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EGL ACADEMY

(AN INITIATIVE POWERED BY EGL DIGITAL MARKETING AGENCY)

AI MASTERY PROGRAM

LEARN SMART. CREATE FAST. EARN CONFIDENTLY.

**30 DAYS | PRACTICAL TRAINING |
INDUSTRY-INTEGRATED LEARNING**

About EGL Academy



EGL Academy is powered by EGL Agency — a digital marketing firm actively working with multiple clients across branding, social media marketing, content creation, advertising, and performance campaigns. Unlike traditional institutes that operate separately from the real market, EGL is directly connected to it. We understand industry expectations because we work with them daily.

EGL Academy was created to bridge the gap between learning and real-world execution. Our training model is built around actual client workflows, practical strategies, and market-relevant tools — not outdated theory. Students are trained according to current trends, evolving technologies, and real business scenarios so they develop skills that are immediately applicable.

At EGL, we believe education should build clarity, confidence, and capability. That is why our programs focus on structured thinking, practical implementation, and performance-oriented learning. By integrating agency experience into the classroom, we ensure that every student learns not just how tools work — but how they are used professionally in real projects.

EGL Academy is where industry experience meets structured learning — preparing students to step into the digital world with confidence and competence.

WHY THIS AI PROGRAM?

Artificial Intelligence is changing:

Marketing

Design

Content

Business operations

Freelancing

But most people only know tool names. They don't know how to think with AI.

This program is designed to build:

Structured AI thinking

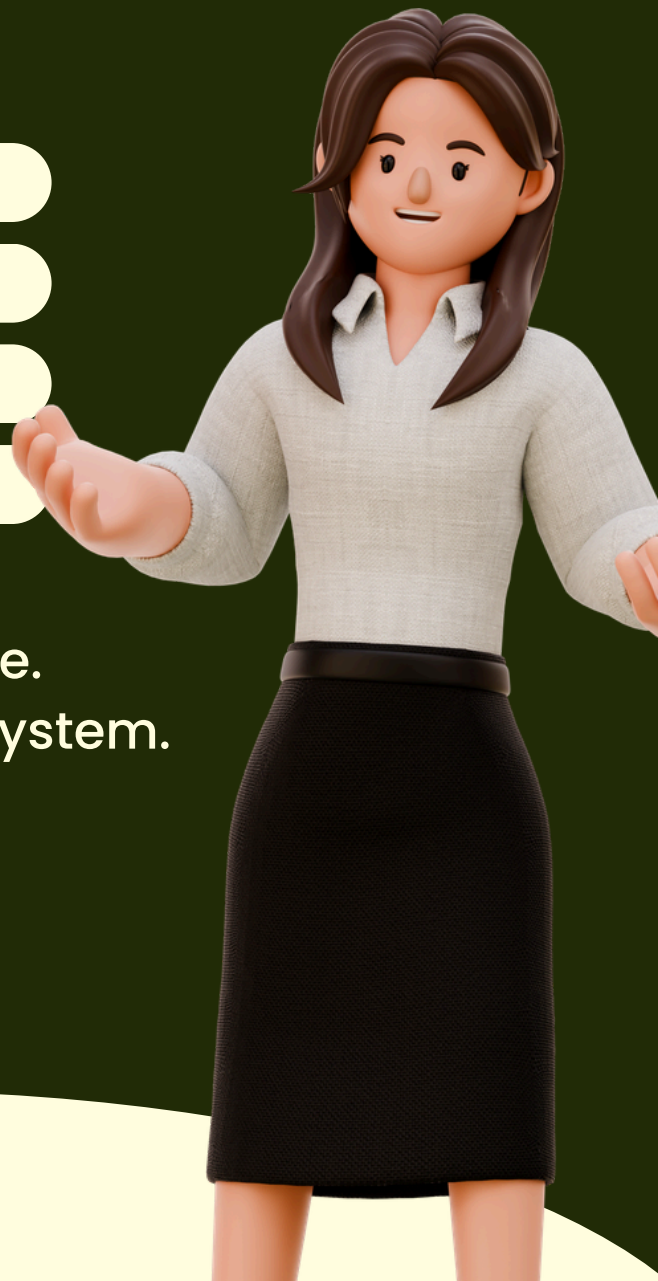
Logical prompt writing

Creative execution skills

Income-ready digital capabilities

This is not a random tool course.
This is a structured execution system.

