



By FUZIA

C IS FOR CONTENT

A beginner's guide to content writing.

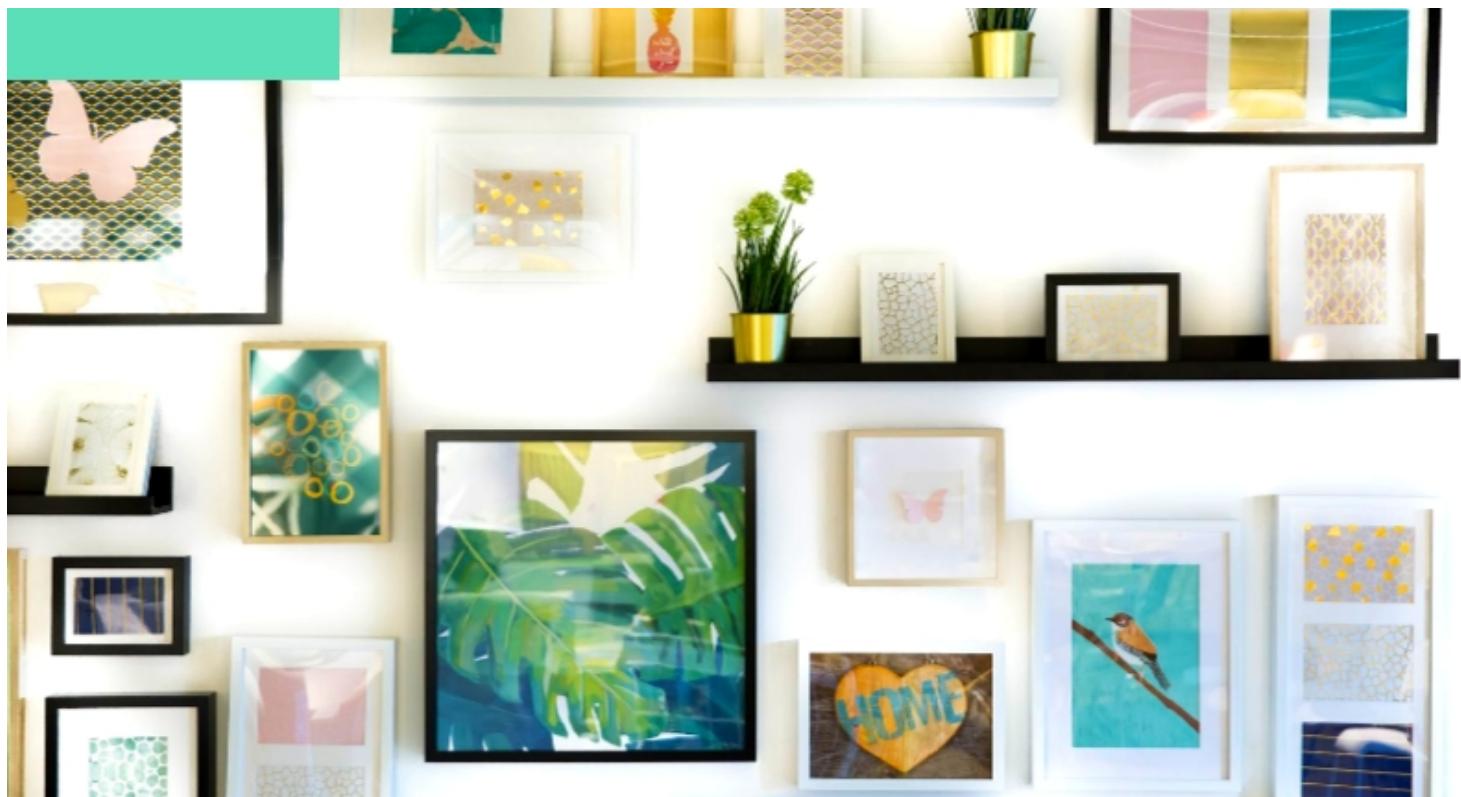


TABLE OF CONTENTS

- 1** What is content writing?
- 2** Styles of content writing
- 3** Skills required to become a content writer
- 4** Skills employers look for
- 5** How to develop these skills?
- 6** How to become a freelance content writer
- 7** Applying for content writing projects

» *Introduction*

Content management and content writing have over the years evolved from being a secondary need to a primary must.

