



TITLE - up to 60 characters, make it sound like a bestseller

Subtitle - up to 120 characters to grab the reader online, make it sound like a bestseller

The short subtitle -- up to 60 characters to go on the front cover image, make it sound like a bestseller

AUTHOR NAME-

DURATION -

OVERVIEW

Convince the customer that they need this course. Suggested structure:

1. Explain customer's problem (1 sentence)
2. Show that the problem is so important they should solve it now, without delay (1 sentence)
3. Explain what makes this course is the best solution to the problem (3-5 sentences)
4. Summarize the benefits of the course (1 sentence)

TARGET AUDIENCE

Help members of the target customer group decide that the course is for them:

1. Explain who it's for -- who they are, what they want
2. Explain clearly what they need to know and what they don't need to know
3. Try to include a phrase like "this course is for you" somewhere -- ask for the sale!

Make sure the target audience is right for the course. If you say "Java knowledge is assumed", *don't include "overview of Java" in your outline!* You would be amazed at how common this mistake is.

Choose an audience and build a course that is just right for them.

KEY FEATURES

- Share the three strongest reasons why customers should buy the course. The first will usually summarize how it's a complete solution to the problem they have. Each bullet can be up to 40 words and should be at least 11.
- The second bullet will usually summarize how the style and construction of the course will make it easy for the customer to reach their goal.
- The third bullet should share one other key strength or USP. For example, that it covers a recent version of the software, or contains some particularly valuable content that you want to draw special attention to.

APPROACH

Explain what the course is like and how the chosen style and approach will benefit the viewer.

Most of the time we will our courses to:

1. Be full of hands-on instructions, interesting and illustrative examples, clear explanations.
2. Share useful tips and advice to help the customer succeed and overcome obstacles.
3. Be easy to understand with minimum jargon and theory.

That's what customers want so let's give it to them. If your course doesn't have a style and approach that customers will like, change the course!

WHAT WILL YOU LEARN (List 5-7 really strong learning outcomes for the course.)

ABOUT THE AUTHOR -

SUMMARY OF CONTENTS

Explain how your course will teach the customer everything they need to reach their goal. The customer should be able to tell what the course will teach them, just from looking at the section titles...

1. **Section 1 title** - *Usually introduce the customer to the course and topic, show them what they will achieve and how they will get there, and do necessary housekeeping (e.g. installation)*
2. **Section 2 title** - *Usually give the customer their first practical experience of the tool. Get them to build/do something that will give them hands-on experience in performing the task.*
3. **Section 3 title** - *Dig into the specific things customers need to know how to do. **Break the overall course goal down into around 3-5 meaningful subgoals, subtopics or steps**, and cover them in a logical order.*
4. **Section 4 title** - *The next subgoal, subtopic, or step. Teach all of them in a hands-on style.*
5. **Section 5 title** - *And the next.*
6. **Etc...** - *Until the goal is reached. Most of the outline work is breaking things down into the right number meaningful subgoals and putting them in the right order. It takes thought!*

Try to use section titles that the target customer will understand. For a course on machine learning for beginners to the topic, “Essential Machine Learning Algorithms” and “Classifying Images with Machine Learning” will *mean* something to the customer – and sound worth learning. “Logistic Regression Algorithms” probably isn’t – most of them don’t know what it means or why they should learn it.

COURSE ROADMAP

SECTION ONE – TITLE (~10-30 Minutes)

Section 1 is usually the shortest in the course. It’s also the most important. You must make a good impression! Use it to get the viewer keen to watch the whole course. There will necessarily be some boring parts to most courses – but there mustn’t be any in Section 1.

- Welcome the viewer to the course, and to the topic to be learned. Explain what you’re going to teach them and how it will benefit them. Show them what they will have achieved/be able to achieve by the end of the course – so that they’ll be excited to get there.
- Show *how* you’re going to get them there – by briefly explaining the structure of the course, and what they’ve got to look forward to in each section.
- Guide them through any necessary housekeeping that’s required before we get started. For example, checking they have what they need, install any necessary components.

SECTION TWO – TITLE (~30 Minutes)

Get the customer into the action as much as possible as early as possible. Be bold. Nobody is going to die because they tried to use the system before they understood all the theory – but they might die of boredom if they don’t. Get practical and show how to do useful, interesting things as soon as you can.

Often “section 2” can be “your first x”, where x is the thing your course is supposed to be teaching. Your first Unity game, your first Python Microservice, your first Machine Learning model. Give them a practical hands-on taste of what doing the job involves.

- Video 1
- Video 2
- Video 3
- Video 4
- Video 5
- **QUIZ**

SECTION THREE - TITLE (~30 Minutes)

The customer, having been given a practical taste of what’s possible with the tool/topic, will now be ready to dive into specifics. So for each section pick a specific topic they need to learn about.

- Start with basic foundation skills and build on top of them
- Start simple, move to complicated
- Each section covers a step you’d take in a real project, in the order, you’d take them
- Each section covers a specific component of the application being used or being built

SECTION FOUR - TITLE (~30 Minutes)

*Teach another specific topic. Do it in a practical way. Focus on what the customer must learn to do to achieve their goal. Build an understanding of the concepts by **explaining what they're doing as they're doing it.***

- Video 1
- Video 2
- Video 3
- Video 4
- Video 5
- QUIZ

SECTION FIVE - TITLE (~30 Minutes)

And another specific topic.

- Video 1
- Video 2
- Video 3
- Video 4
- Video 5
- QUIZ

OPTIONAL SECTION - TITLE (~30 Minutes)

Make sure that, by the end, you have given the customer precisely what they need to achieve their goal successfully. End the course by drawing everything together, congratulating the customer for what they've achieved and how far they've come -- and give them some final best wishes success for the future (as well as some suggestions for what they might like to do/learn next!)

- Video 1
- Video 2
- Video 3
- Video 4
- Video 5
- QUIZ

SETUP AND INSTALLATION

This will vary on a product-by-product basis but should be a standard PI element for ILT products. This example is relatively basic.

Minimum Hardware Requirements

For successful completion of this course, students will require the computer systems with at least the following:

- OS:
- Processor:
- Memory:
- Storage:

Recommended Hardware Requirements:

For an optimal experience with hands-on labs and other practical activities, we recommend the following configuration:

- OS:
- Processor:
- Memory:
- Storage:

Software Requirements

- Operating system:
- Browser:
- Atom IDE, Latest Version
- Node.js LTS 8.9.1 Installed

Provide links/instructions so that the customer can easily find out where to download the required software.