

EXECUTIVE SPONSOR EMAIL.



1. WHAT IS IT?

An email sent from the executive sponsor that promotes the benefits of Pluralsight, instills the importance of keeping your skills up-to-date and explains why the purchase decision was made.



2. WHO IS IT FOR?

The email is directed at plan users.



3. WHEN SHOULD I USE IT?

Send this at product launch so users will understand the value of their new subscription.

Sometimes people need a little pick me up. Send an updated variation of this email to re-engage users and renew energy to learn.

4. SHOW ME AN EXAMPLE

Team,

As we all know, technology moves insanely fast. If we want to stay competitive and conquer the market, we need to keep pace and take every opportunity to enhance our product. We have some important goals we're trying to achieve this year, such as [insert initiatives]. I'm confident that we'll get there if we commit to constantly improving ourselves and our business.

That's why I'm excited to tell you about a new benefit you get as a [insert company] employee. Starting today, you have access to Pluralsight, the technology learning platform with over 5,500 expert-authored courses, skill tests, learning paths and more. Pluralsight's platform provides you with tools to keep your skills up-to-date, move faster through your projects and innovate with the latest technologies.

This is a great opportunity for you as an employee to elevate your skills to the next level, and I hope you make the most of it.

Thanks!

[Executive]