HENRY HARVIN®

HENRY HARVIN® WRITING ACADEMY

Certified **Copywriting Specialist** (CCS)Course

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About the Course

9 in 1 Course

TRAINING
16 Hours of Live Online Interactive Classroom Sessions

PROJECTS
Facility to undergo various Hands-on Projects for Practical learning of the Course

INTERNSHIP
Guaranteed Internship to gain practical experience of the learnings

PLACEMENT
100% Placement Assistance for 1-Year, post successful completion

CERTIFICATION
Distinguish your profile with the global credential of Certified Copywriting Specialist and showcase expertise by using the Hallmark of CCS next to your name

E-LEARNING ACCESS
With abundant tools and techniques, video content, assessments, and more

BOOTCAMPS
Regular Bootcamps spread over the next 12 Months

WRITING HACKATHONS
With abundant tools and techniques, video content, assessments, and more

MEMBERSHIP
Get 1-Year Gold Membership of Henry Harvin® Writing Academy for the Certified Copywriting Course

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Key Features

01 Attend Unlimited Batches with Different Instructors for the next 1 year without paying anything extra

02 Guaranteed Internship Post Training

03 100% Placement Assistance for 1 Year

04 Hallmark of CCS (Certified Copywriting Specialist) next to your name For example: Disha Pathak (CCS)

05 1-Year Gold Membership of Henry Harvin® Writing Academy

06 12+ Bootcamps as part of the #AskHenry Series

07 24x7 Lifetime Support & Access

08 Mobile App Access to Moodle E-Learning Portal

09 Access to 5+ Soft Skills Courses to enhance Employability

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Course Curriculum

Module 1: How to Research?
• Competition analysis
• Industry trends
Module 2: Introduction to CopyWriting
• What is Copywriting? - An Intro to the Secrets of Good Copywriters
• Attributes of an Effective Copywriter
• Knowing the Difference Between Good Writing and Good Copywriting
• What Do Experts Say about Master Copywriters?
• Can Anyone Be a Master Copywriter?
Module 3: Writing Well
• Knowing Your Audience
• Writing with Clarity
• Writing with Simplicity
• Finding Your Voice
• Boredom-Free Writing
Module 4: Understanding the Objective of Social Media Post
• To inform (conceptual knowledge)
• To teach (how to)
• To inspire
• To entertain
• To persuade
• To start a conversation
• To spark a controversy
• To express an opinion
• To share industry knowledge or resources

Module 5: Turning a Passion for writing into a profession
• Getting Started
• Content That Sells
• Knowing Your Goal
• Writing for the Internet
Module 6: Writing crisp and effective copies
• Best practices of copywriting
• Writing for Graphics – Statics/ Gifs and Videos
• Staying relevant
• Catching up with social trends
• Getting inspired
• Improving vocabulary and freshness
Module 7: How to measure the performance of copy
• How to analyze copy
• How to better the copy as per the analysis
Complimentary Module 1: Soft Skills Development
• Business Communication
• Preparation for the Interview
• Presentation Skills
Complimentary Module 2:
• Resume Building Technique

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Henry Harvin®'s Training Methodology

Live Projects	Live Projects are carried out during the training tenure to develop experiential learning for the participants. This helps in better understanding of the concepts and gain in-depth practical insight
Unique Pedagogy	Uses a mix of techniques aligned to our unique G.C.A.O. pedagogy. This enables participants to derive focused-action-oriented outcome from the training
End-to-End Engagement	Participants will be engaged throughout the training through reverse presentations, group activities, brainstorming sessions and hands-on experience over both statistical and non-statistical tools. Idea is to focus on value creation

Certification Process

1 Registration

Consult one of the counselors and get into the Right Batch. Register yourself for the Certified Copywriting Course

