



## National Vocational Qualification Curriculum of Content Writing Level-3 “Freelance Writer”



**National Vocational and Technical Training Commission (NAVTTTC),  
Government of Pakistan**



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## 1. Introduction

Writing for the web has evolved into a special skill set essential to getting the most out of your online presence. As a highly interactive form of communication across a number of potential mediums, it requires a very different approach to print media.

Content writing is the art of planning, creating, writing and editing specific content for a website that would drive traffic to it through digital marketing. This type of writing requires professional and proficient language skills. Most common examples include website writing, SEO writing, fiction/non-fiction writing, blogging, affiliate marketing and much more. The content must be informative that adds to the knowledge of the viewer through publishing art and communication in the form of audio-visuals, which demands practice and deep knowledge. The piece of writing must be genuine and authentic with no particular format, but the style counts a lot.

Being conscious of the emerging trends in the global market, National Vocational & Technical Training Commission (NAVTTTC), Pakistan, has developed Competency Standards in consultation with the stakeholders including academia, researchers, industry, chambers and TEVTAs for 'Content Writing' under National Vocational Qualifications Framework (NVQF). The competency standards document has been designed in a way that trainees can develop skills in the ability to explore and analyze writing in technical, scholarly and professional contexts. They can consolidate their knowledge and skills through advanced practice in writing, creating, editing, designing and producing content for professional and technical purposes, with concrete application on industry source documents and projects.

The National Competency Standards could be used as a referral document for the development of the curriculum to be used by training institutions.



## 2. Purpose of the Qualification

The purpose of this qualification is to set high professional standards for content writing in order to compete with the local and international job markets. The specific objectives of developing these qualifications are as under:

- Produce quality Content Writers and Content Creators.
- Produce competitive Freelance Writers.
- Develop Business/Marketing Bloggers.
- Produce skillful Script Writers.
- Develop skilled Corporate Communication Executives.
- Develop influencing Generalist.
- Promote prosperous Digital Marketers.
- Enabling the youth to hunt greater employment opportunities.
- Improve the quality and effectiveness of the training and assessment for the Content Writing Industry



### 3. Overall Objectives of the Training Course

The primary objective of this training program is to provide a hands-on learning experience and practical exposure to the trainees with up-to-date knowledge and skills required by the Content Writing Industry with particular reference to planning, creating, writing and editing content through the six-month training program in a comprehensive way to cope with the challenges of the global digital market. After qualifying the course at different levels (Level 2 – 5), the writers will be able to perform as entrepreneurs and get jobs in Writing Industry as Corporate Communicators, Writers, i.e. Copywriters, Freelance writers, Technical writers and Creative Writers, Generalists, Corporate Bloggers, and Script Writers. The course contents are specifically designed in such a way that it covers all the significant areas of Content Writing to keep pace with the National and International sectors.

The overall objectives of developing this qualification are to:

- Improve the overall quality of training delivery and set national benchmarks for the training of Content Writers in the country.
- Provide flexible and progressive learning opportunities for trainees to receive relevant and up-to-date skills in the Writing Industry.
- Provide the basis for competency-based assessment, which employers recognise and accept in modern days.
- Establish standardized and sustainable training in consultation with the Writing Industry.



#### 4. Competencies to be gained after Completion of the Course

After completing this course, the trainee will be capable of performing different activities in the Writing industry, especially copywriting, effectively. Furthermore, this professional writing training program enables the trainee to develop and integrate the content in multispectral competencies such as strong writing skills, creative thinking, problem-solving, interpersonal skills, research skills, personal and team management, presentation and communication skills, technical and professional negotiations related to the Writing Industry. The below-listed competencies imprinted by this training program are quite prominent to the trainees' profile to enhance their employability in their career in the Writing industry:

- Elemental knowledge and concepts of creating and integrating content in the Writing industry.
- Creative thinking and troubleshooting writing skills in any niche of the Writing Industry.
- Potential to transform theoretical knowledge into practice.
- Identify and explore potential areas of opportunities in the Writing industry i.e., Generalist, Journalistic Writing, Website Creators, Corporate Communication, Business & Marketing Communication etc.
- Develop and practice strategies to maintain the quality and safety of the workplace.
- Time management, working in teams, meeting packed timelines and conflict handling among co-workers.
- Safe and secure use of workplace tools, techniques and materials at worksites.
- Digital documentation and effective communication skills.
- Successful marketing campaigns.
- Working to help establish Small and Mid-sized Enterprises (SMEs), National and International Startups.





## 5. Job Opportunities available Immediately and in the Future

The successful pass out of this course may avail entrepreneurial opportunities and/ or fetch job/ employment in writing industry as:

- Journalistic Writers
- Corporate Bloggers
- Marketing Writers
- Generalists
- Video Script Writers
- Communication Executives
- Affiliate Marketers

## 6. Trainee Entry Level

The entry for D.A. E National Certificate level 3, in '**Content Writing**' are:

1. A candidate having **National Vocational Certificate level 2, in Content Writing.**
2. A candidate having a Matric **Certificate with Science/Arts subjects.**

## 7. Minimum Qualification of a Trainer

DAE/Bachelor's in English, Language and Communication, Mass Communication and Media Studies or any other relevant competency.

## 8. Recommended Trainer-Trainee Ratio

The recommended trainer-trainee ratio per class is 1:24.



## 9. Medium of Instruction

Urdu, English, or any Regional Language.

## 10. Date of Validation

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on \_\_\_\_\_ and will remain valid for ten years.

## 11. Date of Review

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on 20<sup>th</sup> -24<sup>th</sup> December, 2021 and shall be reviewed after three years i.e **25<sup>th</sup> December, 2024.**



## 12. Curriculum Development Committee

The following members participated in the Curriculum Development Workshop from DATE HERE Dec 2021, in PITAC Lahore:

Sr. No	Name	Designation & Organization
1.	Hamza Nadeem	NAVTTTC Coordinator, Islamabad
2.	Muhammad Nasir Khan	DACUM Facilitator
3.	Ms. Summar jan Saddiqui	CBT Expert-PTEVTA, MBA(IT)
4.	MS. Farooha Lodhi	Executive Communication and Coordination, GIFT University Gujranwala, Content and Academic Writer.
5.	Mr. Abdullah Yazdani	Advertising Strategist, Acquity Links Lahore.
6.	Dr. Muhammad Naazir Khan Niazi	(Chairman), Representative PETE Lahore.
7.	Mr Mubasher	CEO of coding phoenix & Lecturer at LSFD Lahore.
8.	Mrs. Momina Hafeez	Lecturer at UCP
9.	Ms. Saadia Syed	P-TEVTA, Lahore



### 13. Curriculum Validation Committee

The following members participated in the Curriculum Validation Workshop from DATE HERE Dec 2021, in PITAC Lahore.