You would know nothing in this world had no one writing the content you read. Every time you google search a topic, it directs you to endless links opening up to more couple of hundreds of words written by someone.

The content you consume on a daily has a huge chunk of content written for people to know and read.

This is an indication enough that content writing plays a huge role in people's lives and not only for people who write them but for people who read them too.

You may have read blogs, posts on social media sites, news pieces, or just any write-ups that provide you with some information or maybe just a piece of someone's mind. All of these come under content creation.



» So What Exactly Is Content Writing?

Content writing is curating ideas, thoughts, and expressions to create read-worthy and goal appropriate written content for any medium in existence.

Content writing has a wide spectrum and can involve all sorts of writings for all sorts of mediums serving all sorts of purposes.

On the other hand, content management is a fuller concept revolving around the entire circle of thinking, brainstorming, creating, using, posting, publishing, and updating content on varied mediums.

Content writing stands existing as part of the entire process of content creation in this concept called content management.

Over the years, content management's spectrum has widened to all possible areas and sectors wherein one may feel the need to write and manage content.

Content management has now become more of a profession than a hobby or rather a hobby turned into a productive profession.

When you dwell deeper into the process and minute details of content management, you will realize that it holds a lot of information one should know about before deciding to take it up as a hobby or even as a profession.

Content writing per se has various types depending on the need, the medium, the purpose, etc. Some of the major ones are listed below.



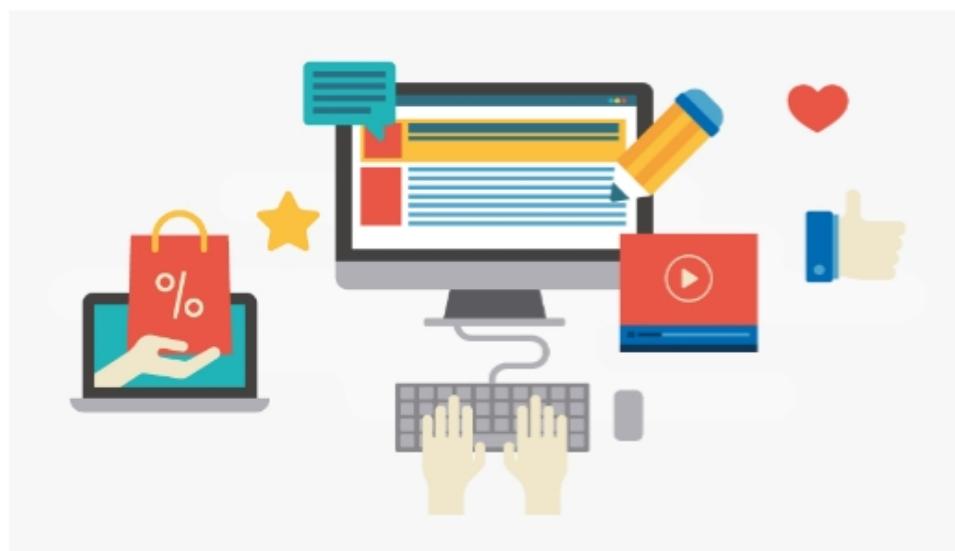
SEO FRIENDLY CONTENT

SEO- search engine optimization regulates the content you see when you type words on your search engines.

Since almost everything you consume is online-based, SEO friendly content is one of the most popular types.

It is the content made and written specifically to boost your search engine results and provide you with the most relevant content.

This particular type depends on relevant content as well as the appropriate usage of important keywords.





