Sample Text for Promoting EBSCO LearningExpress Workforce Solutions

*This document contains sample promotional text for librarians/workforce development directors to use in marketing Workforce Solutions to end users and other librarians/directors. 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/END USERS**

*Subject line: Achieve your dream career*

*Preheader: Log in to Workforce Solutions to begin your journey*

Find your dream career. Land your dream job.

Our [library/workforce development center] provides free access to **LearningExpress Workforce Solutions** (featuring **Job & Career Accelerator**). This easy-to-use tool contains hundreds of resources ― such as tutorials, practice tests, e-books, articles and flashcards ― to help you achieve your professional goals.

Using Workforce Solutions, you can:

* Explore potential careers (including military service), find a career match, search for jobs and internships, build resumes and cover letters, and prepare for job interviews.
* Build your reading, writing, grammar, vocabulary and math skills; prepare for the GED®, HiSET® and TASC® tests.
* Study for the ASVAB test (military), WorkKeys® Assessments, the TOEIC® test, and dozens of career licensure exams in allied health, nursing, civil service, law enforcement, education and the trades.
* Learn the basics of using a computer, navigating the internet, and using popular Microsoft Office software programs such as Access, Excel, Outlook, PowerPoint and Word.
* Learn how to manage your time, improve communication skills, become a better team member, increase your financial literacy, master social media and more.
* Find Spanish-language resources to help you improve your academic skills and prepare for the GED® test.

To begin using Workforce Solutions, log in through our website: [insert direct URL]

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

Sincerely,

[your name]

**AUDIENCE: LIBRARIANS/DIRECTORS**

*Subject line: Help job seekers discover dream careers*

*Preheader: Tell them about LearningExpress Workforce Solutions*

Career Exploration and Preparation from EBSCO LearningExpress

Our [library/workforce development center] provides access to **LearningExpress Workforce Solutions** (featuring **Job & Career Accelerator**). This easy-to-use e-learning platform contains hundreds of resources ― such as tutorials, practice tests, e-books, articles and flashcards ― to help job seekers, recent graduates, career changers and transitioning military service members achieve their professional goals.

Using Workforce Solutions, job seekers can:

* Explore potential careers (including military service), find a career match, search for jobs and internships, build resumes and cover letters, and prepare for job interviews.
* Build their reading, writing, grammar, vocabulary and math skills; prepare for the GED®, HiSET® and TASC® tests.
* Study for the ASVAB test (military), WorkKeys® Assessments, the TOEIC® test, and dozens of career licensure exams in allied health, nursing, civil service, law enforcement, education and the trades.
* Learn the basics of using a computer, navigating the internet, and using popular Microsoft Office software programs such as Access, Excel, Outlook, PowerPoint and Word.
* Learn how to manage their time, improve communication skills, become a better team member, increase their financial literacy, master social media and more.
* Find Spanish-language resources to help them improve their academic skills and prepare for the GED® test.

Users can access LearningExpress Workforce Solutions through our website: [insert direct URL].

To help you market this tool to users, EBSCO offers a variety of [promotional materials](https://connect.ebsco.com/s/article/LearningExpress-Workforce-Solutions-Promotion-Kit), including a bookmark, handout and a social media kit.

If you have any questions, please feel free to contact me.

Sincerely,

[your name & contact details]

**Short Descriptions (for Newsletters)**

**AUDIENCE: PATRONS**

Find your dream career. Land your dream job.

Our [library/workforce development center] provides free access to **LearningExpress Workforce Solutions** (featuring **Job & Career Accelerator**). This easy-to-use tool contains hundreds of resources ― such as tutorials, practice tests, e-books, articles and flashcards ― to help you achieve your professional goals. Using Workforce Solutions, you can achieve high school equivalency, explore jobs and careers, prepare for occupational certification exams, and develop the core knowledge and skills that are essential to workplace success. Log in here: [insert direct URL]. Questions? Ask a librarian!

**AUDIENCE: LIBRARIANS/DIRECTORS**

Career Exploration and Preparation from EBSCO LearningExpress

**LearningExpress Workforce Solutions** (featuring **Job & Career Accelerator**) contains hundreds of resources ― such as tutorials, practice tests, e-books, articles and flashcards ― to help learners achieve high school equivalency, explore jobs and careers, prepare for occupational certification exams, and develop the core knowledge and skills that are essential to workplace success. LearningExpress Workforce Solutions is available through our website: [insert direct URL]. To help you market this resource, EBSCO offers a variety of [promotional materials](https://connect.ebsco.com/s/article/LearningExpress-Workforce-Solutions-Promotion-Kit), including a bookmark, handout and social media kit. Questions? Please contact [name and contact details].