

## Pluralsight Email Samples

### Navigate event email

Subject line:	A: Acclaimed author and podcaster to speak at Navigate B: Guy Raz to take center stage at Pluralsight Navigate
Pre-header:	Speaker spotlight
Copy:	<p><b>We did it. Again.</b></p> <p>When Pluralsight Navigate hits Salt Lake City, Utah, October 17 – 19, you'll find a <a href="#">list of speakers</a> as impressive as last year's lineup.</p> <p>Why are we so confident? Because Thursday morning, you'll find <b>Guy Raz</b> of <b>How I Built This</b> fame standing center stage.</p> <p>If you haven't met Guy, let us introduce you to this award-winning podcast creator, author, radio personality, and journalist who's been described by the New York Times as "one of the most popular podcasters in history." He has a long (understatement) list of notable experience and accomplishments, so we're giving you the highlights in our top five list.</p> <p><b>Top 5 reasons to join the Guy Raz fan club</b></p> <ol style="list-style-type: none"><li>1. Guy's <b>best-known show</b>, How I Built This, features in-depth interviews with the world's greatest innovators, entrepreneurs, and idealists. The show has been lauded by the New York Times, Inc, Fortune, the Washington Post, and was recently named one of the 10 podcasts that shaped the decade by Harper's Bazaar.</li><li>2. His <b>first book</b>, How I Built This: The Unexpected Paths to Success from the World's Most Inspiring Entrepreneurs, offers priceless insights and inspiration from the world's top entrepreneurs on how to start, launch, and build a successful venture.</li><li>3. In 2013, Guy became the <b>co-creator of TED Radio Hour</b>, which explores the biggest questions of our time with the help of the world's greatest thinkers.</li><li>4. He's <b>interviewed and profiled more than 6,000 people</b> from all walks of life, including Richard Branson, Sara Blakely, Howard Schultz, Shawn Mendes, Charlie Puth, Marissa Meyer, Melinda Gates, Christopher Hitchens, Condoleezza Rice, Jimmy Carter, Shimon Peres, General David Petraeus, Al Gore, Mark Zuckerberg, Eminem, and Taylor Swift.</li><li>5. Guy has been <b>awarded the Edward R. Murrow Award</b>, National Headliner Award, NABJ award, and the Daniel Schorr Journalism prize. His reporting has contributed to two duPont awards and one Peabody</li></ol>

	<p>awarded to NPR, and he has been a finalist for the Livingston Award four times.</p> <p>If this speaker spotlight has you all “I’m so there” and you’ve already registered, that’s one less item on your to-do list—yay!</p> <p>Still need to secure your spot? Seats are limited, and this exclusive experience is sure to sell out. (Yes, the event is that good.) Register now before your seat’s gone.</p>
CTA:	Register now

### Promo launch email

Subject line:	<p>A: Get 50% off for a limited time</p> <p>B: Get the skills you need to grow your career</p>
Pre-header:	Raise your skills game
Header:	50% off
Copy:	<p><b>Question:</b> How do you level up your career for less?</p> <p><b>Answer:</b> You save 50% on an individual annual Standard or Premium subscription to Pluralsight Skills from March 13 – 17.*</p> <p>With access to Skills, you’ll build in-demand tech skills faster and:</p> <ul style="list-style-type: none"> <li>• Stay relevant with <b>expert-led courses</b> added daily</li> <li>• Benchmark and improve your skills with <b>Skill IQ</b> and <b>Role IQ</b></li> <li>• Put new skills into practice with <b>hands-on learning experiences</b> (<i>Premium only</i>)</li> <li>• Get test-ready with unlimited access to <b>certification practice exams</b> (<i>Premium only</i>)</li> </ul> <p>Skill up in tech. Stand out from the competition. <b>Get 50% off a subscription today.</b></p> <p><i>*Discount cannot be retroactively applied to existing subscriptions. Promotion available 12:01 a.m. MT on March 13 until 11:59 p.m. MT on March 17.</i></p>
CTA:	Get 50% off

### Report announcement email

Subject line:	A: How to maximize tech ROI in today's economy B: Why it's time for a high-ROI tech skills investment
Pre-header:	NEW: 2023 State of Upskilling
Copy:	<p>Did you know that <b>8 out of 10 tech leaders prioritize upskilling, even during an uncertain economy?</b></p> <p>In fact, 65% of tech executives have been asked to look for cost efficiencies in response to today's economy, yet 72% still plan to <i>increase</i> their tech skill development this year.</p> <p>So why isn't skilling up getting the strikethrough?</p> <p>Download a copy of the <b>2023 State of Upskilling</b> to find out.</p> <p>The report gives a clear picture of the current state of tech skill development and shines a light on the skills gaps and barriers found in today's macroeconomic environment. It also dives into how you can <b>build the teams you need from the talent you have.</b></p> <p>You'll explore other take-note stats, such as:</p> <ul style="list-style-type: none"> <li>• 47% of technologists consider leaving their job to grow responsibilities and skills</li> <li>• 87% of HR directors are confident in their upskilling partnership with tech leaders, but only 57% plan tech skill development together</li> <li>• 85% of orgs are engaged in (or planning) a digital transformation project in 2023</li> </ul> <p>You'll also discover the <b>top three tech topics</b> technologists <i>and</i> tech managers have on their "what to learn next" list.</p> <p>Get your copy today for insights on how you can <b>emerge from economic uncertainty with a competitive edge.</b></p>
CTA:	Download now

