

# Learn n<sup>o</sup>

## Multi Skilled Content Creator Diploma

20 sessions

11 Week - 2.5 months

55+ Hrs

### Diploma Outline

#### ■ Conversion Copywriting

##### ■ Lecture 1:

#### **Introduction to the World of Conversion Copywriting**

- Understand the concept of conversion copywriting and its key role in digital marketing and achieving results.
- Differentiate between content that is written only to be read and content that motivates the audience to take action.
- Learn the concept of conversion and how to measure content success.
- Understand the difference between macro-conversions and micro-conversions.
- Identify the most important KPIs used to measure the effectiveness of conversion-focused content.
- Understand how potential customers think before making a purchase decision.
- Learn the psychological principles that increase the impact of marketing copy.

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- Learn how to define the target audience accurately instead of targeting everyone.
- Understand the customer's real needs, problems, and the motivations that drive their decisions.
- Build buyer personas that help create more influential and audience-relevant content.
- **Lecture 2:**  
**Understanding the Target Audience and Building the Buyer Persona**
- Learn audience research methods and how to collect important data about them.
- Identify the best sources for extracting ideas, desires, and objections.
- Master writing strong headlines that grab attention and increase reading rates.
- Understand the types of headlines used in ads and landing pages.
- Learn how to write introductions that keep the reader's attention until the end.
- Know how to address each audience segment using the most suitable tone and style.
- Develop the ability to create more personalized and effective marketing messages.

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- **Lecture 3:**
  - **Writing Persuasive Content and Creating Value**
  - Learn how to build a professional structure for conversion copy.
  - Understand how to present the value of a product or service in a persuasive way.
  - Focus on the benefits the customer is looking for instead of only listing features.
  - Gain the skill of handling customer objections before they are raised.
  - Develop the ability to turn ideas into powerful sales messages.
  - Use psychological words and techniques that strengthen persuasion and influence.
  - Learn how to write effective CTAs that encourage the customer to take the required action.
  - Build trust and credibility within content and advertisements..

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- **Lecture 4:**  
**Creating Motivational Messages and Conversion Scripts**
  - Master writing CTAs that encourage immediate decision-making.
  - Learn how to use trust and credibility elements to increase conversion rates.
  - Understand the importance of personalization and targeted language in building a strong relationship with the customer.
  - Apply the 6P's model practically and professionally within marketing messages.
  - Learn how to write conversion-focused scripts for ads, videos, and sales content.
- **Lecture 5:**  
**Conversion Copywriting in Digital Marketing**
  - Learn how to write landing pages that achieve higher conversion rates.
  - Understand the professional structure of landing pages.
  - Write professional product descriptions for e-commerce.
  - Identify the components of an effective ad and how to improve its results.
  - Learn how to write email marketing messages that achieve opens, engagement, and conversions.
  - Understand the types of email messages used in marketing and conversion.

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- **Lecture 6:**  
**Conversion Copywriting in Practical Applications and Performance Improvement**
  - Understand the customer journey from attention to decision-making.
  - Apply the AIDA model within content and advertisements.
  - Learn about the Pirate Funnel — AARRR — and connect it to digital marketing.
  - Learn the basics of Conversion Rate Optimization — CRO — using content.
  - Understand how to measure content performance and continuously improve it.
  - Explore the future of conversion copywriting and the role of artificial intelligence in developing it.

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### Diploma Outline (Practical Part)

#### ■ **Practical Training 1**

##### **Audience Analysis and Building the Buyer Persona**

- In this training, the trainee will learn how to think with the mindset of a professional marketer who does not write for everyone, but writes for the right person in the right way.
- The trainee will gain the ability to understand the customer's psychological motivations, analyze their real needs and problems, and build a buyer persona that helps them write more accurate, impactful, and conversion-focused marketing messages.
- They will also learn how to connect psychological principles with customer buying behavior, enabling them to create content that makes the customer feel that it is personally directed to them.

