**Gale Presents: Peterson’s Test and Career Prep**

**eNewsletter Copy**

**How to Use:** (1) Customize the copy as needed. (2) Hyperlink to your library’s website or *Gale Presents: Peterson’s Test and Career Prep* product page. Shorten the link with bit.ly, if needed. (3) Copy and paste into your eNewsletter creating bold headlines as indicated. (4) Proof and ensure hyperlink works. (5) Post.

**Audience:** Public Library Users

**HEADLINE:**

BUILD CONFIDENCE WITH TEST PREPARATION

**COPY:**
*Gale Presents: Peterson’s Test and Career Prep* helps you prepare for the GED, SAT, ACT, PSAT, GRE, LSAT, MCAT, TOEFL, U.S. citizenship, the military, job searching, new careers, and more. Find in-depth information on college programs, tuition assistance, and career paths. Plus, use templates to create visually interesting resumés, cover letters, and websites that can be externally shared with prospective employers.

**CTA:
EXPLORE TODAY>>** [link to your library website or product access page]

**Audience:** High School Students

**HEADLINES:**

YOU’RE UP TO THE TEST

**OR**

IMPROVE YOUR TEST SCORES.

BUILD YOUR CONFIDENCE.

**COPY:**

*Gale Presents: Peterson’s Test and Career Prep* helps you prepare for upcoming standardized tests, like the ACT, SAT, AP, CLEP, etc., and your college experience. Find in-depth information on undergraduate and graduate programs, tuition and scholarship assistance, and more. Plus, use templates to create visually interesting resumés, cover letters, and websites that can be externally shared with prospective employers.

**CTA:**

**EXPLORE TODAY>>**  [link to your library website or product access page]

**Audience:** College Students

**HEADLINE:**

YOU’RE UP TO THE TEST

**COPY:**

*Gale Presents: Peterson’s Test and Career Prep* helps you prepare for the GRE, LSAT, MCAT, and more. Find in-depth information on graduate programs, tuition and scholarship assistance, interviewing, and networking advice. Plus, use templates to create visually interesting resumés, cover letters, and websites that can be externally shared with prospective employers.

**CTA:**

**EXPLORE TODAY>>**  [link to your library website or product access page]