Sr. No	Name	Designation & Organization



#### 14. Duration of the Course (Total Time, Theory & Practical)

Sr	Competency Standards	Occupation	NVQF Level	Category	Estimated Contact Hours			Cr Hr
					Th	Pr	Total	
<b>Level 3</b>								
1	Gather Information.	<b>Journalistic Content Creator</b>	3	Technical	3	21	24	2.4
2	Write News Story		3	Technical	3	21	24	2.4
3	Write the News in a Factual Manner.		3	Technical	3	21	24	2.4
4	Write Articles and Features to Influence Public		3	Technical	3	21	24	2.4
5	Investigate and Report on Current Events		3	Technical	6	21	27	2.7
6	Write Press Stories		3	Technical	6	21	27	2.7
7	Explore Affiliate Marketing Platforms	<b>Affiliate Marketing Writer</b>	3	Technical	3	18	21	2.1
8	Select Niche		3	Technical	3	18	21	2.1
9	Perform Product Research		3	Technical	6	30	36	3.6
10	Create Content on your Niche		3	Technical	6	24	30	3
11	Generate Traffic for the Affiliate Site		3	Technical	9	36	45	4.5
12	Search Multiple Topics	<b>Freelance Writer</b>	3	Technical	3	12	15	1.5
13	Create Quality Content based on Industry Standards		3	Technical	6	24	30	3
14	Write Content for a Targeted Audience		3	Technical	3	30	33	3.3



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15	Proofread the Content before Submission	<b>Digital Skills</b>	3	Technical	6	24	30	3	
16	Meet the Deadline/Commitment		3	Technical	6	21	27	2.7	
17	Install/Use System Software		3	Generic	6	18	24	2.4	
18	Install/Use Application Software		3	Generic	6	18	24	2.4	
19	Install/Configure Hardware and Peripheral Devices		3	Generic	6	18	24	2.4	
20	Draft Office Documents		3	Generic	6	24	30	3	
21	Perform Efficient Web Browsing and Manage Emails		3	Generic	3	12	15	1.5	
22	Configure Internet Connection on a Desktop/Laptop		3	Generic	3	12	15	1.5	
<b>Total</b>						<b>105</b>	<b>465</b>	<b>570</b>	<b>57</b>
<b>Percentage</b>						<b>18.42</b>	<b>81.578</b>		
					<b>11</b>	<b>9</b>			



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Occupations and Level Descriptor					
SR.NO	OCCUPATIONS	NO OF COMPETENCY STANDARDS	LEVEL	OCCUPATION CONTACT HOURS	TOTAL (LEVEL CONTACT HOURS)
1	<i>Journalistic Content Creator</i>	6	3	150	570
2	<i>Affiliate marketing writer</i>	5		153	
3	<i>Freelance Writer</i>	5		135	
4	<i>Digital Skills</i>	6		132	



## 15. Summary – Overview of the Curriculum

### 1-Journalistic Content Creator

Module Title	Learning Units	Theory Days/hours	Workplace Days/hours	Total Timeframe of modules
Module 01. 0232- L&L-1. Gather Information	LU-1. Use Credible Source in the Beat. LU-2. Verify the Potential Story LU-3. Make Notes of the Story	03	21	24
Module 02. 0232- L&L-2. Write New Stories	LU-1. Choose a Newsworthy topic LU-2. Conduct Interviews with Witnesses LU-3. Write the Final Draft of the News	03	21	24
Module 03. 0232- L&L-3. Write New in Factual Manner	LU-1. Find Unbiased Facts LU-2. Narrate the Facts	03	21	24
Module 04. 0232- L&L-4. Write Articles and features to influence public	LU-1. Write Articles and Features LU-2. Write to Influence the Public	03	21	24





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Module 05. 0232- L&L-5. Investigate and report on current Events	LU-1. Investigate an Event or Story LU-2. Make Report on Investigation	06	21	27
Module 06. 0232- L&L-6. Write Press Stories	LU-1. Collect Information on Assigned Topics LU-2. Report the News to the Editor	06	21	27

**2- Affiliate Marketing Writer**

Module Title	Learning Units	Theory Days/hours	Workplace Days/hours	Total Timeframe of modules
Module 07. 0232-L&L-7. Explore affiliate marketing platforms	LU-1. Perform Research on the available platform LU-2. Select suitable platform LU-3. Explore the selected Affiliate Program/Platform	03	18	21
Module 08. 0232-L&L-8. Select Niche	LU-1. Explore different niches LU-2. Find competitors LU-3. Perform competitive analysis.	03	18	21



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Module 09. 0232-L&L-9. Perform Product Research	LU-1. Search tools to explore the product trends LU-2. Search key products as per trends LU-3. Perform Competitive Analysis LU-4. Filter products of your interest	06	30	36
Module 10. 0232-L&L-10. Create Content for Product	LU-1. Search for content of product LU-2. Search Keywords for the product LU-3. Select catchy Title LU-4. Create content for the niche	06	24	30
Module 11. 0232-L&L-11. Generate Traffic for the affiliate site	LU-1. Explore social media platforms LU-2. Explore email marketing LU-3. Boost Traffic	09	36	45



### 3- Freelance Writer

Module Title	Learning Units	Theory Days/hours	Workplace Days/hours	Total Timeframe of modules
Module 12. 0232-L&L-12. Search multiple Topics	LU-1. Develop Good search Skills LU-2. Collect Material from Reliable Sources LU-3. Discover Emerging Trends LU-4. Collect information from field experts	03	12	15
Module 13. 0232-L&L-13. Create Quality Content based on industry standards	LU-1. Develop Planning Skills LU-2. Collect/Organize Data LU-3. Create Quality Content LU-3. Proofread and Edit Content	06	24	30
Module 14. 0232-L&L-14. Write Content for targeted audience	LU-1. Conduct Comprehensive Research LU-2. Analyze User Intent LU-3. Analyze User Intent	03	30	33
Module 15. 0232-L&L-15. Proofread The content before submission	LU-1. Check Grammar LU-2. Use Editing Skills LU-3. Check Plagiarism	06	24	30



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Module 16. 0232-L&L-16. Meet the deadline/Commitment	LU-1. Develop Time Management Skills  LU-2. Fulfill commitment.	06	21	27
<b>Total</b>		<b>69</b>	<b>363</b>	<b>432</b>



## 1. Journalistic Content Creator

### Module 01 – 0232-L&L-1. Gather Information

Objectives:

After completion of this module, learners will be able to gather information from various sources for news stories.

<b>Duration:</b>	<b>Total hours</b>	<b>24</b>	<b>Practical:</b>	<b>21</b>	<b>Theory:</b>	<b>03</b>	<b>Cr.Hr: 2.4</b>
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<b>Learning Unit</b>	<b>Learning Outcomes</b>	<b>Learning Elements</b>	<b>Duration</b>	<b>Materials (Tools &amp; Equipment) Required</b>	<b>Learning Place</b>
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<p>LU-1. Use Credible Source in the Beat.</p>	<ul style="list-style-type: none"> <li>• Make association with credible sources in the beat to get information for news.</li> <li>• Extract relevant information from the beat</li> <li>• Make sure newspaper policies are followed.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify credible sources</li> <li>• Define credible sources.</li> <li>• Explain news beat.</li> <li>• Understanding of newspaper policies</li> </ul> <p><b><u>Practical</u></b> <b><u>Activity:</u></b> Make a list of credible sources for potential story</p>	<p>01 Hour Theory 07 Hours Practical Total: 08 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Cell phone</li> <li>• Writing pad</li> <li>• Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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<p>LU 2-Verify the Potential Story</p>	<ul style="list-style-type: none"> <li>• Witness the facts personally.</li> <li>• Ensure the accuracy of the content with the References/sources.</li> <li>• Interview the relevant persons for news detail and Verification.</li> </ul>	<ul style="list-style-type: none"> <li>• Describe facts and figures in the story.</li> <li>• Define references</li> <li>• Knowledge of news details</li> <li>• Explain how to conduct interviews.</li> </ul> <p><b><u>Practical Activity:</u></b> Conduct Interview of relevant person to verify the potential story</p>	<p>01 Hour Theory 07 Hours Practical Total: 08 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Cell phone</li> <li>• Writing pad</li> <li>• Pen</li> </ul>	<p>Classroom and workplace/ Lab</p>
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LU3. Make Notes of the Story	<ul style="list-style-type: none"> <li>• Write down the points of the story.</li> <li>• Summarize the points</li> </ul>	<ul style="list-style-type: none"> <li>• Define how to list down important points</li> </ul> <p><b><u>Practical Activity:</u></b> Make a list of credible sources for potential story</p>	01 Hour Theory 07 Hours Practical Total: 08 Hours	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Cell phone</li> <li>• Writing pad</li> <li>• Pen</li> </ul>	Classroom and workplace/ Lab
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## Module 02 – 0232-L&L-2. Write New Stories

Objectives:

After completion of this module, learners will be able to cover news stories.

