

# Online Course Teaser Video Brief

## Course & Instructor Information

Course Title

Instructor Name

Course URL

## Target Audience

Who is this course for?

## Key Message & Value

What is the main takeaway you want viewers to have?

What problem does this course solve?

What makes this course unique?

## Course Highlights

List 3-5 key topics or features to showcase in the teaser

## Visual & Tone Preferences

Describe the desired tone (e.g., inspiring, informative, fun)

Any specific visual or style preferences?

## Call to Action

What action should viewers take after watching?

## Additional Notes

Anything else the video creator should know?