

# 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.