Duration:	Total hours	24	Practical:	21	Theory:	03	Cr.Hr: 2.4
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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<p>LU-1. Choose a newsworthy topic</p>	<ul style="list-style-type: none"> <li>• Select a newsworthy topic for a news story.</li> <li>• Put information in a news format taken from reliable sources.</li> <li>• Make sure newspaper policies are met while you are in the process of making news.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify newsworthy topics.</li> <li>• Identify reliable resources</li> <li>• Explain detailed information from the witnesses.</li> <li>• Awareness of the following news format.</li> <li>• Understanding of newspaper policies</li> </ul> <p><b><u>Practical Activity:</u></b> Search and select topics for news</p>	<p>01 Hour Theory</p> <p>07 Hours Practical</p> <p>Total: 08 Hours</p>	<ul style="list-style-type: none"> <li>• Computer/Laptop</li> <li>• Word processor</li> <li>• Internet connection</li> <li>• Cell phone</li> <li>• Writing pad</li> <li>• Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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<p>LU 2- Conduct Interviews with Witnesses</p>	<ul style="list-style-type: none"> <li>Reach out to witnesses to talk about the event or happening.</li> <li>Verify facts and figures closely and if possible, add Additional facts into the story to make it more authentic.</li> </ul>	<ul style="list-style-type: none"> <li>Identify the events</li> <li>Explain how to collect witnesses of events</li> </ul> <p><b>Practical Activity:</b> Conduct interview with witnesses</p>	<p>01 Hour Theory 07 Hours Practical Total: 08 Hours</p>	<ul style="list-style-type: none"> <li>Computer/Laptop</li> <li>Word processor</li> <li>Internet connection</li> <li>Cell phone</li> <li>Writing pad</li> <li>Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
<p>LU3. Write the Final Draft of the News</p>	<ul style="list-style-type: none"> <li>Compile the facts and figures in order.</li> <li>Follow the news format such as introduction, body and conclusion.</li> <li>Write concise news by following the news standards and policies.</li> </ul>	<ul style="list-style-type: none"> <li>Define news Sequence.</li> <li>Define news standards and format.</li> </ul> <p><b>Practical Activity:</b> Make a draft of the news as per standards.</p>	<p>01 Hour Theory 07 Hours Practical Total: 08 Hours</p>	<ul style="list-style-type: none"> <li>Computer/Laptop</li> <li>Word processor</li> <li>Internet connection</li> <li>Cell phone</li> <li>Writing pad</li> <li>Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>



## Module 03 – 0232-L&L-3. Write News in a Factual Manner

Objectives:

After completion of this module, learners will be able to write news in a factual manner.

Duration:	Total hours	24	Practical:	21	Theory:	03	Cr.Hr: 2.4
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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<p>LU-1 Find Unbiased Facts</p>	<ul style="list-style-type: none"> <li>Find the facts, which are unbiased.</li> <li>Arrange the order of the facts in terms of importance.</li> </ul>	<ul style="list-style-type: none"> <li>Identify unbiased information and facts</li> <li>Define important information &amp; facts for news</li> </ul> <p><b>Practical Activity:</b> Search unbiased facts from reading material.</p>	<p>2 Hours Theory 12 Hours Practical Total: 14 Hours</p>	<ul style="list-style-type: none"> <li>Computer/Laptop</li> <li>Word processor</li> <li>Internet connection</li> <li>Cell phone</li> <li>Writing pad</li> <li>Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
<p>LU 2- Narrate the Facts</p>	<ul style="list-style-type: none"> <li>Articulate the words correctly in the news.</li> <li>Insert all verified facts to make the news authentic.</li> </ul>	<ul style="list-style-type: none"> <li>Explain how to choose effective words.</li> <li>Understanding of newspaper policies</li> </ul> <p><b>Practical Activity:</b> Interpret NEWS in factual manner</p>	<p>1 Hours Theory 09 Hours Practical Total: 10 Hours</p>	<ul style="list-style-type: none"> <li>Computer/Laptop</li> <li>Word processor</li> <li>Internet connection</li> <li>Cell phone</li> <li>Writing pad</li> <li>Pen</li> </ul>	<p>Classroom and workplace/ Lab</p>



## Module 04 – 0232-L&L-4. Write Article & Features to influence Public

Objectives:

After completion of this module, learners will be able to write articles and features to influence the public.

Duration:	Total hours	24	Practical:	21	Theory:	03	Cr.Hr: 2.4
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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<p>LU-1. Write Articles and Features</p>	<ul style="list-style-type: none"> <li>Choose a subject on current topic, or a designated topic by the Editor or select a subject that interests the readers for articles.</li> <li>Work on a cover story or feature that interests the readers.</li> </ul>	<ul style="list-style-type: none"> <li>Identify current topics</li> <li>Define how to choose a subject for cover story</li> <li>Enlist the features for cover story</li> </ul> <p><b>Practical Activity:</b> Draft some features for the relevant article</p>	<p>02 Hours Theory 12 Hours Practical Total: 14 Hours</p>	<ul style="list-style-type: none"> <li>Computer/Laptop</li> <li>Word processor</li> <li>Internet connection</li> <li>Cell phone</li> <li>Writing pad</li> <li>Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
<p>LU 2- Write to Influence the Public</p>	<ul style="list-style-type: none"> <li>Select a message for the masses for your article or feature.</li> <li>Convey a message that spells magic with the readers.</li> </ul>	<ul style="list-style-type: none"> <li>define message according to features</li> <li>Ability to convey messages to the readers.</li> </ul> <p><b>Practical Activity:</b> Draft an article and communicate within the class.</p>	<p>1 Hours Theory 09 Hours Practical Total: 10 Hours</p>	<ul style="list-style-type: none"> <li>Computer/Laptop</li> <li>Word processor</li> <li>Internet connection</li> <li>Cell phone</li> <li>Writing pad</li> </ul>	<p>Classroom and workplace/ Lab</p>



## Module 05 – 0232-L&L-5. Investigate & Report on Current Events

Objectives:

After completion of this module, learners will be able to investigate and report on current events.

