Sample Text for Promoting Entrepreneurial Mindset Training Course

*This document contains sample promotional text for librarians to use in marketing Entrepreneurial Mindset Training Course to patrons and other librarians. We’ve included long descriptions for use in emails and short descriptions for use in newsletters and other brief communications.*

**Long description (for emails)**

**AUDIENCE: PATRONS**

Subject line: Discover your entrepreneurial potential at [insert library name]

Preheader: Visit the library website to learn more

Adjust your mindset, ignite your ambition!

Do you have an idea for a product or service? Have you always wanted to start your own business? Or are you looking to make a meaningful career change?

Sign up for free **Entrepreneurial Mindset Training** and learn how to think (and act) like an entrepreneur. In this self-paced program, developed by the Entrepreneurial Learning Initiative and available to patrons of [insert library name], you will learn how to:

* **Recognize opportunities that others overlook.** Drawing from best practices in design thinking, you will learn how to discover opportunities that are hiding in plain sight.
* **Master the art of bootstrapping.** You will learn how cash-strapped entrepreneurs manage to identify, evaluate and transform their ideas into a sustainable success.
* **Develop a success network** that will enable you to avoid costly mistakes, reduce the learning curve and accelerate your growth.
* **Identify and overcome the self-imposed limitations** that may be holding you back.
* **Tap into a mindset** that will inspire and empower you to create a path toward a more meaningful and prosperous life regardless of where you start.

[insert date, time and location of training(s) if applicable]

[Click here] to register for the live session.

[Click here] to begin the self-paced course.

For more information, ask a librarian, or contact us by phone or email.

Sincerely,

[insert email signature]

**AUDIENCE: LIBRARIANS**

Subject line: Help patrons unlock their entrepreneurial potential

Preheader: Entrepreneurial Mindset Training Course now available

Help aspiring entrepreneurs develop the mindset they need to succeed

Empower library patrons to unlock their entrepreneurial potential using the **Entrepreneurial Mindset Training Course**, an exciting new resource now available to [insert library name] users. This eight-module, self-paced program enables prospective entrepreneurs to learn the underlying beliefs and behaviors that can help them start a new business, pursue a new career, accomplish personal goals, and achieve richer lives.

In this program, individuals will learn how to:

* **Recognize opportunities that others overlook.** Drawing from best practices in design thinking, you will learn how to discover opportunities that are hiding in plain sight.
* **Master the art of bootstrapping.** You will learn how cash-strapped entrepreneurs manage to identify, evaluate and transform their ideas into a sustainable success.
* **Develop a success network** that will enable you to avoid costly mistakes, reduce the learning curve and accelerate your growth.
* **Identify and overcome the self-imposed limitations** that may be holding you back.
* **Tap into a mindset** that will inspire and empower you to create a path toward a more meaningful and prosperous life regardless of where you start.

Please be sure to add a link to the Entrepreneurial Mindset Training Course from your library website: [insert direct URL]. To help you market this resource to patrons, EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/ELI-Entrepreneurial-Mindset-Training-Promotion-Kit), including bookmarks, handouts, posters and a social media kit.

For more information, or to learn how you can use this course in a virtual or in-person program, please contact me by phone or email.

Sincerely,

[insert email signature]

**Short descriptions (for newsletters and websites)**

**AUDIENCE: PATRONS**

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**AUDIENCE: LIBRARIANS**

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