



# The Unlearn Essay Writing Course Curriculum



[prowritingcourse.com](http://prowritingcourse.com)



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**SUPPORT/QUESTIONS:**

Live chat (blue box on the site) or [contenthacker.com/contact](http://contenthacker.com/contact)

# The Unlearn Essay Writing Course: Schedule & Time Investment Suggestion

One-Week Course Absorption Schedule Suggestion:\*

## July 2020

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12 OFF	13 1 HOUR	14 1 HOUR	15 30 MINUTES	16 30 MINUTES	17 1 HOUR	18 2 HOURS
19	20	21	22	23	24	25
26	27	28	29	30	31	

\*This will give you more than enough time to finish the course. Feel free to move the one- and two-hour segments to the days that work best. I suggest at least one "free" day so your brain has a break!

# The Unlearn Student Essay Writing Exercises (Physical Writing & Editing)

**Total *exercise* time: 2.4 hours**

(If you have some prior experience in online writing, it may take you much less than this.)

There are five exercises in this course. The suggested time to take for each exercise is written next to the exercise below.

- **Module 1 (Exercise 1: Identifying Good Content)** (Unlearning: 40 minutes – Lesson 1 & 2)
- **Module 1 (Exercise 2: Writing the Hook)** (Learning: 45 minutes)
- **Module 1 (Exercise 3: Self-Editing)** (Learning: 20 minutes)
- **Module 2 (Exercise 4: Writing the Bulk)** (30 minutes)
- **Module 2 (Exercise 5: Finalize Your Writing)** (10 minutes)

# The Unlearn Student Essay Writing Exercises (Hands-On Writing & Editing) & Curriculum

**Total *lesson* time (with exercises): 5-6 hours (maximum)**

## **MODULE 1: Unlearn Irrelevant, Weak Writing (with Hands-On Exercises) 1.8 Hours (Max)**

- 1. What Is “Bad Online Writing” vs. “Good Online Writing”? + Example (Exercise 1: Identifying Good Content)**
- 2. The Basis of Creating Content to Pull in an Audience vs. Essay Writing: Internet Grammar Lessons**
- 3. [Workshop-Style] Unlearn Stuffy Writing: How to Write and Cut the Gunk (Exercise 2: Writing the Hook)**
- 4. Know What, How, and When to Cut: Identifying and Killing Phrases that Don’t Serve the User (Exercise 3: Self-Editing)**

## **MODULE 2: Learn Powerful Online Writing Techniques (with Hands-On Exercises) 4 Hours (Max)**

- 1. The ABCs of Good Online Writing**
- 2. “Good Writing” vs. “Bad Writing” in Action (Across A Variety of Content Formats)**
- 3. How to Never Get Stuck While Writing (Ever Again): The Secret Sauce, My Tools & Techniques**
- 4. [Workshop-Style] Watch Me Write: From Content Idea to Publish-Ready Blog**
- 5. Student Cheat Sheet and Style Guide for 11 Content Formats**
- 6. Creative Wording: How to Amp Up Your Writing + Real-Time Writing (Exercise 4: Writing the Bulk)**
- 7. Write A Real Content Piece: Finalize Your Writing and Editing Exercise (Exercise 5: Finalize Your Writing)**

# **The Unlearn Essay Writing Course Curriculum**

## **Introduction Module**

### **Module 1: Unlearn Irrelevant, Weak Writing**

1. What Is ‘Bad Online Writing’ vs. ‘Good’? + Example (Exercise 1: Identifying Good Content)
2. The Basis of Creating Content to Pull in an Audience vs. Essay Writing: Internet Grammar Lessons
3. [Workshop-Style] Unlearn Stuff Writing: How to Write and Cut the Gunk (Exercise 2: Writing the Hook)
4. Know What, How, and When to Cut: Identifying and Killing Phrases that Don’t Serve the User (Exercise 3: Self-Editing)

## **Module 2: Learn Powerful Online Writing Techniques**

1. The ABC's of Good Online Writing
2. 'Good Writing' Vs. 'Bad Writing' in Action (Across A Variety of Content Formats)
3. How to Never Get Stuck While Writing (Ever Again): The Secret Sauce, My Tools & Techniques
4. [Workshop-Style] Watch Me Write: From Content Idea to Publish-Ready Blog
5. Student Cheat Sheet and Style Guide For 11 Content Formats: Social Media Posts, Web Pages, Product Descriptions, Meta Titles and Meta Descriptions, Blogs, Headlines, Emails, Case Studies, Ebooks For Lead Magnets, Whitepapers, Video Scripts
6. Creative Wording: How to Amp Up Your Writing + Real-Time Writing (Exercise 4: Writing the Full Draft)
7. Write A Real Content Piece: Finalize Your Writing and Editing Exercise (Exercise 5: Finalize Your Writing)

## **Module 3: Bonuses & Resources**

- All Student Workbooks in One Downloadable Guide
- Bonus #1: Julia's Ultimate List of Writing Tools
- Bonus #2: 200+ Power Words and Phrases to Amp Up Your Writing
- Bonus #3: The Unlearn Glossary for The Online Content Writer -- 94 Terms Every Online Writer Should Know
- Bonus #4: A Killer Copywriting Formula to Pay Attention to (For Structuring Strong Content)
- Bonus #5: Stay Current as a Content Expert With These Resources & Books
- Bonus #6: Unlearn Essay Writing Course -- Student-Only Partner Discount Codes



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Learn more about the instructor,  
Julia McCoy of The Content Hacker™:

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