Duration:	Total hours	27	Practical:	21	Theory:	06	Cr.Hr:2.7
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Investigate an Event or Story</p>	<ul style="list-style-type: none"> <li>Go in depth to investigate a story or event to uncover the secrets, corruption or evils of society.</li> <li>Use available sources, information, archives and public records to expose the truth.</li> </ul>	<ul style="list-style-type: none"> <li>Find the issues and corruption etc.</li> <li>Identify the sources</li> <li>Verify the records to expose the secrets.</li> </ul> <p><b><u>Practical Activity:</u></b> Demonstrate a role play to investigate a story on an event.</p>	<p>03 Hours Theory 11 Hours Practical Total: 14 Hours</p>	<ul style="list-style-type: none"> <li>Computer/Laptop</li> <li>Word processor</li> <li>Internet connection</li> <li>Cell phone</li> <li>Writing pad</li> <li>Pen</li> </ul>	<p>□ Classroom and workplace/ Lab</p>
<p>LU 2- Make Report on Investigation</p>	<ul style="list-style-type: none"> <li>Compile the Investigation results.</li> <li>Write true Report based on investigation and file it for publishing.</li> </ul>	<ul style="list-style-type: none"> <li>List investigation Results</li> <li>Explain report on investigation.</li> </ul> <p><b><u>Practical Activity:</u></b> Draft a report on investigation.</p>	<p>03 Hours Theory 10 Hours Practical Total: 13 Hours</p>	<ul style="list-style-type: none"> <li>Computer/Laptop</li> <li>Word processor</li> <li>Internet connection</li> <li>Cell phone</li> <li>Writing pad</li> <li>Pen</li> </ul>	<p>Classroom and workplace/ Lab</p>





## Module 06 – 0232-L&L-6. Write Press Stories

Objectives:

After completion of this module learner will be able to write press stories for newspapers

Duration:	Total hours	27	Practical:	21	Theory:	06	Cr.Hr: 2.7
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Learning Unit	Learning Outcomes	Learning Elements	Durati on	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Collect Information on Assigned Topics</p>	<ul style="list-style-type: none"> <li>• Collect information on the topics assigned by the Editor by visiting the place or accompany the politicians or celebrities to write down the news.</li> <li>• Attend the press conferences.</li> <li>• Write down the notes for the news story.</li> <li>• Ask the photographer to click photos of the event and Central persons.</li> </ul>	<ul style="list-style-type: none"> <li>• Define assigned topics.</li> <li>• Understanding for the press conferences and how to accompany the political figures for specific occasions.</li> <li>• Explain Shorthand skills.</li> </ul> <p><b><u>Practical Activity:</u></b> Gather information on assigned topics to Report the News to the Editor</p>	<p>03 Hours Theory 11 Hours Practical Total: 14 Hours</p>	<ul style="list-style-type: none"> <li>• Computer/Laptop</li> <li>• Word processor</li> <li>• Internet connection</li> <li>• Cell phone</li> <li>• Writing pad</li> <li>• Pen</li> </ul>	<p>□ Classroom and workplace/ Lab</p>
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## National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



LU 2- Report the News to the Editor	<ul style="list-style-type: none"> <li>Write the news according to the news standards.</li> <li>Clip the photos along with the news.</li> <li>Report the package to the Editor for publishing.</li> </ul>	<ul style="list-style-type: none"> <li>Define news standards</li> <li>Describe how to prepare news headlines</li> <li>Define how to show photos along with news headlines</li> </ul> <p><b><u>Practical Activity:</u></b> Draft a news package to the Editor for publishing.</p>	03 Hours Theory  10 Hours Practic al  Total: 13 Hours	<ul style="list-style-type: none"> <li>Computer/Laptop</li> <li>Word processor</li> <li>Internet connection</li> <li>Cell phone</li> <li>Writing pad</li> <li>Pen</li> </ul>	Classroom and workplace/ Lab
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## 2. Affiliate Marketing Writer

### Module 07 – 0232-L&L-7. Explore Affiliate Marketing Platforms

Objectives:

After completion of this module, learners will be able to explore various affiliate marketing platforms.

Duration:	Total hours	21	Practical:	18	Theory:	03	Cr.Hr: 2.1
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Perform Research on the available platform</p>	<ul style="list-style-type: none"> <li>● Select appropriate keywords to search platform through search engines</li> <li>● List all available affiliate marketing platforms</li> <li>● Filter affiliate marketing platforms as per requirements</li> </ul>	<ul style="list-style-type: none"> <li>● Understand Search Engines and their working.</li> <li>● Describe affiliate market</li> <li>● List key attributes of the affiliate marketing</li> <li>● Describe competitive analysis</li> </ul> <p>Practical: Compare two platforms using special search engine keywords</p>	<p>1 Hour Theory 06 Hours Practical Total: 7 Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser</li> <li>● Search engine</li> <li>● Amazon</li> <li>● Maxbounty</li> <li>● Peerfly</li> <li>● ClickBank</li> <li>● Comission Junction</li> <li>● Writing pad</li> <li>● Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU 2- Select suitable platform</p>	<ul style="list-style-type: none"> <li>● Compile the attributes of different affiliate marketing platforms.</li> <li>● Identify the competitive edge (well-known, payout, time efficient etc.).</li> <li>● Select the best suitable platform (amazon affiliate, commission junction etc.)</li> </ul>	<ul style="list-style-type: none"> <li>● Understand how to select a suitable platform based on pros and cons.</li> <li>● List down all advantages of the selected platform.</li> </ul> <p><b><u>Practical Activity:</u></b></p> <ul style="list-style-type: none"> <li>● Choose any unselected platform and list down all the pros and cons</li> <li>● Compare them with the selected one.</li> </ul>	<p>1 hour Theory 06 Hours Practical Total: 7Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser</li> <li>● Search engine</li> <li>● Amazon</li> <li>● Maxbounty</li> <li>● Peerfly</li> <li>● ClickBank</li> <li>● Comission Junction</li> <li>● Writing pad</li> <li>● Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU3. Explore the selected Affiliate Program/platform</p>	<ul style="list-style-type: none"> <li>• Sign Up the selected affiliate platform</li> <li>• Explore features of the platform</li> <li>• Explore payment methods (PayPal, Payoneer etc).</li> </ul>	<ul style="list-style-type: none"> <li>• Describe program usability for example (success rate (whether users can perform the task at all), users' subjective satisfaction. etc)</li> <li>• Describe Payment method regional feasibility for different regions.</li> </ul> <p><b><u>Practical Activity:</u></b> create a user on a selected Affiliate Platform and perform any dummy transaction using available payment methods.</p>	<p>01 Hour of Theory 06 Hours Practical Total: 7 hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser</li> <li>• Search engine</li> <li>• Amazon</li> <li>• Maxbounty</li> <li>• Peerfly</li> <li>• ClickBank</li> <li>• Comission Junction</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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## Module 08 – 0232-L&L-8. Select Niche

Objectives:

After the completion of this module candidates will be able to explore their niche.

