

A red fountain pen with gold accents and a black ink splatter with red berries. The pen is positioned diagonally across the frame, with the nib pointing towards the bottom left. The ink splatter is a complex, organic shape with many thin, branching lines and several larger, rounded droplets. The red berries are scattered throughout the splatter, adding a pop of color. The background is white, making the red and black elements stand out.

The Art Of Content Creation

A Step-by-Step Guide

QUIZ

You are an expert doctor. Ek patient aapke paas aaya hai. aap kya karenge?

Bina patient ko jane, medicine de denge

Pahle patient ko janenge, uski need samjhenge, check up karenge uske baad medicine denge





Putting Yourself in Their Shoes



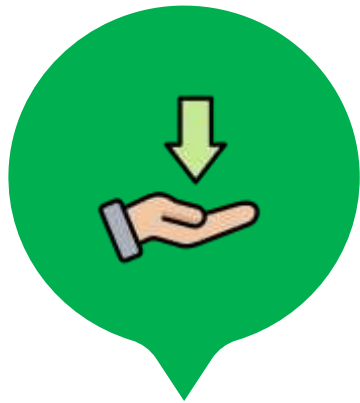
FACTS

According to Adobe, 77% of marketers think audience targeting is crucial for their marketing success.

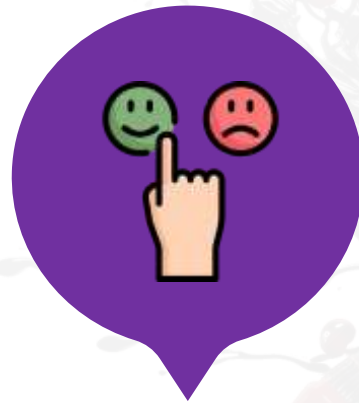


Your Target Audience

Understand you Audience



Need



Preferences



Motivation



Challenges



Learning Style





FACTS

Agar learning ka objective achhe se define hai to desired outcome ke chances 30% badh jaate hain

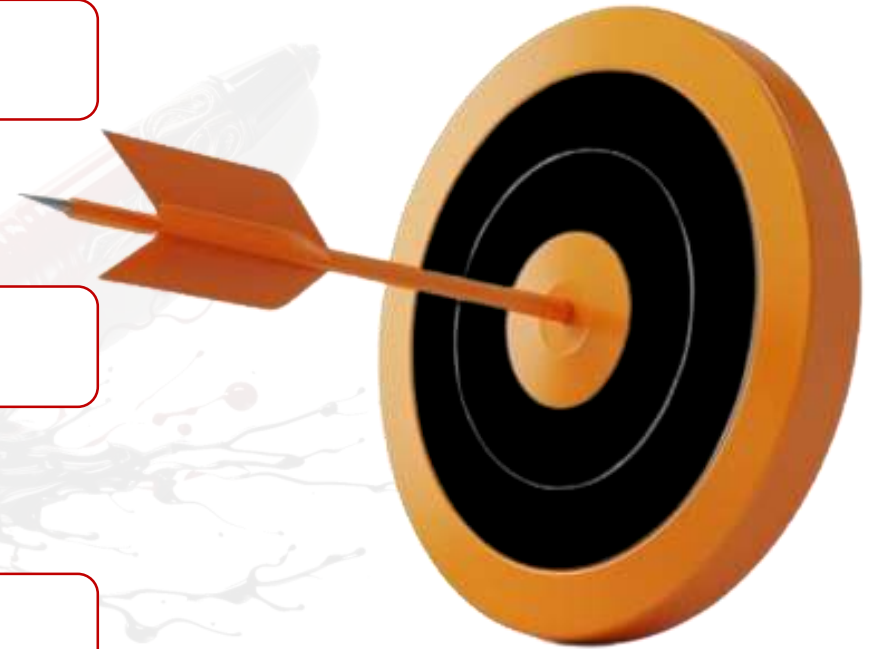


Learning Purpose or Objective

Define clear learning goals.

Guide training direction and purpose.

Enhance engagement and focus.





FACTS

"Studies show that learners are 40% more likely to retain information presented in a structured format."



Storyboarding – The Structure or Blueprint

Start with Clear Outline

Introduction

Objectives

Content

Activities

Conclusion & Summary



HOMWORK

Create a rough outline for a training module on a topic of your choice using the mentioned template.