NEWS CONTENT

Every article you read on a news site or the newspaper is a part of the news content type of content writing.

This one focuses a lot of real facts and crisp and to the point writing to provide people with important information or happenings in a fast and accurate manner.

This can also be classified as journalistic content writing. It also includes news coverage and updates on a series of news.





BLOGGING

It is one of the easiest types of content writing and doesn't require a lot of technicalities as the other types.

Blogs are more often personal or deal with topics on a more humanistic level and writing them doesn't involve a lot of research.

You put your thoughts and experiences in an attractive written format for people to read.

There also exist blogs that focus on a company or their ideals written for their customers to read. But most often these are quite easy to write.





MARKETING CONTENT

This type of content writing revolves around a company's tactic to promote themselves through expressive and well-worded content apart from the usual advertisements.

These involve blogs, social media posts, or company/product descriptions which in a way help them to reach and market to more potential customers.





TECHNICAL WRITING

This type requires a lot of technical knowledge and the ability to use this technical knowledge to write content.

The topics for this can range from electronic manuals, descriptions, how to use as well as for technical blogs and articles.





FEATURE CONTENT

This is another one of the most popular types wherein a content writer develops stories, poems, anecdotes based on real-life stories.

These are in demand on various sites and web pages and make a great career if one has the creative excellence to write a feature.





LIFESTYLE CONTENT

This type of content writing requires the writer to be very well updated on all aspects of what one would consider are lifestyle-related.

Some various blogs and sites publish content like this and it requires small but attractive content on self-care, yoga, exercising, house management, cooking, traveling, and sometimes even fashion.





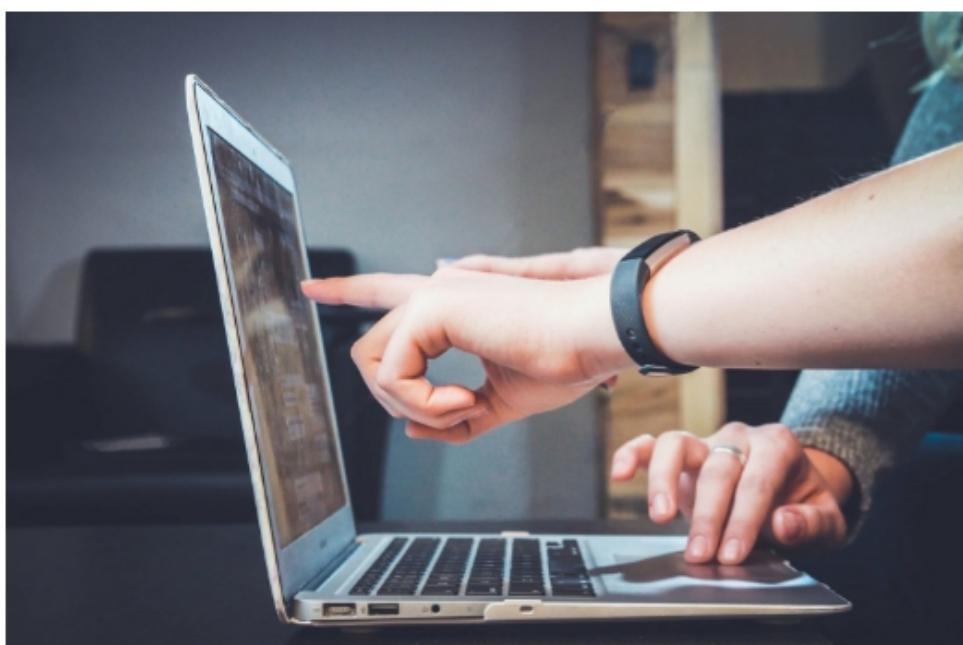
ENTERTAINMENT CONTENT

Entertainment content writing revolves solely around the entertainment industry and is written for entertainment purposes.