Duration:	Total hours	21	Practical:	18	Theory:	03	Cr.Hr: 2.1
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Explore different niches</p>	<ul style="list-style-type: none"> <li>● Search for top topics/products.</li> <li>● Classify the searched niches based on different criteria (personal liking, social norms, demographics, etc.).</li> <li>● Select most appropriate niche.</li> </ul>	<ul style="list-style-type: none"> <li>● Define important terminologies related to Affiliate Marketing like niche, keyword, CPC and CTR etc.</li> <li>● How to differentiate between keyword difficulty levels.</li> <li>● Describe competitive analysis</li> </ul> <p><b><u>Practical Activity:</u></b> Get two niches from the material and write difference between them.</p>	<p>01 Hours Theory  06 Hours Practical  Total: 7 Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser</li> <li>● Search engine</li> <li>● Google Keyword Planner</li> <li>● Moz</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU 2- Find competitors</p>	<ul style="list-style-type: none"> <li>● Search local competitors within your niche.</li> <li>● Search global competitors within your niche.</li> <li>● Find out the work of your competitors in local and international market</li> </ul>	<ul style="list-style-type: none"> <li>● List names of few local competitors if any.</li> <li>● List names of few global competitors if any.</li> <li>● Describe competitive analysis between competitors</li> </ul> <p><b>Practical Activity:</b> Get one local and one international competitor and draw differences between them on the basis of features and keywords.</p>	<p>01 Hours Theory  06 Hours  Total: 7 Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser</li> <li>● Search engine</li> <li>● Google Keyword Planner</li> <li>● Moz</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU3. Perform competitive analysis</p>	<ul style="list-style-type: none"> <li>• Compile the attributes of work done by your competitors</li> <li>• Identify the competitive edge</li> <li>• Find cost per click (CPC) using keyword planner like Google Keyword Planner</li> <li>• Find Keyword Difficulty (KD) level using keyword planner like Google Keyword Planner.</li> <li>• Select your Niche</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding how your selected niche is better than others.</li> <li>• Identify which one core feature is missing within your niche.</li> </ul> <p><b><u>Practical Activity:</u></b> Find CPC and KD of your keywords.</p>	<p>01 Hours Theory 06 Hours  Total: 7 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser</li> <li>• Search engine</li> <li>• Google Keyword Planner</li> <li>• Moz</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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## Module 09 – 0232-L&L-9. Perform Product Research

Objectives:

After completion of this module, learners will be able to understand research and be able to find saleable products through detailed research using appropriate platforms.

Duration:	Total hours	36	Practical:	30	Theory:	06	Cr.Hr: 3.6
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Search tools to explore the product trends</p>	<ul style="list-style-type: none"> <li>● Search tools (google trends) for product trends using search engines</li> <li>● Select suitable and effective product trends tools</li> <li>● Explore the features of selected tool</li> </ul>	<ul style="list-style-type: none"> <li>● Enlist the product trending tools</li> <li>● Understand the features of product trend tools</li> </ul> <p><b>Practical Activity:</b> Search and select two tools to explore trends.</p>	<p>01 Hours Theory 05 Hours Practical Total: 06 Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser</li> <li>● Search engine</li> <li>● Google Trends</li> </ul>	<p><input type="checkbox"/> Lab</p>
<p>LU 2- Search key products as per trends</p>	<ul style="list-style-type: none"> <li>● Create the list of key items/products</li> <li>● Identify the search volume of products</li> <li>● Identify the difficulty level of products</li> <li>● Find cost per click (CPC) of the products</li> </ul>	<ul style="list-style-type: none"> <li>● Enlist key products</li> <li>● Understanding product usability</li> <li>● Understand what CPC is and how to calculate it.</li> </ul> <p><b>Practical Activity:</b> Check cost per click of a product on regional bases.</p>	<p>01 Hours Theory 05 Hours Practical Total: 06 Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser</li> <li>● Search engine</li> <li>● Google Trends</li> </ul>	<p><input type="checkbox"/> Lab</p>



National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU3. Perform Competitive Analysis</p>	<ul style="list-style-type: none"> <li>• Find competitors' vendor base</li> <li>• Find competitors' product base</li> <li>• Identify keywords used by competitors</li> <li>• Explore competitive edge</li> </ul>	<ul style="list-style-type: none"> <li>• Identification of base vendor based on competitive analysis</li> <li>• Enlist keywords used by a competitor's vendor base.</li> <li>• Identify which product is better in comparison with others.</li> </ul> <p><b><u>Practical Activity:</u></b></p> <ul style="list-style-type: none"> <li>• Analyze two top listed competitors and generate reports on how our platform is different to them.</li> <li>• Enlist suggestions to improve our platform.</li> </ul>	<p>01 Hours Theory 05 Hours Practical Total: 06 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser</li> <li>• Search engine</li> <li>• Google Trends</li> </ul>	<p><input type="checkbox"/> Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU4. Filter products of your interest</p>	<ul style="list-style-type: none"> <li>Classify the products based on comparisons, interest, availability etc.</li> <li>Filter the products to narrow down the scope</li> </ul>	<ul style="list-style-type: none"> <li>Extraction of relevant products.</li> <li>List down selection criteria of products</li> </ul> <p><b>Practical Activity:</b></p> <p>Draw comparison between products and write all differences.</p>	<p>01 Hours Theory 06 Hours Practical Total: 07 Hours</p>	<ul style="list-style-type: none"> <li>Word processor</li> <li>Internet connection</li> <li>Web Browser</li> <li>Search engine</li> <li>Google Trends</li> </ul>	<input type="checkbox"/> Lab
<p>LU5. Select product(s)</p>	<ul style="list-style-type: none"> <li>List the products after filtration process</li> <li>Select product(s)</li> </ul>	<ul style="list-style-type: none"> <li>List down final products</li> </ul> <p><b>Practical Activity:</b></p> <p>Select products using google trends and users queries.</p>	<p>01 Hours Theory 04 Hours Practical Total: 05 Hours</p>	<ul style="list-style-type: none"> <li>Word processor</li> <li>Internet connection</li> <li>Web Browser</li> <li>Search engine</li> </ul>	<input type="checkbox"/> Lab



## Module 10 – 0232-L&L-10. Create Content for Product

Objectives:

After completion of this module, learners will be able to design content for its product for affiliate marketing.

