

The Creator Bundle

Bundle Outline

45 Hours

- 1-Content Creation Workshop
- 2-Storytelling That Sells: Turn Words into Sales
- 3-Scriptwriting for Reels, Videos and Podcasts Workshop

1-Content Creation Workshop

Introduction

- What's Content?
- Content Formats /Types and Platforms
- What's Content Marketing?
- Content Marketing Funnel
- Content Objectives on Social Media

Content Writing Techniques

- Content Objectives writing tips: Difference between awareness, engagement and sales
- Content Research and Ideation

- How to write Headlines
- How to write Call to action
- How to use Hashtags
- Mistakes to avoid in Content Writing

Copywriting

- What's Copywriting?
- Content writing vs Copywriting
- Benefits vs Features
- Copywriting formulas: FAB -PAS - BAB

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2-Storytelling That Sells: Turn Words into Sales

1-Introduction to Storytelling in Marketing

- What is Storytelling and why it works in marketing
- The psychology of stories: why people remember stories more than facts
- Famous brand campaigns that mastered storytelling

2-The Core Elements of a Story

- Hero, conflict, resolution, climax, and moral
- Understanding the “Hero’s Journey” in the marketing context
- Building relatable scenarios that mirror your audience’s life

3-Emotional Triggers in Storytelling

- Using emotions: fear, hope, love, pride, and curiosity
- Storytelling techniques: Curiosity Gap, Open Loops, Emotional Hooks
- Creating a strong Call to Action (CTA) inside a story

4-Storytelling Frameworks & Techniques

- AIDA, PAS, FAB, Before–After–Bridge, Golden Circle
- Plot twists, pacing, setting, and character development
- Crafting narratives for different marketing goals (branding, sales, engagement)

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5-Adapting Stories Across Platforms

- Short-form storytelling (TikTok, Reels, Shorts)
- Long-form storytelling (YouTube, Blogs, Podcasts)
- LinkedIn & Email storytelling: building trust & authority
- Repurposing the same story for multiple channels

6-Practical Storytelling Workshop

- Group exercises: creating stories for real products/services
- Converting one story into multiple formats
(video script, LinkedIn post, email copy)
- Peer review & feedback session
- Final project: each participant delivers a complete storytelling campaign

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3-Scriptwriting for Reels, Videos and Podcasts Workshop

- A practical, specialized workshop designed to equip participants with the skills to write different types of scripts tailored for today's digital content — whether Reels, educational videos, commercial ads, or visually narrated podcasts.
- Participants will learn how to think visually while writing, understand the connection between text and image, and apply basic filming principles to serve the script.

Through real-world examples, they'll also practice building simple storyboards and preparing content for filming or editing in a hands-on setting.

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3-Scriptwriting for Reels, Videos and Podcasts Workshop

Workshop Outline

-  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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Bundle Outcomes:

- Developing Persuasive Content & Performance Optimization.
- Ability to analyze audience behavior and create accurate personas.
- Develop compelling marketing offers that are hard to resist.
- Apply CRO (Conversion Rate Optimization) strategies to improve landing pages and ads.
- Build and analyze effective conversion funnels to maximize digital marketing efficiency.
- Optimize marketing content using data-driven performance analysis.
- A solid understanding of the difference between textual and visual writing.
- Ability to write professional scripts across multiple formats.
- Skills to translate ideas into executable visual scenes.
- Visual awareness to improve content quality before filming.
- Competence in building basic storyboards to support content vision.

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Bundle Target Audience:

- Creators interested in writing short or commercial video content.
- Digital marketers and advertising professionals.
- Beginners in video creation and editing.
- Entrepreneurs who produce their own content.
- Digital marketing and content writing enthusiasts.
- Business owners and e-commerce entrepreneurs.
- Marketers and ad managers.
- Content marketers and copywriters.
- Entrepreneurs looking to increase online sales and conversions.