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## **Diploma Outline (Practical Part)**

- **Practical Training 2**  
**Researching the Voice of Customer and  
Creating Attractive Headlines**
  - This training aims to develop the trainee's ability to extract the real language customers use to express their problems and needs, then turn it into more realistic and impactful marketing messages.
  - The trainee will learn how to research the Voice of Customer — VOC — and use it to create strong headlines and introductions that capture attention from the very first line, helping them write content that makes the customer feel truly understood.
  - This training also strengthens the skill of turning data and observations into practical marketing ideas that can be applied in ads, landing pages, and sales content.

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### Diploma Outline (Practical Part)

- **Practical Training 3**  
**Writing Sales Content That Highlights Value and Handles Objections**
  - In this part, the trainee will learn how to transform products and services from mere “features” into real value that the customer can feel.
  - They will gain the ability to present benefits persuasively, handle objections within the copy in a professional and natural way, and apply popular conversion copywriting formulas such as PAS to write more influential and persuasive content.
  - This training helps the trainee understand how to build sales copy that makes the customer see the solution, not just the product.

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## **Diploma Outline (Practical Part)**

- **Practical Training 4  
Creating Professional Marketing Scripts and Messages**
  - This training aims to develop the skill of writing short scripts for ads, videos, and social media posts in a way that combines persuasion, clarity, and motivation.
  - The trainee will learn how to build a complete marketing message that includes the problem, solution, proof, and motivation to take action, while applying the 6P's model practically to help them write more professional and impactful content.
  - This training also helps improve the trainee's ability to write marketing messages that are short, yet strong and effective.

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### Diploma Outline (Practical Part)

- **Practical Training 5**  
**Writing Landing Pages and Conversion Marketing Messages**
  - In this training, the trainee will learn how to build the essential elements of any landing page or marketing message that achieves real results.
  - They will gain the skill of writing headlines, highlighting benefits, using customer testimonials, and crafting CTAs that encourage users to take the required action.
  - This training also helps them understand how to arrange marketing messages in a way that presents value first before showing the price, which increases the chances of conversion and purchase.

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## **Diploma Outline (Practical Part)**

- **Practical Training 6  
Improving Pages and Analyzing Performance  
from a Conversion Perspective**
  - This training aims to develop an analytical mindset that helps the trainee identify weaknesses within landing pages and advertisements and improve them professionally.
  - The trainee will learn how to rewrite marketing messages to make them more attractive and persuasive, and understand how to run A/B tests and analyze results to continuously improve performance.
  - This training also strengthens the trainee's ability to think like a conversion copywriter who can make decision based on analysis and results, not guesswork.

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## Diploma Outline

- **Copywriting for Websites and Landing Pages**
- **Workshop Outline for intermediate level:**
  - Conversion-first thinking & structure
  - Headlines & hooks that convert
  - Writing a high-conversion copy
  - Social proof, features-to-benefits, and credibility
  - CTAs, forms & friction reduction
  - Personalization, segmentation & messaging variants
  - Writing a Microcopy for a better user experience

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## **Diploma Outline**

### **■ Scriptwriting for Reels, Videos & Podcasts**

- The difference between textual and visual writing
- Types of scripts used in the digital world
- The function of a script: where it starts and ends
- Key elements of a professional, effective script
- The difference between scripts for editing vs. live performance
- Scriptwriting for short-form videos (Reels)
- Scriptwriting for educational/explainer videos
- Scriptwriting for commercial visual ads
- Scriptwriting for storytelling-style podcasts

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## **Diploma Outline**

### **■ Scriptwriting for Reels, Videos & Podcasts**

- Basics of filming: camera angles and shot sizes
- How filming decisions influence the script - and vice versa
- Writing the script + building a simple storyboard
- How AI Accelerates the Scriptwriting Process
- How AI Tools Help Generate Initial Ideas for Scriptwriting
- AI Tools for Designing a Storyboard or Visualizing Scenes
- Ethical Considerations in Using AI for Writing