Duration:	Total hours	30	Practical:	24	Theory:	06	Cr.Hr: 3.0
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Search for content of product</p>	<ul style="list-style-type: none"> <li>• Choose appropriate search engine</li> <li>• Select effective search keywords for research</li> <li>• Collect helpful data for the content</li> </ul>	<ul style="list-style-type: none"> <li>• List down important sources of SEO</li> <li>• Understand title of the Post</li> <li>• Understand description of the post</li> <li>• Define infographics</li> <li>• Define Latent Semantic Indexing (LSI)</li> </ul> <p><b>Practical Activity:</b> Search and select keywords for content.</p>	<p>01 Hours Theory 8 Hours Practical Total: 9 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser</li> <li>• Search engine</li> <li>• Canva</li> <li>• LSIgraph (<a href="https://lsigraph.com/">https://lsigraph.com/</a>)</li> <li>• Google Keyword Planner</li> <li>• Moz</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU 2- Search Keywords for the product</p>	<ul style="list-style-type: none"> <li>• Search for keyword tools</li> <li>• Explore keyword planner tools</li> <li>• Identify keywords on the basis of volume, keyword difficulty (KD) etc.</li> <li>• Select appropriate keywords related to product</li> </ul>	<ul style="list-style-type: none"> <li>• Identify tools to generate/plan keywords.</li> <li>• List keywords trending and most relevant.</li> <li>• Understanding of listed keywords in accordance with the product.</li> </ul> <p><b><u>Practical Activity:</u></b></p> <p>Create a list of keywords according to the product and trends and use them in a paragraph and image.</p>	<p>01 Hours Theory</p> <p>8 Hours Practical</p> <p>Total: 9 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser</li> <li>• Search engine</li> <li>• Google Keyword Planner</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU3. Select catchy Title</p>	<ul style="list-style-type: none"> <li>● Open search engine</li> <li>● Select effective search query</li> <li>● Collect/generate related titles</li> <li>● Filter titles from collected data</li> <li>● Select appropriate catchy title</li> </ul>	<ul style="list-style-type: none"> <li>● Identify the most trending and relevant search query for the product.</li> <li>● Define how to create catchy titles according to trends and users' likings.</li> </ul> <p><b><u>Practical Activity:</u></b></p> <p>Create titles for the page depending on trends and that are suitable for the product.</p>	<p>01 Hours Theory</p> <p>8 Hours Practical</p> <p>Total: 9 Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser</li> <li>● Search engine</li> <li>● Google Keyword Planner</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU4. Create content for the niche</p>	<ul style="list-style-type: none"> <li>• Use focus keyword in H1 (Heading style).</li> <li>• Prepare textual content in effective manners to narrate the idea</li> <li>• Use textual, images, videos and infographics in the contents of the idea</li> <li>• Use ALT attributes in image</li> <li>• Relate Latent Semantic Index (LSI) keywords in the contents</li> <li>• Design images for the content (if required)</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding and usage of important keywords on relevant positions e.g Focus ALT etc.</li> <li>• List and describe usage of keywords for headings, images, videos and infographics.</li> <li>• Describe LSI and its usage.</li> </ul> <p><b><u>Practical Activity:</u></b></p> <p>Use “focus”, “ALT” and LSI keywords in content creation.</p>	<p>01 Hours Theory</p> <p>8 Hours Practical</p> <p>Total: 9 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser</li> <li>• Search engine</li> <li>• Google Keyword Planner</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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## Module 11 – 0232-L&L-11. Generate Traffic for the Affiliate Site

Objectives:

After completion of this module, the learner will be able to understand what traffic is and be able to generate traffic for its product to market it.

Duration:	Total hours	45	Practical:	36	Theory:	09	Cr.Hr: 4.5
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place



National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Explore social media platforms</p>	<ul style="list-style-type: none"> <li>List down all social media platforms</li> <li>Select most appropriate social media platform</li> <li>Explore the features of the selected platforms</li> <li>Share your content on selected platforms</li> </ul>	<ul style="list-style-type: none"> <li>Enlist all social media platform and their nature</li> <li>Describe search engine</li> <li>Understand the email services provider</li> <li>Define the traffic boost mechanism of paid and unpaid platforms</li> <li>Define Google Ads</li> </ul> <p><b><u>Practical Activity:</u></b> Sign Up on multiple social platforms and find out cost and methods to advertise.</p>	<p>03 Hours Theory</p> <p>12 Hours Practical</p> <p>Total: 15 Hours</p>	<ul style="list-style-type: none"> <li>Word processor</li> <li>Internet connection</li> <li>Web Browser</li> <li>Search engine</li> <li>Canva</li> <li>LSIgraph (<a href="https://lsigraph.com/">https://lsigraph.com/</a>)</li> <li>Google Keyword Planner</li> <li>Moz</li> </ul>	<p>□ Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU 2- Explore email marketing</p>	<ul style="list-style-type: none"> <li>• List down all email services provider</li> <li>• Select appropriate email services provider</li> <li>• Create email account</li> <li>• Collect email addresses of your targeted audience from different sources</li> <li>• Share content through email</li> </ul>	<ul style="list-style-type: none"> <li>• Enlist all email service providers e.g Google and yahoo etc.</li> <li>• Describe search engine</li> <li>• Understand the email services provider</li> <li>• Define list of email ids for targeted audience.</li> <li>• Describe email to share advertisement content for targeted audiences.</li> <li>• Describe source of data collection.</li> </ul>	<p>03 Hours Theory 04 Hours Practical Total: 07 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser</li> <li>• Search engine</li> <li>• Canva</li> <li>• LSIgraph (<a href="https://lsigraph.com/">https://lsigraph.com/</a>)</li> <li>• Google Keyword Planner</li> <li>• Moz</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



		<p><b><u>Practical Activity:</u></b></p> <p>Analyze different sources to obtain relevant users' email addresses.</p>			
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU3. Boost Traffic</p>	<ul style="list-style-type: none"> <li>• Select platform of social media that can boost traffic on your product (e.g. Facebook, Instagram, twitter, LinkedIn, Pinterest etc.)</li> <li>• Select Search engines that give traffic to your product links (e.g. google, Bing, YouTube etc.)</li> <li>• Explore the mechanism of the selected platforms for traffic(e.g. paid, un-paid)</li> <li>• Use provided features of the selected platforms as per requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Enlist all social media platforms.</li> <li>• Define how to choose social media platforms from the list of platforms.</li> <li>• Describe how your selected platform can be used to boost traffic.</li> <li>• Describe financial outlook in context with the selected social platform for the product.</li> </ul> <p><b><u>Practical Activity:</u></b></p>	<p>03 Hours Theory 20 Hours Practical Total: 23 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser</li> <li>• Search engine</li> <li>• Canva</li> <li>• LSIgraph (<a href="https://lsigraph.com/">https://lsigraph.com/</a>)</li> <li>• Google Keyword Planner</li> <li>• Moz</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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		Boost traffic by advertising products on a social media platform and show real time traffic on graph.			
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### 3. Freelance Writer

#### Module 12 – 0232-L&L-12. Search Multiple Topics

Objectives:

After completion of this module learner will be able to necessary knowledge and skills needed for conducting factual research on different topics for being a freelance writer

Duration:	Total hours	15	Practical:	12	Theory:	03	Cr.Hr: 1.5
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Develop Good search Skills</p>	<ul style="list-style-type: none"> <li>• Use search Engines (Google, Bing, Yahoo, etc.) for collecting data on given topics</li> <li>• Compile data as per requirement as per requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Define how to use Google and other search engines?</li> <li>• Explain the websites and blogs provide credible information</li> <li>• Define effective communication skills</li> </ul> <p><b><u>Practical Activity:</u></b> Apply advanced search and special characters to find specific image/article.</p>	<p>45 Minutes Theory 03 Hours Practical Total: 03 Hours 45 Minutes.</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>• Search engine (Yahoo, Bing, etc.)</li> <li>• Quora (online question/answer community)</li> <li>• Writing pad</li> <li>• Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU 2- Collect Material from Reliable Sources</p>	<ul style="list-style-type: none"> <li>● Collect Information from reliable sources</li> <li>● Analyze/validate the collected information</li> </ul>	<ul style="list-style-type: none"> <li>● Enlist sources that are reliable and used worldwide.</li> <li>● Define how to collect data/information from credible sources listed.</li> <li>● Describe how to validate the collected information from any other reliable source.</li> </ul> <p><b><u>Practical Activity:</u></b></p> <p>Conduct surveys to verify if collected material is reliable.</p>	<p>45 Minutes Theory</p> <p>03 Hours Practical</p> <p>Total: 03 Hours 45 Minutes.</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>● Search engine (Yahoo, Bing, etc.)</li> <li>● Quora (online question/answer community)</li> <li>● Writing pad</li> <li>● Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU3. Discover Emerging Trends</p>	<ul style="list-style-type: none"> <li>● Collect information on emerging search trends and user intent.</li> <li>● Evaluate interesting stories for client's websites or personal blog to generate more traffic</li> </ul>	<ul style="list-style-type: none"> <li>● Enlist top search trends.</li> <li>● Define how to collect users related data e.g personal interests.</li> </ul> <p><b><u>Practical Activity:</u></b></p> <p>Search and select one common user's personal interest to generate more traffic.</p>	<p>45 Minutes Theory</p> <p>03 Hours Practical</p> <p>Total: 03 Hours 45 Minutes.</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>● Search engine (Yahoo, Bing, etc.)</li> <li>● Quora (online question/answer community)</li> <li>● Writing pad</li> <li>● Pen</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU4. Collect information from field experts</p>	<ul style="list-style-type: none"> <li>• Contact field experts</li> <li>• Ask relevant questions for accurate information</li> <li>• Create an outline of the collected information</li> </ul>	<ul style="list-style-type: none"> <li>• Define field experts.</li> <li>• Define a set of questions to be asked from experts.</li> <li>• Define how to obtain feedback from experts by asking relevant questions.</li> <li>• Describe how to generate reports on expert's feedback.</li> </ul> <p><b><u>Practical Activity:</u></b></p> <p>Record interviews of experts and compile feedback.</p>	<p>45 Minutes Theory</p> <p>03 Hours Practical</p> <p>Total: 03 Hours 45 Minutes.</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>• Search engine (Yahoo, Bing, etc.)</li> <li>• Quora (online question/answer community)</li> <li>• Writing pad</li> <li>• Pen</li> </ul>	<p>□ Classroom and workplace/ Lab</p>
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## Module 13 – 0232-L&L-13. Create Quality Content based on Industry Standards

