



Certified Content Writer
Sample Material

V-Skills Certifications

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1. UNDERSTANDING THE LINES WITHIN GUIDEBOOK FOR A SUCCESSFUL CAREER THROUGH CONTENT WRITING

1.1 Introduction

“It’s none of their business that you have to learn to write. Let them think you were born that way.”
- Ernest Hemingway

So, you want to be a writer. And just not any writer but a content writer! Did the fluttering pages or the smell of old paper ever attract you? Did you find the oddly spectacled librarian issuing your books more interesting than a lazy evening with your girlfriend (gender variance accepted)? Then, my friend, you are most welcome to the club of extraordinary gentlemen (and ladies) who call themselves, with a little bit of over-estimated pride, - writers.

Just kidding!

Writing is serious as long as it is fun. So, be careful when you are grumbling about your loss of words at your pen or typewriter. Thoughts bite! It is again the famous author of ‘The Old Man and The Sea’ who has an interesting way to explain this situation.

“There is nothing to writing. All you do is sit down at a typewriter and bleed.”

Yes, the smell of old pages, as well as of fresh minted ones, does act as catalyst in the childhood charm of writing. As far as I remember, it was this smell that drew me to my first ever friend, my diary.

But, dear reader, do not mistake this eBook to be the fulfillment of just a child’s fantasy.

At the different chapters I have tried to discuss the part by part aspects of how the flair of the pen can be converted to a full time profession and be profitable at the same. The field of writing has never seen a bigger boom than in this era. Internet has increased the prospect of writers far beyond the pages of authorship. Writers now can be fully involved into their passion twenty four hours a day without being dependent on other means to maintain their livelihood. With so many options

in hand, careers based solely on writing can be a ladder to accomplishment also, but this time with guarantee to success. You just need to focus on the right technicalities. They are like rhythm patterns to the poem of content writing and this eBook will serve your guide in your journey within the lines.

So, you wanted to be a “content” writer, right? Let us get back to the ‘how’s and ‘why’s of that.

1.1.1 Why “Content” Writing?

Before you get the answer to the why, you have to understand ‘who’ a “content” writer is and more importantly, what “content” means.

Definition: Apart from its usual meanings, Content, in context of industrial use, is a portion of text or readable media which provides useful information on a specific topic to the audience, creating an end-user value for its promoters.

Speaking about content is like pointing towards the ocean and trying to differentiate one portion from the other. There is no actual demarcation between ‘content’ and a ‘non-content’ writing material but only in its use.

To give you a fair example, the same text that you are reading right now is a potential content. Why? Because it is providing some useful information to you, of course! And certainly because providing this useful information is proving to be somewhat useful for me too in terms of profit. Reading this will mean that you or whom you have got this eBook from has downloaded it from somewhere or purchased it from some online source. That’s mostly the basic user-publisher agreement. There are loopholes of piracy in any form of usable media though (“Let’s download it from torrent”: sound familiar?) but I have kept the discussions on security issues for later on.

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Any writing material, that you are using for industrial gain is basically ‘content’. Starting from the advertisement graffiti to the website info, every word used to describe an iPhone to a Shakespeare book falls under the tent of contents. With internet integrating into our lives, our use for day-to-day instructions on the web becomes more and more vital. And that brings us to answer the question that why “content” writing is more essential compared to other forms of writing.

✓ Data Analyzer for the Mass

Every day, millions of megabytes of data are being stored in different databases worldwide. While analysts provide the technical understanding of the scenario from these data, it is the job of the content writer to provide the situation's sound and appropriate knowledge in front of the mass.

✓ Ad Maker

While marketing runs on advertisements, someone needs to write its "content", whether it is in print, TV or web, right? (Would brand Adidas be the same without the "impossible is nothing" tag?)

✓ Self-Profitability

A good content writer has a future with regular work by his/ her side. The continued workflow guarantees a stable lifestyle for them.

A content writer gets to enjoy the fruit of both trees - writer's creativity and sustained profitability. So, "why" content writer! Hell, why not?

Self Assessment Questions

Q.1. Any content writing career is purely _____.

1. Technical
2. Use of grammar
3. Knowledge of language
4. **All of the above**

Q.2. "There is nothing to writing. All you do is sit down at a typewriter and _____."

1. Sweat
2. Weep
3. **Bleed**
4. Cry

Q. 3. A content writer provides _____.

1. Basic information on different topics
2. Useful information on a given topic
3. Expert comments on a given topic
4. **All of the above**

Q.4. which of this is a part of content writing?

1. A graffiti information
2. A website content writing
3. None of the above
4. **Both A and B above**

Q.5. Analysts provide technical information of the data while content writer provides _____.

1. Sound and appropriate knowledge
2. Remarks on the technical information
3. **An opinion of the data given**
4. None of these.