



# MASTERING THE ART OF WRITING

**Individuals, Writers & Entrepreneurs**

# Course Outline

**Module: 1 “Prewriting”** -- Thinking about a topic, brainstorming, and planning. The stepping stone of any writing process, without which the subsequent steps will fail to make an impact. This module will also cover the technique of ‘free-writing’.

**Module: 2 “Drafting”** – Putting thoughts on paper, the dos and don’ts. How to counter “writer’s block” and eliminate internal / external factors that prevent the flow of thoughts and limit your imagination.

**Module: 3 “Revising”** – Reworking the organization of content, aligning the details and empowerment for maximum effect

**Module: 4 “Editing”** – The correct usage and application of spelling, grammar, capitalization and punctuation and how to edit without changing the entire theme or substance of the written piece.

**Module: 5 “Evaluating”** – Reflecting on the dynamics of the functional purpose of the written piece, assessing the underlying essence of meaning and screening the intellectual, emotional and mental value-proposition of the message being conveyed. How to re-align any discrepancies, so that the final product has an imposing effect on the reader in the most fluid manner.

**Module: 6 “Publishing”** – Sharing your final masterpiece with the world. Techniques to publishing on different social media platforms, blogs and authorship sites. How to make the most of each platform and what tools / resources to effectively use in the entire process.