What emails can I send to help spark interest in Big Think+?

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This article contains some suggested emails that you can use to spark initial interest in Big Think+ and keep engagement high over time.

You can use emails strategically to generate curiosity and engagement around Big Think+ content. We've provided some suggested email templates and timelines you can use as a baseline to personalize and customize to fit your organization's culture. Bracketed [ ] items are placeholders for you to insert information specific to your organization such as log in instructions or names. Note that in some cases, we have provided hyperlinks to helpful articles located here in our Help Center for your learners.

Phase 1 - Launch and Learn (Months 0-1)

Goal: Build awareness and start strong.

Email: Invite from Senior Leadership

Subject: Growing Together: New Learning Resources for Our Leaders

Body:

We're excited to share a new resource designed to help you grow as a leader: Big Think+. Big Think+ features short, practical videos with world-class experts on topics that matter to you, from building trust to managing change.

We'll be sharing suggestions via [SMS/WhatsApp/Company App], so you can learn anytime, anywhere. The suggestions may be a single, impactful Lesson that targets a specific idea or a series of Lessons from a single or multiple expert(s) to dive deeper into a topic.

Keep an eye out for links and join us in bringing these insights to life on the job!

[Senior Leader]

Email: Invite from Learning Manager

Subject: You are invited to Big Think+!

Body:

You now have access to Big Think+ to help you grow as a leader! With Big Think+, you can learn from the world's biggest thinkers like movie director Jesse Eisenberg, psychologist Amy Cuddy, leadership expert Simon Sinek, astronaut Ron Garan, university professor Lynda

Gratton, and more.

You can access Big Think+ through [HYPERLINK INVITATION LINK | Learning Management System | per instructions here]. If you have any questions, please reach out to [insert contact name]. Otherwise, please enjoy your learning access and stay tuned for more tips in your inbox.

Thank you,

[Learning Manager]

Phase 2: Activate and Adopt (Months 1–4)

Goal: Drive learner engagement and habits.

Subject: Big Think+: What are your goals as a learning leader?

Body:

You now have access to thousands of video Lessons, Expert Classes, and Courses on Big Think+! Where might you start your learning journey?

Take a few minutes to think about where you'd like to grow. Would you like to give better feedback to your team or motivate them with a shared vision? Or are you looking to get a better understanding of AI and how to use it ethically? Maybe develop healthy habits? Develop your business acumen or strategic thinking? Be more creative? Jot a few ideas down, and launch Big Think+.

Here's how you can get started:

- Log into the platform - [method of launch]
- Set your role and leadership skills - use what you jotted down to inspire you

Then, jump in and get started learning by exploring what catches your eye or searching for something specific. Use the Big Think+ Help Center or reach out to [insert contact name] if you have any questions or need additional guidance finding relevant courses.

Enjoy!

[Learning Manager or Learner's Direct Supervisor]

Email: Support your team in reaching company goals

Subject: Big Think+: Let's focus on our development goals

Body:

Our focus for this year is [insert goal] and we know Big Think+ can help us get there.

We've curated Big Think+ content to help you and your team reach that goal:

- [Curation #1]
- [Curation #2]
- [Curation #3]

Use the Big Think+ Help Center or reach out to [insert contact name] if you have any questions or need additional guidance finding relevant courses.

Enjoy!

[Learning Manager or Learner's Direct Supervisor]

Phase 3: Embed and Expand (Months 4–12+)

Goal: Integrate into your learning culture and scale across teams.

Email: Discussion Group Kickoff Invite

Subject: Quick Huddle: Bringing New Ideas to Our Teams

Body:

You're invited to join a 20-minute group huddle to discuss this week's Big Think+ clip on [topic]. We'll watch it together and share ideas on how to use it with our teams.

When: [Date/Time]

Where: [Location/Link]

Email: Supporting learning habits and culture

Subject: Make Big Think+ a regular habit

Body:

Now that you're familiar with Big Think+, here are a few tips to keep reaching for new and exciting growth opportunities:

- Set a weekly personal "power hour" on your calendar to block time for your own development.
- Build yourself your own playlist using the Watch Later feature.
- Share what you learned in your next team meeting.

Log in to Big Think+ and keep learning!

[Learning Manager]

Email: Learner reengagement from Learning Manager

Subject: Don't forget - you have access to Big Think+!

Body:

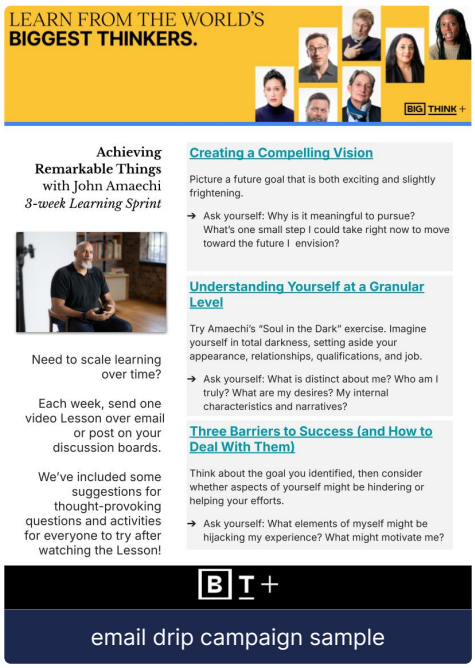
We noticed that you haven't accessed Big Think+ [yet | in a while]. We don't want you to miss out on the opportunity to grow your skills as a leader with the world's biggest thinkers like Bryan Cranston, Josh Bersin, Michael Strahan, Natalie Nixon, Suzy Welch, and more.

You can find short video lessons on topics ranging from giving feedback to harnessing anxiety to business acumen - all from recognized experts in their fields.

You can access Big Think+ through [hyperlink | Learning Management System | per instructions here]. If you have any questions, please reach out to [insert contact name]. Otherwise, we hope you take the time to start your learning journey today!

Thank you,

[Learning Manager]



email drip campaign sample

Bonus - Use our email drip campaign templates to sustain engagement over time!