Objectives:

After completion of this module, learners will be able to acquire the necessary skills and abilities required for writing creative and quality content that enhances skills as a freelance writer.

Duration:	Total hours	30	Practical:	24	Theory:	06	Cr.Hr: 3.0
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Develop Planning Skills</p>	<ul style="list-style-type: none"> <li>● Identify context, purpose and targeted audience</li> <li>● Write down important points for write-up.</li> </ul>	<ul style="list-style-type: none"> <li>● Understand various writing skills.</li> <li>● Knowledge of Google and other search engines.</li> <li>● Explain the need to validate the data before creating a particular piece of content.</li> <li>● Understand different styles of writing for creating contents</li> <li>● Describe the basic skills of editing and proofreading their work before submission</li> </ul> <p><b><u>Practical Activity:</u></b></p>	<p>1 Hours and 30 Minutes Theory 04 Hours Practical Total: 05 Hours and 30 Minutes.</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>● Search engine (Yahoo, Bing, etc.)</li> <li>● Microsoft Word</li> <li>● Free (SmallSEO Tools) or Premium Plagiarism Tools (Copyscape)</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



		Design/create a plan on any software to explain the process of data collection.		, Grammarly, Turnitin) ● Freepik (online stock image resource)	
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-2. Collect/Organize Data</p>	<ul style="list-style-type: none"> <li>● Collect data from reliable online sources</li> <li>● Analyze/validate the collected information using data processing tools</li> </ul>	<ul style="list-style-type: none"> <li>● Enlist sources that are reliable and used worldwide.</li> <li>● Define how to collect data/information from credible sources listed.</li> <li>● Describe how to validate the collected information from any other reliable source.</li> </ul> <p><b><u>Practical Activity:</u></b> Search and select data processing tool to analyze and validate some data.</p>	<p>1 Hours and 30 Minutes Theory 04 Hours Practical Total: 05 Hours and 30 Minutes.</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>● Search engine (Yahoo, Bing, etc.)</li> <li>● Microsoft Word</li> <li>● Freepik (online stock image resource)</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU3. Create Quality Content</p>	<ul style="list-style-type: none"> <li>● Create a unique and attention-grabbing titles.</li> <li>● Write an eye catching the introductory paragraph.</li> <li>● Create the body text from the collected information</li> <li>● Make use of headings, subheadings and bullets in your content (H2, H3)</li> <li>● Add the keywords in the content in a natural way, without overstuffing them</li> <li>● Use focus</li> </ul>	<ul style="list-style-type: none"> <li>● Describe quality content.</li> <li>● Define knowledge of good writing skills.</li> <li>● Define how to create an attractive Title and a paragraph.</li> <li>● Understand use of heading and keywords.</li> <li>● Define how to use keywords in content in a decent manner.</li> <li>● Define how to use images in relevant content.</li> <li>● Define how to use special keywords like focus in headings.</li> </ul>	<p>1 Hours and 30 Minutes Theory 04 Hours Practical Total: 05 Hours and 30 Minutes.</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser ( Chrome, Mozilla, Opera, Safari, IE)</li> <li>● Search engine Yahoo, Bing, etc.)</li> <li>● Microsoft Word</li> <li>● Free (SmallSEO Tools) or Premium Plagiarism Tools (Copyscape</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



	<p>keyword in the heading (H2)</p> <ul style="list-style-type: none"><li>• Add relevant images in the content</li><li>• Conclude the write-up with a response triggering CTA (call to action)</li></ul>	<ul style="list-style-type: none"><li>• Describe write-up with a response triggering CTA (call to action)</li></ul> <p><b><u>Practical Activity:</u></b> Create a page with attractive title, paragraphs and images and also use keywords to make it more Searchable.</p>		<p>,</p> <p>Grammarly, Turnitin)</p> <ul style="list-style-type: none"><li>• Freepik (online stock image resource)</li></ul>	
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU4. Proofread and Edit Content</p>	<ul style="list-style-type: none"> <li>• Proofread content before submitting or publishing</li> <li>• Edit content to make it crisp and engaging.</li> <li>• Check content plagiarism using plagiarism check tools</li> </ul>	<ul style="list-style-type: none"> <li>• Define proof reading</li> <li>• Understand content.</li> <li>• Describe how to edit content to make it consistent and engaging.</li> <li>• Enlist plagiarism tools</li> </ul> <p><b><u>Practical Activity:</u></b></p> <p>Select and apply one plagiarism tool to test plagiarism in content.</p>	<p>1 Hours and 30 Minutes Theory 04 Hours Practical Total: 05 Hours and 30 Minutes.</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>• Search engine (Yahoo, Bing, etc.)</li> <li>• Microsoft Word</li> <li>• Free (SmallSEO Tools) or Premium Plagiarism Tools (Copyscape)</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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				, Grammarly, Turnitin) • Freepik (online stock image resource)	
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### Module 14 – 0232-L&L-14. Write Content for a targeted Audience

Objectives:

After completion of this module, learners will be able to acquire the necessary skills and abilities required for analyzing user intent and writing content focused on a targeted audience.

