

**Client:** Alliance Learning

**Campaign:** Email campaign to promote low-cost online courses to skilled workers.

**Target audience:** Skilled workers, mostly unfamiliar with online courses. Many are resistant to the idea.

Subject line:

**Accelerate your career for only \$10**

Message:

## **An easy (and affordable!) way to gain new workplace skills**

There's no doubt about it. The sooner you learn new and valuable workplace skills, the faster your career grows.

The problem is, traditional "classroom" courses are expensive. Plus, you have to give up a few evenings or weekends. And do some serious schlepping!

Well, we've got a solution for you!

The team at *Alliance Learning* has developed dozens of new *online* courses, which make it convenient and affordable for you to gain new career-boosting skills.

And the best part is, you get a whopping **74% CUSW rebate**. [Click here for more details.](#)

### **47 Online Courses to Choose From**

Want to further your leadership skills? Need tips on working with difficult people? Have an eye on a new managerial position? Whatever your goal, one of these online courses is bound to help you achieve it.

And they're so easy to take. Just log in anytime — on any device.

You decide the pace, and where and when you work on a course. For example, if you got a few minutes at lunch, you can whip out your phone and do a lesson. (The course will automatically begin where you left off.)

It couldn't be easier!

### **Incredible Savings for CUSW Members**

If you want to boost your career, a night course at a college can cost hundreds of dollars. A comparable online course is cheaper, but not by much. Maybe \$50-\$100.

But these new *Alliance Learning* courses are just \$39 each.

And it gets better. As a CUSW member, you get a \$29 rebate, **which cuts the price down to just \$10.**

Ten bucks! That's about the cost of movie or pizza.

**As you can see, we created these online courses so that nothing stands in the way of learning the skills you need to succeed.** They're convenient. They're affordable. They're professional-grade.

Now it's up to you. [Check out these online courses today.](#) Pick the one that will help you most. Sign up.

Then watch your career grow!

<Signature here>