FACTS

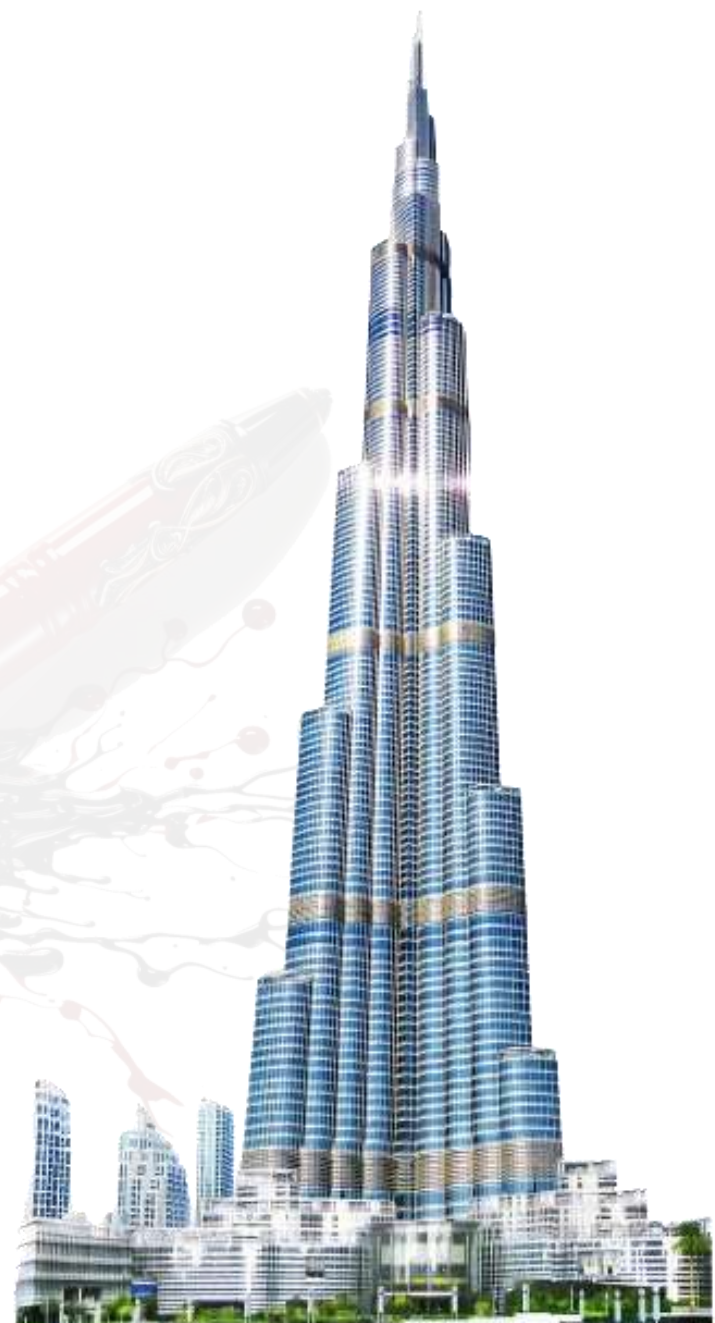
"Research shows that interactive content leads to a 65% increase in information retention among learners."



A group of children are shown in a virtual reality environment, wearing VR headsets and interacting with their surroundings. The central child is in the foreground, looking upwards with hands raised. Other children are visible in the background, also wearing headsets and interacting. The background is a lush, green, outdoor-like setting.

Engage to Educate





Facts

Data

Text

Images

Videos

Storytelling

Quizzes

Assessment



Creating Engaging Content

Content formats – Text, Images, Icons, Videos, Infographics.

Interactive elements: quizzes, Polls, Questions and Assessments

Use storytelling for engagement.



FACTS

"Studies show that learners who engage in interactive activities retain 75% more information compared to passive learning methods."



Activities

Interactive elements: Quizzes, Discussions

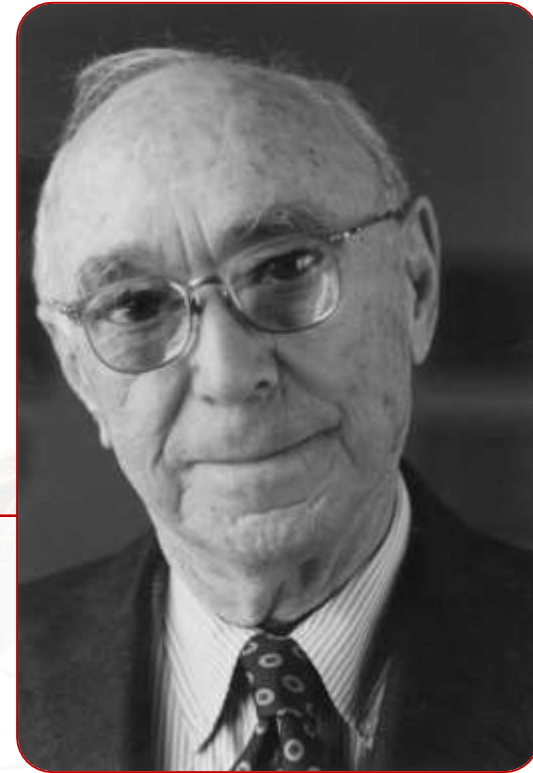
Case Studies

Role-plays

Group collaboration.

Understanding through Assessments.





“

**A fact, wrapped in a story is
22 times more memorable**

— Jerome Bruner (Psychologist)

”



Storytelling Techniques

Share personal stories

Describe with words with feelings

Compare things to help understanding

Start, Middle, End to make sense.



Tools

AI

Chat GPT

Google Gemini

Pictures

Google

Freepik

Flat Icon

Infographics

Google

Freepik

Designing

PPT

Google Slides

Canva



Conclusion

Remember audience needs, preferences.

Define clear learning goals always.

Structure content for easy understanding.

Engage with interactive activities, stories.

Practice, adapt, and keep improving.



Sample Topics

Soft skills

Communication Skills

Creative Thinking

Problem Solving

Selling Skills

How to Approach

Profiling & Need Analysis

Product Matching & Pitching

Objection Handling & Closing

Technical Skills

Canva

DMT

MS Office

Business Acumen

Case Studies

Industry Jargons

Business Function





Thank You for Connecting