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WHAT MAKES EGL DIFFERENT?

Most institutes focus on tools. We focus on clarity, logic, and confidence.

At EGL Academy, learning follows a strategic flow:

AI Thinking & Prompt Engineering

Branding & Content Creation

AI Video & Creative Automation

Portfolio & Freelancing Blueprint

You will not just “learn AI.”
You will learn how to use AI strategically in real scenarios.

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LEARNING STRUCTURE

Phase 1

AI Thinking & Prompt Mastery

— UNDERSTANDING HOW AI WORKS

Learn how AI predicts and generates responses so you can guide it more effectively.

— STRUCTURED PROMPT FRAMEWORK

Master a logical format to write clear, detailed prompts that produce accurate results.

— ZERO-SHOT & FEW-SHOT PROMPTING

Understand how examples and context improve AI output quality.

— ROLE-BASED PROMPTING

Learn to assign roles (marketer, designer, strategist) to get specialized responses.

— ERROR CORRECTION & REFINEMENT

Improve weak outputs by refining and restructuring prompts step by step.

— AI FOR RESEARCH & PRODUCTIVITY

Use AI to summarize, analyze, and organize information efficiently.

Phase 2

AI for Branding & Content Creation

BRAND PERSONA CREATION

Define target audience, tone, and positioning before creating content.

LOGO & VISUAL IDENTITY IDEAS

Generate brand visuals aligned with personality and market positioning.

SOCIAL MEDIA CONTENT CREATION

Create structured posts, captions, and content strategies using AI.

REEL SCRIPT WRITING

Learn short-form content structure with strong hooks and clear messaging.

CONTENT CALENDAR PLANNING

Plan consistent content using AI-driven strategy frameworks.

Phase 3

AI Video & Creative Workflows

TEXT-TO-VIDEO GENERATION

Convert written ideas into engaging video concepts using AI tools.

IMAGE-TO-VIDEO CONCEPTS

Transform static visuals into motion-based creative assets.

AI VOICE & MUSIC TOOLS

Enhance content using AI-generated voiceovers and background music.

PRESENTATION CREATION USING AI

Structure and design professional presentations efficiently.

PRODUCTIVITY AUTOMATION TOOLS

Automate repetitive digital tasks to save time and improve workflow.

Phase 4

Portfolio & Income Blueprint

FREELANCING PLATFORM OVERVIEW

Understand how platforms work and how to position your services.

SERVICE POSITIONING

Define what you offer and how you differentiate yourself.

PROPOSAL WRITING USING AI

Draft clear, persuasive proposals with logical problem-solution framing.

BEGINNER PRICING STRATEGY

Understand how to price services confidently without undervaluing skills.

PORTFOLIO DEVELOPMENT

Build a professional portfolio showcasing your AI-powered projects.

TOOLS YOU WILL WORK WITH

You will gain practical exposure to 20+ AI tools including:

ChatGPT

Gemini

Claude

AI Image Generators

AI Video Tools

AI Music & Voice Tools

AI Productivity Extensions

But remember:

Tools are secondary.
Strategy and structured thinking are primary.



WHO SHOULD JOIN?

Students looking for future-ready skills

Graphic Designers & Video Editors

Digital Marketing Aspirants

Freelancers

Content Creators

Business Owners

Housewives

**No coding required.
No prior AI experience required.**



AFTER 30 DAYS AT EGL ACADEMY, YOU WILL BE ABLE TO:

Write structured AI prompts confidently

Generate professional content for brands

Create AI-powered visuals & reels

Build your personal portfolio

Understand client requirements logically

Start offering AI-based services

**We focus on building clarity and
confidence not confusion.**

CERTIFICATION & SUPPORT

Course Completion Certificate from EGL Academy

Portfolio & Career Guidance

Industry-Oriented Training

Practical Case-Based Learning

Our goal is to create confident digital professionals — not just certificate holders.

ENROLLMENT DETAILS

Start your AI journey with EGL Academy.

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LOCATION

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