Duration:	Total hours	33	Practical:	30	Theory:	03	Cr.Hr: 3.3
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Conduct Comprehensive Research</p>	<ul style="list-style-type: none"> <li>● Collect information from reliable sources</li> <li>● Analyze the data for factual information</li> <li>● Create an outline of the collected data</li> </ul>	<ul style="list-style-type: none"> <li>● Define good reading and research skills</li> <li>● Understanding of analyzing and outlining data.</li> <li>● Define search engine optimization(SEO)</li> <li>● Understanding of the reader's mind and what kind of information they are looking for when creating content.</li> <li>● Describe familiarity with the industry-related terminologies and jargons</li> </ul> <p><b>Practical Activity:</b> Search and select data from any reliable source about the targeted audience, analyze data for factual information then write outlines from processed data.</p>	<p>01 Hours Theory 10 Hours Practical Total: 11 Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>● Search engine (Yahoo, Bing, etc.)</li> <li>● Microsoft Word</li> </ul>	<p>□ Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-2. Analyze User Intent</p>	<ul style="list-style-type: none"> <li>● Identify types of user intent</li> <li>● Research the market and the user intent for your topics of interest</li> <li>● Find the queries and keywords/key phrases that can possibly attract users to your website</li> <li>● Analyze the top three results on search engines</li> </ul>	<ul style="list-style-type: none"> <li>● Define targeted users.</li> <li>● Enlist type of users and intents of the users.</li> <li>● List down queries and keywords that can attract users.</li> <li>● Understand how search engines work.</li> <li>● Define how to obtain and analyze the top three search results.</li> </ul> <p><b>Practical Activity:</b></p> <ul style="list-style-type: none"> <li>● Perform search engine optimization on a page to improve its index.</li> <li>● Show previous rating of the page and after SEO results.</li> </ul>	<p>01 Hours Theory 10 Hours Practical Total: 11 Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>● Search engine (Yahoo, Bing, etc.)</li> <li>● Microsoft Word</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU3. Write Content For targeted audience</p>	<ul style="list-style-type: none"> <li>● Explore relevant jargons, slogans and terminologies</li> <li>● Create content as per user requirement</li> </ul>	<ul style="list-style-type: none"> <li>● Describe content writing</li> <li>● Define domain.</li> <li>● List down relevant jargons, slogans and terminologies.</li> <li>● Define how to gather user requirements.</li> <li>● Define how to create content based on users' requirements.</li> </ul> <p><b>Practical Activity:</b> Select and search any case study or data from targeted audience and write content according to requirements.</p>	<p>01 Hours Theory 10 Hours Practical Total: 11 Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>● Search engine (Yahoo, Bing, etc.)</li> <li>● Microsoft Word</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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**Module 15 – 0232-L&L-15. Proofread The Content before Submission**

Objectives:





## National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



After completion of this module, learners will be able to require the skill set, and proficiencies required to ensure content is proofread and edited before sending it to the buyer.

Duration:	Total hours	30	Practical:	24	Theory:	06	Cr.Hr: 3.0
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Check Grammar</p>	<ul style="list-style-type: none"> <li>● Explore online tools to check spelling and grammar(e.g. MS Word, Grammarly, Prowritingaid etc.)</li> <li>● Select the best available tool</li> <li>● Use the tool to ensure the content is free from grammatical mistakes</li> </ul>	<ul style="list-style-type: none"> <li>● Define the concept of parts of speech.</li> <li>● Describe basic grammar rules.</li> <li>● Understand how to check credibility of facts and figures</li> <li>● List down grammar checking tools.</li> </ul> <p><b><u>Practical Activity:</u></b> Practical: Search and select two different tools to find grammar mistakes in a paragraph.</p>	<p>02 Hours Theory 08 Hours Practical Total: 10 Hours</p>	<ul style="list-style-type: none"> <li>● Word processor</li> <li>● Internet connection</li> <li>● Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>● Search engine (Yahoo, Bing, etc.)</li> <li>● Plagiarism Check Tools (SmallSEOTools, Copyscape)</li> <li>● Grammar Tools (Grammarly)</li> <li>● Microsoft Word</li> </ul>	<p>□ Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-2. Use Editing Skills</p>	<ul style="list-style-type: none"> <li>• Utilize thesaurus while editing content.</li> <li>• Keep sentences precise</li> <li>• Check for unity in paragraph</li> <li>• Check for coherence in the write-up</li> </ul>	<ul style="list-style-type: none"> <li>• Define how to format short sentences, medium-length sentences and long sentences (don't use a lot of long sentences)</li> <li>• Describe how to make a paragraph coherent.</li> </ul> <p><b><u>Practical Activity:</u></b></p> <p>Write a paragraph (topic of your choosing) of 200 words that should be precise and coherent.</p>	<p>02 Hours Theory</p> <p>08 Hours Practical</p> <p>Total: 10 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>• Search engine (Yahoo, Bing, etc.)</li> <li>• Grammar Tools (Grammarly)</li> <li>• Microsoft Word</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU3. Check Plagiarism</p>	<ul style="list-style-type: none"> <li>• Check the credibility of facts and other data</li> <li>• Check for plagiarism using plagiarism tools (quetext.com)</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the process of plagiarism checking on the content to ensure uniqueness.</li> <li>• List tools to check plagiarism.</li> </ul> <p><b><u>Practical Activity:</u></b> Use two different tools from the list to check plagiarism in the article.</p>	<p>02 Hours Theory 08 Hours Practical Total: 10 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> <li>• Search engine (Yahoo, Bing, etc.)</li> <li>• Plagiarism Check Tools (SmallSEOTools, Copyscape)</li> <li>• Grammar Tools (Grammarly)</li> <li>• Microsoft Word</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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Module 16 – 0232-L&L-16. Meet The Deadline/ Commitment

Objectives:

After completion of this module, learners will be able to require the skill set and proficiencies required to ensure the freelance writer meets deadlines and performs other assigned duties.



National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



Duration:	Total hours	27	Practical:	21	Theory:	06	Cr.Hr: 2.7
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Learning Unit	Learning Outcomes	Learning Elements	Duration	Materials (Tools & Equipment) Required	Learning Place
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-1. Develop Time Management Skills</p>	<ul style="list-style-type: none"> <li>• Prioritize tasks based on importance and urgency.</li> <li>• Set goals that are achievable and measurable (SMART)</li> <li>• Set a time limit to complete task</li> </ul>	<ul style="list-style-type: none"> <li>• Define SMART goals</li> <li>• Describe how to Prioritize the most important tasks.</li> <li>• Understanding goal setting to develop clarity in requirements.</li> <li>• Describe how to develop Strong communication skills to make your plans and goals clear to people you work with.</li> </ul> <p><b><u>Practical Activity:</u></b> Get a problem statement from material and set goals then assign time to each goal.</p>	<p>03 Hours Theory 10 Hours Practical Total: 13 Hours</p>	<ul style="list-style-type: none"> <li>• Word processor</li> <li>• Internet connection</li> <li>• To-Do List</li> <li>• Web Browser (Chrome, Mozilla, Opera, Safari, IE)</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'



<p>LU-2. Fulfill commitments</p>	<ul style="list-style-type: none"> <li>• Maintain strong communication with client/buyer thorough multiple platforms</li> <li>• Remove non essential tasks/activities</li> <li>• Submit complete work as per commitment</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding requirement gathering.</li> <li>• Describe the process of how to remove non-essential requirements.</li> <li>• Understanding task management tools to manage work.</li> </ul> <p><b><u>Practical Activity:</u></b></p> <p>Get users requirements from material and remove non-essential requirements using any online task management tool. Tasks need to be performed in a specific amount of time.</p>	<p>03 Hours Theory</p> <p>11 Hours Practical</p> <p>Total: 14 Hours</p>	<ul style="list-style-type: none"> <li>• Search engine (Yahoo, Bing, etc.)</li> <li>• Task Management Tools (Trello, Asana, Slack)</li> <li>• Microsoft Word</li> </ul>	<p><input type="checkbox"/> Classroom and workplace/ Lab</p>
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National Vocational Qualification Level-3 of Content Writing 'Freelance Writer'