2 Attend the Training in Cyber Security Professional

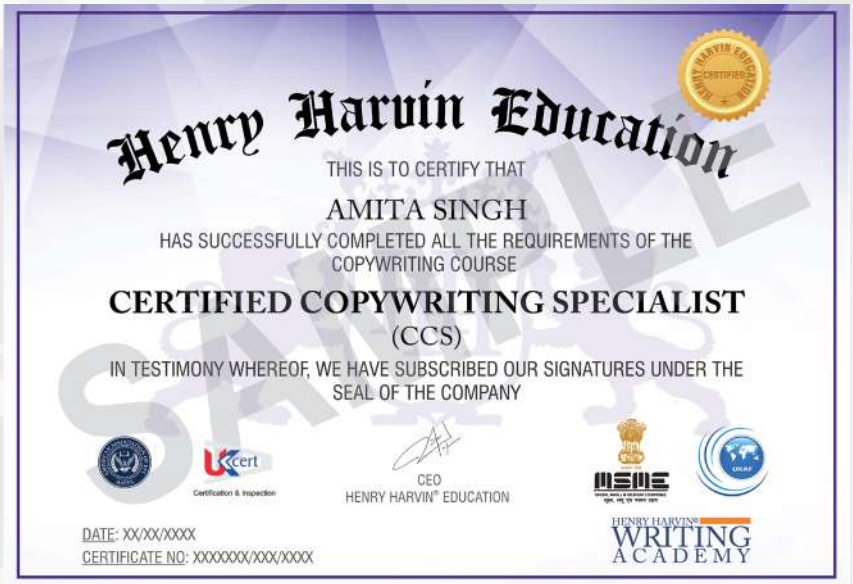
Attend the Instructor-Led Sessions of the Copywriting Course and get your Certification. Go Through the Recorded Sessions, in case you missed any topic or training.

3 Submission of Projects Assigned

Submit the Hand-on Projects assigned during the training to the Trainers for Assessment and Certification

4 Get Certified as a Copywriting Specialist

Post Completion of the training, get Certification in CCS from Henry Harvin® Writing Academy in front of your name. For Example Manas SING.H (CCS). Post it on Social Media and apply for internship and Freelancing Projects



"Henry Harvin offers Ivy League-level education with diverse course choice" - Business World Education

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Learning Benefits

01 Acquire Knowledge of Research based on Competition Analysis and **Industry Trends**

02 Gain a comprehensive knowledge of **Copywriting** and its **Attributes**

03 Learn the **Fundamentals** of **Writing** with clarity, simplicity, and according to the audience

04 Understand objectives of **Social Media Posts** such as, to inspire, persuade, teach, and more

05 Get knowledge of the best and effective **Copywriting Techniques**

06 Know about Writing for **Graphics** and according to **Social Trends**

07 Transform the **Passion of Writing** into Profession

08 **Master the skill** of Writing Crisp and **Effective Copies**

"Experience the Global quality education in your very own country." - NewsX TV Channel

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Career Benefits

01 Exposure to Millions of **Jobs Globally** in the Arena of Copywriting

02 Get Hired by **International Brands** like Google, Amazon, JP Morgan, and other top brands in the industry, as a Certified Copywriting Specialist

03 Be **Highly Paid** as a Freelancer or as a full-time Professional after the Successful completion of CCS

04 Improve your **CV & LinkedIn Profile** with Technical & Professional development

05 Distinguish your Profile from peers and get **Promoted** in Current Profile with most in-demand Skills

06 Earn a **Gratifying Certification** from Henry Harvin® - Certified Copywriting Course (CCS)

"Henry Harvin provides a conducive environment of learning through collaboration and garnering the ever-growing community." - India Today

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Our Clientele

CORPORATE CLIENTELE

COLLEGE CLIENTELE

160+ Corporates

60+ Colleges

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Media Recognition

20+ Media Recognitions

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Reviews & Rankings

4.8

Henry Harvin® Education- Rating 4.8/5 is rated Excellent

Based on 107 reviews

Trustpilot

4.5

Henry Harvin Education

Pinnacle Business Park, B9, 5th Floor, sector 3, Noida, Uttar Pradesh

Write a review

4.5 436 reviews

Sort by: Most relevant

Ridhi Arya
1 review
2 weeks ago
It was a completely great learning experience. I got to learn a lot of new things that are applicable in life. Thank you so much for venturing me.

Like

4.0

Henry Harvin Educa...

Google reviews

Abhishek Johri
in the last week
I took Lean Six sigma Black belt Program by KPMG. It was quiet good. The trainer was very knowledgeable.Over all it was a great experience .
But I believe 4 day class room training is bit less should inc. the duration of class as per the content.
I would like to thanks Chandrika for her assistance & co-ordination for the program.

Helpful?