### Upskilling and reskilling nurture email

Subject line:	<p>[Tech/cloud Leader]</p> <p>A: How to fill open tech roles with your non-tech talent B: Nervous about reskilling non-tech talent? Don't be.</p> <p>[HR leader]</p>
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	<p>A: Create a solid foundation for your reskilling program</p> <p>B: Get the know-how you need to reskill non-tech talent</p> <p>[Public sector]</p> <p>A: How to prep non-tech talent for new tech roles</p> <p>B: Get the know-how you need to reskill non-tech talent</p>
Pre-header:	3 things to do before you begin
Copy:	<p>Instead of looking outside your organization to fill open tech roles, start your search a little closer to home. We're talking the non-tech talent on your teams.</p> <p>But how do you prepare non-technologists for tech-related roles? Simple. Create a <b>reskilling program</b> that enables them to move into software, IT, and data positions.</p> <p>[Tech leader]</p> <p>Bonus: Reskilling programs allow you to build the tech teams you need from the talent you have. You'll <b>drive down hiring costs, drive up retention, and continue to deliver innovative products</b> to your customers.</p> <p>[HR leader]</p> <p>Bonus: Reskilling programs allow you to build the tech teams you need with the talent you have. You'll <b>drive down hiring costs and drive up retention</b>.</p> <p>[Gov]</p> <p>Bonus: Reskilling programs allow you to build the tech teams you need from the talent you have. You'll <b>drive down hiring costs, drive up retention, and continue to deliver on key agency objectives</b>.</p> <p>We love that.</p> <p>Ready to design a reskilling program for your org? We've got <a href="#">the three-step foundation</a> you need in place before you start your new program.</p>
CTA:	<a href="#">Learn more</a>

### Tech fluency nurture email

Subject line:	<p>[Tech leader]</p> <p>A: Tech initiatives impact more than your tech org</p> <p>B: 62% of tech-fluent companies lead in innovation</p> <p>[HR leader]</p> <p>A: Why your org needs a tech fluency strategy</p> <p>B: 69% of tech-fluent orgs are considered a great place to work</p>
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	<p>[Gov]</p> <p>A: Why your agency needs a tech fluency strategy</p> <p>B: 61% of tech fluent orgs lead in operational efficiency</p>
Pre-header:	Drive tech fluency adoption across your workforce
Copy:	<p>[Tech leader]</p> <p>Did you know that <b>62% of digitally fluent organizations lead their peers in innovation</b>? Tech leaders used to believe tech initiatives impacted only their teams. It's time for a shift in mindset.</p> <p>Tech-driven conversations need to happen across your org if you want to drive high revenue growth, innovation, and customer satisfaction. And for that you need a <b>programmatic approach to tech fluency</b>.</p> <p>[HR leader]</p> <p>Did you know that <b>69% of digitally fluent organizations are considered a great place to work</b>? Tech leaders used to believe tech initiatives impacted only their teams. It's time for a shift in mindset.</p> <p>Tech-driven conversations need to happen across your org if you want to drive growth and retention. And for that you need a <b>programmatic approach to tech fluency</b>.</p> <p>[Gov]</p> <p>Did you know that <b>61% of digitally fluent organizations lead their peers in operational efficiency</b>? Tech leaders used to believe tech initiatives impacted only their teams. It's time for a shift in mindset.</p> <p>Tech-driven conversations need to happen across your agency if you want to drive mission-critical initiatives, innovation, and retention. And for that you need a <b>programmatic approach to tech fluency</b>.</p> <p>Learn the <b>five elements of an end-to-end, scalable tech fluency program</b>, including how to:</p> <ul style="list-style-type: none"> <li>• Build tech literacy into your digital transformation strategy</li> <li>• Encourage adoption across your workforce</li> <li>• Help leaders measure the progress of your tech fluency initiative</li> </ul> <p><a href="#">Build tech fluency</a> and you'll build a workforce that removes barriers, collaborates better, and contributes to the org's success on a whole new level.</p>
CTA:	<a href="#">Learn more</a>