Hands-On [Task] with [Topic]

How to get the job done. These courses assume you need to get started on a project, fast. They guide you through the essential tasks so you can succeed.

These are particularly suitable when the topic includes both a tool and a task. For example:

- Hands-on Concurrent Programming with Go
- Hands-on Machine Learning with Python and Scikit-Learn
- Hands-on Animations with Angular.

Who is the customer?

They want to use a tech for a particular purpose. They may already know the topic to some extent. They need to put that topic to work to achieve a particular goal.

Use your judgement to decide *precisely how much* prior knowledge of the tech to require. If in doubt, do whatever will let us to satisfy the largest proportion of the target market.

What are customers looking for?

1. They have a project assigned to them and they don't know how to achieve those tasks
2. A hands-on, practical course that focuses on helping them achieve their goals
3. Thorough coverage of the really important aspects of the topic, without distraction by peripheral issues
4. A fast-paced, real-world approach that is neither patronizing or academic

Format

1. Adopt a hands-on "lab" format... show how to do the tasks and explain as you go along.
2. Cover everything the customer needs, but be ruthless in cutting anything they don't. Keep it focused.
3. Each section should clearly cover some aspect of the topic. The structure should make sense to a customer who does not yet understand the jargon topics the course will teach -- they should understand what kind of things each section will teach them.
4. The first section should explain to the viewer what they can do with this tech and topic (i.e. what kind of project requirements using this tech and topic can satisfy), why they should be keen, and then lay out what they will learn in the course -- in a way that makes it sound exciting.
5. Try to pick interesting, relatable examples that will stick in the memory. This can be as simple as throwing some pop culture references into your sample data... anything to make the content that little bit more memorable and interesting.

Avoid

Don’t turn the course into a university lecture. It should be a hands-on course. Imagine you’re showing an individual or small group how to do it, and explaining as you go.

Strategy is sacrifice.