



The Institute of Chartered Accountants of India
(Set up by an Act of Parliament)



Women Members Excellence Committee

Organises

यशस्विनी - An IDOL- Live Webinar



CA. Priti Paras Savla
Chairperson, WMEC, ICAI



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Beyond Numbers : Exploring Content Writing Opportunities

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When You Became a Chartered Accountant, Which Career Path Sparked Your Interest the Most?



- a. 🌟 **Consulting** - Helping businesses navigate complex tax/accounting/IT/law landscapes.
- b. 📊 **Practice** - Building your own empire and serving a diverse clientele.
- c. 🏢 **Industry** - Joining a corporate team and driving in-house tax/accounting/IT/law strategy.
- d. 🌐 **Other** - Pioneering a unique path that blends these or ventures into new territories.



"The good news is that we were able to solve the work-life balance problem for our analysts... with more work."

Was there something more??



Emerging Field of Content Writing....

What is content writing???

Content writing is creating valuable and engaging content to inform, entertain, and persuade a target audience.

Need



EDUCATION AND
AWARENESS



BOOSTS BRAND
BUILDING



ENGAGE & RETAIN
CUSTOMERS



SUPPORTS
MARKETING



GENERATE LEADS
AND SALES

Domain

- Tax, Accounting, Legal, Finance, Others

Genre

- Newspaper, Social Media, Books, Blogs, Newsletters, Journal

Format

- Article, Technical Alert, Notes/Booklet, Flyers, Position Papers, Bytes/Nuggets, Training Material

Strong Writing Skills

Research Proficiency

SEO Knowledge

Editing and Proofreading

Creativity

Adaptability

Time Management

Audience Understanding

Basic Tools Familiarity

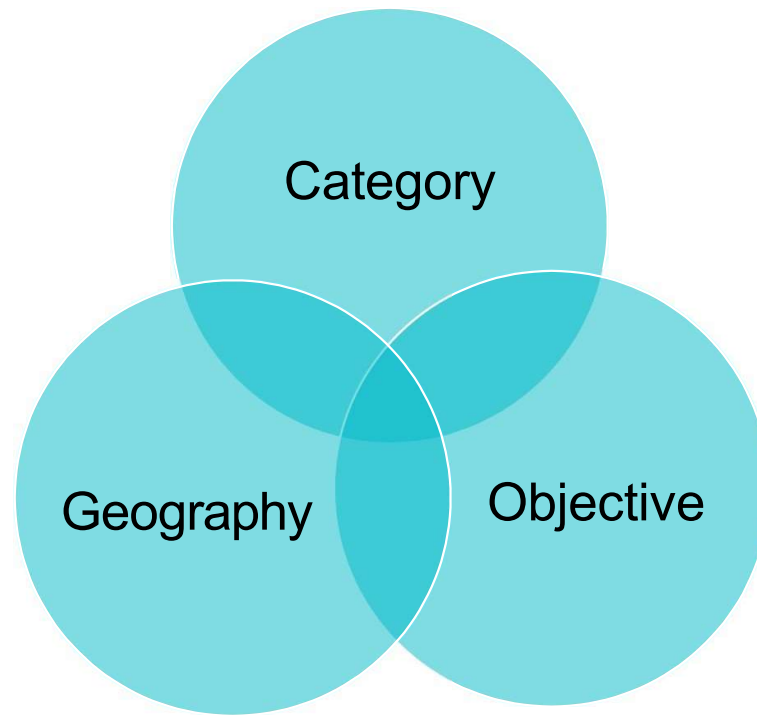
Analytical Skills

Skillset



Know the audience

Know not only who you're writing for but also who will ultimately be reading your work!!



Challenges

Unstructured being external support

Timelines

Practical insights

Many bosses

Follow up

Designing/Jazz up part

I vs. AI: Crafting Content in the Digital Age



Boons	Pitfalls
Speed and Efficiency	Lack of Creativity and Originality
Consistency	Understanding Nuances
Cost-Effective	Quality Control
Data-Driven Insights	Ethical Concerns
24/7 Availability	Limited Contextual Understanding
Multilingual Capabilities	Dependence on Training Data



Fees



Seize the Moment: Leverage outsourcing for growth and excellence.