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- **Short-Form Video Strategy for TikTok, Instagram Reels & Snapchat**
- **Session 1: Short-Form Video Landscape & Platform Behavior**
  - 1. Evolution of short-form video
  - 2. Platform overview: TikTok vs Instagram Reels vs Snapchat
  - 3. User behavior & consumption patterns
  - 4. How algorithms actually distribute content (simplified)
  - 5. Key performance drivers (watch time, retention, shares)
  - **Practical hacks:**
    - First frame strategy
    - Retention basics
    - Looping concept

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#### ■ **Session 2: Content Strategy & Positioning**

- Defining content goals  
(Awareness / Engagement / Conversion)
- Audience personas per platform
- Content pillars & messaging framework
- Content positioning & differentiation
- Building a clear brand identity (tone of voice + visual style)
- Platform-first vs cross-platform strategy
- Case studies (brands & creators)

#### ■ **Session 3: Creative Concepts & Scroll-Stopping Content**

- 1. The psychology of attention (first 3 seconds)
- 2. Hooks frameworks (repeatable formulas)
- 3. Storytelling structures for short-form video
- 4. Trend adaptation vs original content
- 5. Content ideation systems (scalable frameworks)
- 6. Live breakdown:
- 7. Successful video (why it worked)
- 8. ضعيف الأداء (why it failed)
- 9. Practical ideation exercises

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#### ■ **Session 4: Production Workflow & Tools (Including AI)**

- 1. Simple & scalable content workflow
- 2. Content batching & planning
- 3. Shooting techniques using a mobile
- 4. Editing basics (cuts, pacing, captions)
- 5. Platform-specific best practices

#### ● **Tools & AI:**

- Script writing tools
- Editing apps
- AI for ideas & hooks
- Time management for consistency

#### ■ **Session 5: Optimization, Growth & Community Building**

- 1. Posting strategy & timing
- 2. Hashtags, sounds, captions & CTAs
- 3. Engagement signals & how to boost them
- 4. Community building & interaction strategies
- 5. Growth tactics for creators & brands
- 6. Common mistakes & how to avoid them

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#### ■ Session 6: Monetization & Business Impact

- 1. Results لـ Views vs Content لـ Content الفرق بين
- 2. Mapping content to business goals
- 3. CTA strategies حسب الهدف
- 4. تحويل المشاهدات إلى:
  - Leads
  - Sales
  - Brand growth
- 1. أنواع المحتوى اللي تباع:  
Real examples (creators & brands)

#### ■ Session 7: Analytics, Performance & Action Plan

- 1. Key metrics لكل منصة
- 2. How to read insights بشكل عملي
- 3. Testing & iteration cycles
- 4. Optimization framework
- 5. Building a 30-day content plan
- 6. Ready-to-use templates:
  - a. Content calendar
  - b. Hook bank
  - c. Script structure
- 7. Final wrap-up & Q&A

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### Diploma Outcomes

**By the end of the diploma, learners will be able to:**

- Understand audience behavior and create accurate personas.
- Write persuasive, conversion-focused copy for ads, landing pages, and funnels.
- Build compelling offers, CTAs, and microcopy that improve lead quality and conversions.
- Apply CRO, SEO-friendly writing, and performance analysis to optimize content.
- Create professional scripts for reels, videos, podcasts, and commercial content.
- Turn ideas into clear visual scenes and simple storyboards.
- Build a platform-based content strategy for TikTok, Instagram Reels, Snapchat, and other channels.
- Develop a clear content identity, positioning, and tone of voice.
- Use AI tools to generate ideas, write scripts, and improve content production workflow.
- Analyze performance metrics and improve content for reach, engagement, growth, leads, and sales.
- Execute a practical 30-day content action plan using ready-to-use templates.

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## **Diploma Target Audience/ Level**

- Aspiring and intermediate content creators, copywriters, and content marketers.
- Digital marketers, advertising professionals, and ad managers.
- Business owners, e-commerce entrepreneurs, and creators who produce their own content.
- UX writers, product marketers, and growth marketers.
- Creators interested in short-form videos, commercial content, podcasts, and basic video production/editing.
- Entrepreneurs aiming to increase online sales, leads, and conversions.