This includes movie and music industry-related content writing. Specialized sites are looking for writers to write about this as they are quite an in-demand these days.

While there are more types of content writing, these are some of the major ones and the ones that need a content writer on a daily.

If you are a budding content writer, you can choose one or a few of these types and specialize in them to develop a more structured work profile and practice expertise in certain types.



SKILLS REQUIRED

#1



ORIGINALITY

#2



ACCURACY

#3



VOCABULARY

SKILLS REQUIRED

#4



RESEARCH ABILITY

#5



SPEED

#6



CRITICAL THINKING

DUTIES OF A CONTENT WRITER

Content writing and management as a job prospect offers a lot of opportunities to people looking to make a career in it but unlike some existing jobs, this one makes a start at a low level and takes years of hard work and perseverance to grow.

For someone looking to get into content management, here are some of the most important duties as a content manager and things you need to prepare for before you apply for a job like that:

- Creating unique and attractive content
- Using appropriate keywords for SEO friendly content
- Making different content for different mediums
- Writing audience friendly and reader-friendly content
- Writing content within a deadline
- Managing the daily production and publishing of content
- Keeping a check on the content's reach and reads
- Taking in feedback on the content and deliver appropriate content
- Coordinating with graphic designers and editors to enhance a ready to post content piece

These are just a few of the many duties one has to take up as a content manager. Quite a lot of companies now are looking for content managers instead of just content writers because of the various added duties they fulfill and all the work they overlook.



SKILLS EMPLOYERS LOOK FOR

Currently, the work and job prospects of a content manager are quite high and they stand highly in demand with quite a good work and pay package.

But apart from all the skills and duties we listed before, there are more things an employer looks for when hiring the most appropriate content manager for their establishment.

These are some of the checkboxes one would tick first when your application for a content manager comes in before jumping onto your other relevant skills.

A bachelors degree in a relevant subject

People with a bachelor's degree in either Communications, English, Journalism, Media studies, Marketing, or Writing are often given preference over any others.

If you have a relevant degree in your resume, your chances of being selected increase by a ton, hence make sure that if you do have a relevant degree, highlight it for your employer.

And if you don't have one, you need to make a very strong portfolio/profile that can cover up for an unrelated degree as compared to the field you are applying in.

A strong portfolio

Just like an artist, a content writer/manager should or rather must have a portfolio too. I know it sounds like a tedious job but it does add on to your resume and your chances of getting hired.

For a content manager, a portfolio can very well include some of your best-written works, your work that has been published, and other relevant work that can add weightage to your profile. It's a long process to create an admirable portfolio hence start working on it you haven't yet.

SKILLS EMPLOYERS LOOK FOR

Your experience

Every other employer is looking for content managers with great experience in the field and if you are a newbie to this area of work, you would find it hard to apply at places willing to hire a fresher.

But worry not. The scope in content managing and writing is big enough for you to spend some time working at places that offer opportunities to newbies and can later add on to the experience column in your resume.

You can start by taking on jobs and internships in this field and gain more experience and exposure. And if you have some experience when you are applying, make sure to use it to your advantage.

Employers will also definitely look at your skills pertaining to handling assignments, managing time, leading a project, dealing with changes, and more.

Hence before you apply, prepare yourself on all these measures and appropriately put skills on your resume.



OPPORTUNITIES FOR WRITERS

Content related jobs are not only limited to a content writer, there are more virtues to it where you can apply and imply yourself.

Content writer

One of the most in-demand jobs, a content writer works solely to create powerful and impactful content as per the requirements. Every industry and company needs a content writer to put their ideas out in well-written words so as an opportunity, this can reap you a lot of benefits.

Content executive

Resembling the works of a content writer, a content executive also focuses on creating and proofreading the content as well as rightfully publishing it through mediums.

Content associate

This too resembles the work of a content writer with added duties like managing a website, monitoring content over different mediums, and connecting with readers/clients.

