites. Thanks for everything Mak! You changed my life! Need I say anything else?
- I did the course elsewhere and was disappointed. When my brother wanted to do the course, I sent him to Technowrites. With his help, I convinced my family to pay for me for the course once again. Thankfully, today I have a job and have earned my fees back in less than 3 months.
- The best part is - I am still using the course material as a reference. The course equipped me for my career, not just the interview.