4.6

Henry Harvin Education

Pinnacle Business Park, B9, 5th Floor, sector 3, Block B, Sector 3, Noida, Uttar Pradesh

Write a review

4.6 107 reviews

Sort by: Most helpful

ANSHUL CHACHANE (PGP 2016-18)
1 review
10 months ago
The training provided by the Henry Harvin Education in IIM Indore was pretty good and was a very enriching experience.

Helpful?

4.8

Henry Harvin Education

Pinnacle Business Park, B9, 5th Floor, sector 3, Noida, Uttar Pradesh

4.5 436 reviews

Uttsav Thukral
2 reviews
4 weeks ago
The introduction of GST was a step that left people with talks for a long period of time. Understanding it for business and further for future management works is necessary. Henry Harvin education helped in understanding the concepts clearly and with full explanation modules

1

4.0

Henry Harvin Education reviews

Mayuri Kadam
1 review
3 days ago
the six sigma green belt course was effective and taught me on various programs for further studies. was helpful

Like

4.0

Ashok P
in the last week
This is Ashok P., participated in lean six sigma Green Belt, the program had been well structured to accommodate all the domain irrespective particular to pharma /IT , I had gained thorough knowledge and co-participants are co-operate enough to known more about course and it was very interesting point is PR. Venkatesh (Trainer) done a good coordination in conducting the session all the days in best manner. Looking forward to attend the Business management class by KPMG in near future.

Helpful?

4.5

Henry Harvin Education

Pinnacle Business Park, B9, 5th Floor, sector 3, Block B, Sector 3, Noida, Uttar Pradesh

Write a review

4.5 291 reviews

Sort by: Highest rating

Mittul Goyal
7 reviews
5 days ago
The new online course of Sigma Green Belt is something which made me do it . The features of the course and structure is way more expressive and productive. There is no extra cost for further doing of course again.

Like

4.6

Henry Harvin Education

Pinnacle Business Park, B9, 5th Floor, sector 3, Block B, Sector 3, Noida, Uttar Pradesh

Write a review

4.6 107 reviews

Sort by: Most helpful

Aditya Pandit
1 review
in the last week
A very interactive and learning experience CMAP course structure was well designed for each day of program. The speaker and facilitators were very friendly ans approachable. Looking forward for more such program.

2

5.0

Henry Harvin Education

kalpesh oswal
2 reviews
a week ago
I've taken up the Certified Digital Content Writer online course with Henry Harvin under trainer Neha Singla, and it has been an wonderful experience learning it. They are really good at explaining the contents of writing and additionally provide support offline too. To sum up anyone looking for online content writing course should apply for it.

Like

5.0

Neha Borkar
in the last week
Han a great experience during my Lean Six Sigma Green Belt certification with Henry Harvin - KPMG. Absolutely recommended for anyone who wants to pursue LSS Green Belt. Training sessions conducted by Pradeep Sir were very well planned and insightful. Learning six sigma concepts from a very well experienced and knowledgeable professional was an honor. I also want to thank Ms. Chandrika Rao who was the SPOC for this program, she has been very helpful and humble while attending my queries and requests. The overall experience was excellent!

Helpful?

1100+ Google Reviews | **200+ Youtube Video Testimonials**

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About Henry Harvin® Education

As a competency and career development organisation, Henry Harvin® Education develops, enhances and promotes select skill-sets those are deemed essential of changing times. Embedding 'Value Creation' at the core of its vision, Henry Harvin® Education partners with best in industry organisations and empanels domain experts to transform careers of diverse audience from industry and academia by harnessing the power of skillcentric training programs. These programs are carefully handcrafted to deliver tangible output for its learners by creating a distinguished biosphere of latest learning technologies, effective content and experienced trainers. Henry Harvin® Education is inspired by contributions of Mr.Henry Dunster (First President of America's Oldest University) to the education industry which sustain for over 400 years.

About Henry Harvin® Writing Academy

Henry Harvin® Writing Academy has been setup with an objective to advance the professional journey of Content professionals by upskilling them with key skills. These skills are imparted through action oriented learning solutions that are carefully handcrafted by subject matter exper ts with extensive industry experience. These learning solutions are delivered using our unique goal-centric pedagogy by select professionals from leading organizations those also empanelled as domain experts with the academy. This enables the academy in achieving its goal of empowering managers to reach their full professional potential. Henry Harvin® Writing Academy aims to function in its outreach geographies and upskill 200,000 Writers till 2030!

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