

How to get started email



1. What is it?

This is an email that introduces plan users to Pluralsight Skills, sets expectations for usage, and explains why your company is investing in their skill development.



2. Who's it for?

Send this email to any employee on your Skills plan. (Sometimes people need a little encouragement to try a new tool.) Feel free to personalize the template to fit your company's culture.



3. When should I use it?

Send this email on launch day before you assign users to your plan. This allows users to understand what Skills is before they log in to their account. Send an updated variation of this email to reengage users and renew excitement to learn.

4. Show me an example

Subject line: Welcome to Pluralsight Skills

Body:

Say hello to your new upskilling platform.

As a [insert company name] employee, you now get access to Pluralsight Skills so you can stay up-to-date on the latest tech topics, assess your skills, and solve problems faster. We're partnering with Skills to offer you the most relevant content authored by industry experts in topics like AI, cloud, software development, data, security, and AI/ML.

How do I get started?

Check your inbox today for an email from Pluralsight with instructions on setting up your account. You must accept this invite and set yourself up as a user to access your [insert company name] account.

- If you are entirely new to Skills, select the first box "Create a new account"
- If you've had a Skills account before (through a free trial or as an individual subscriber), select "Already have an account?" and log in with your existing credentials

Got questions? Reach out to [insert rep name].

Consistent learning with Skills will help you work smarter, not harder—something we all enjoy. Look for more information soon.

Best,

[Plan admin]