Sample Text for Promoting EBSCO LearningExpress Personal Success Skills

*This document contains sample promotional text for librarians to use in marketing LearningExpress Personal Success Skills to patrons and other librarians. We’ve included a long description for use in emails and a short description for use in newsletters and brief communications.*

**Long Descriptions (for Email)**

**AUDIENCE: PATRONS**

*Subject line: Develop your lifelong learning skills*

*Preheader: Log in to LearningExpress Personal Success Skills*

Develop your personal skills for success

Looking to find a job, advance your career, or better manage your time or money? Make sure you have the transferable skills you need to adapt and thrive in an ever-changing job market.

Our library provides free access to **LearningExpress Personal Success Skills**, an e-learning resource featuring interactive tutorials, e-books and articles that can help you develop the core knowledge and skills you need to achieve success — at work and at home.

Topics include:

* Teamwork and Professionalism
* Attitude, Critical Listening and Successful Negotiation
* Email and Workplace Etiquette
* Written and Verbal Communication Skills
* Organization Strategies
* Goal Setting, Multitasking and Time Management
* Understanding and Balancing Credit and Debt
* Money Management and Investing Basics
* Introduction to Insurance, Benefits and Taxes

To begin using Personal Success Skills, log in through the library website: [insert direct URL]

If you have any questions about this resource, please feel free to ask a member of our friendly staff or contact us at [email/phone number].

Sincerely,

[your name]

**AUDIENCE: LIBRARIANS**

*Subject line: Promote lifelong learning skills development*

*Preheader: Tell patrons about LearningExpress Personal Success Skills*

Personal and workplace success skills development for patrons

Our library provides access to **LearningExpress Personal Success Skills**, an e-learning resource featuring interactive tutorials, e-books and articles to help individuals develop the core knowledge and lifelong skills that are essential to workplace success and personal fulfillment.

Topics include:

* Teamwork and Professionalism
* Attitude, Critical Listening and Successful Negotiation
* Email and Workplace Etiquette
* Written and Verbal Communication Skills
* Organization Strategies
* Goal Setting, Multitasking and Time Management
* Understanding and Balancing Credit and Debt
* Money Management and Investing Basics
* Introduction to Insurance, Benefits and Taxes

Users can access Personal Success Skills through our website: [insert direct URL].

EBSCO offers this printable [handout](https://www.ebsco.com/sites/default/files/acquiadam-assets/LearningExpress-Personal-Success-Skills-Handout.pdf) to distribute in the library. If you have any questions, please feel free to contact me.

Sincerely,

[your name & contact details]

**Short Descriptions (for Newsletters)**

**AUDIENCE: PATRONS**

Develop your personal skills for success

Looking to find a job, advance your career, or better manage your time or money? Make sure you have the transferable skills you need to adapt and thrive in an ever-changing job market. Our library provides free access to **Personal Success Skills**, an easy-to-use tool from EBSCO LearningExpress. You’ll find targeted learning centers containing interactive tutorials, e-books and articles to help you develop the core knowledge and lifelong learning skills needed to achieve success — at work and at home. Topics include teamwork, communication, organization, time management, personal finance and media literacy. Log in via the library: [insert direct URL]. Questions? Ask a librarian!

**AUDIENCE: LIBRARIANS**

Personal and workplace success skills development for patrons

Our library district provides free access to **Personal Success Skills**, an e-learning resource from EBSCO LearningExpress containing interactive tutorials, e-books and articles to help individuals develop the core knowledge and lifelong learning skills that are essential to workplace success and personal fulfillment. These topics include teamwork, communication, organization, time management, personal finance and media literacy. LearningExpress Personal Success Skills is available through the library website: [insert direct URL]. EBSCO also offers this printable [handout](https://www.ebsco.com/sites/default/files/acquiadam-assets/LearningExpress-Personal-Success-Skills-Handout.pdf) to distribute in the library. Questions? Please contact [name and contact details].