Content manager

As explained previously in the article, it's a fuller job involving creating, managing, publishing, editing, updating, and more. Just like other content related jobs, such profiles require highly skilled individuals with a good flair over content creation and management. These are some of the key jobs one should aim for when choosing to make a career out of content writing.

Another amazing opportunity that content writing provides is **Freelancing**. While it is not a job profile like the others, it offers a lot more creative exposure especially to people just starting out and wanting to move forward in this field.

Employee

Freelancer



GETTING STARTED WITH FREELANCING

A freelancer is a self-employed person working on projects independently rather than associating with one company and working solely for them. Plenty of people completely depend on freelancing as a source of income while a lot of others take it up as a side job. It may definitely not offer as many benefits as a job in terms of income or security, but with recent times changing, freelance content writing is worth a shot.

Freelancing in content-related jobs is quite common and in fact very in demand. A freelancer has the freedom to work on a plethora of projects at their own ease.

Here are some steps you can follow to get into freelancing as a content writer:

- Make a profile/resume/cv solely for freelancing jobs and put yourself out there as a freelancer.
- Create and widen your contacts within the community of people who work in this field to open yourself up to more opportunities.
- Approach companies looking for freelancers or content writers for a short contract base
- Since you won't have office time to do, offer them more in terms of freelancing like speed, accuracy, added work, proofreading, editing instead of just content writing.
- Start with freelance projects to create an experience base and comfort zone with freelancing for when you decide to apply for more demanding projects in the future.
- Prepare to take on multiple freelance projects at one time and to manage your time working on several projects in one go
- It is quite often a pattern wherein budding content writers start their journey as a freelancer and then when they have gained enough experience to get them through to a job position, they shift to that.
- You can always keep this as an option but need to be quite vigilant as to what you are doing for this career path and how you are enhancing your resume to take you through this career path.

APPLYING FOR FREELANCING

Throughout this entire blog, you must have seen bits and pieces of what you can do to get into content writing as a career but let us get down to the real deal of how to score a job or project.

Make a tough, impactful, applaud worthy yet a crisp resume. Whenever you apply for a job, make sure you have an impressive resume with no lies. This is your first impression and can determine how things move forward for you.

If applying as a freelancer, specify certain skills unique to a freelancer and offer them a good quote or contract requirement to make it impossible for them to not hire you.

Apply to as many places as possible and get in contact with as many people as you can. This adds to your work ethics and will always be a notable trait.

Use your communicating and writing charms when talking to a potential employer. This is equivalent to a teaser before the actual movie is screened. Your initial interactions will impact their decisions in hiring you.

Always make a portfolio and send it across with your resume. This will make you stand out and most definitely land you a good job/project.

As a freelancer or one in the communications industry, you must create and maintain contacts especially with people who can be a source of work in the future.

Content writing and management sure is one of the most interesting job profiles these days and with every passing day, its requirements increase creating more and more demands for people. If you do think you can fair well in this field, put in all your weapons and start creating the best profile you can create for yourself and just start applying it everywhere. This does have its initial struggles of not finding good jobs/projects or earning less money than other jobs but as long as you are determined to make it, nothing or no one can stop you and your words from making a difference in the world and a difference in your life.

UNTIL NEXT TIME...

To sustain in this industry, you have to be pretty much an all-rounder and have a well-developed personality. You have to be aware of the general happenings of the world for your marketing efforts to be relatable. You need to be creative, communicative, logical and have great work ethics because things like plagiarism and unoriginality, can cost you a career. But if you were to be careful about all these factors, this is an industry that promises growth really quickly. Even as an industry, it is extremely fast-growing and profitable in today's day and age. If based on the above information, digital media seems to be something you would want to pursue, then you are most certainly headed towards an exciting and rewarding career that will consistently push you to be your best self.

And so in the name of content marketing, take this digital media content and spread it to as many people as possible. (For the sake of digital media). Adios!

