

SAMPLE LETTER FROM THE DIRECTOR...

We have exciting news from the [\[INSERT LIBRARY NAME HERE\]](#)! You may have heard some talk recently about Lynda.com, a popular website with thousands of courses teaching business and technology skills like computer programming, digital marketing, web design, data analysis and how to use almost any type of software you can think of. It's an amazing service, but it's not cheap. A subscription can cost an individual as much as \$30 a month. But now, you can access Lynda.com for free with your [\[INSERT LIBRARY\]](#) card.

Now owned by LinkedIn, Lynda.com is a massive collection of more than 7,400 online educational courses and over 250,000 video tutorials led by industry experts and designed for any skill level. For example, if you wanted to learn more about how to use Microsoft Excel, there are thousands of video courses on this software. Some cover advanced topics, like how to use data validation tools, while others aim to help beginners use basic Excel functions. In short, if you want to learn how to do something on the computer, Lynda.com can show you how to do it.

Lynda.com also provides thousands of courses on business skills including marketing, project management, accounting, business management, and leadership. There are more than 2,000 courses on how to start a business ranging from finding and testing your business idea to business law for managers.

The volume of courses may seem overwhelming, but all of the content is searchable and organized by subject, skill level and duration (some videos are quick; other courses may take a few hours to complete). There are even learning paths that package courses for a specific role or job. Some of the learning paths include how to become a small business owner, project manager, IT security specialist or a bookkeeper. If you're embarking on a new career, you can take advantage of these learning paths to become more knowledgeable about the skills and experience needed to secure your dream job. You can also use the learning paths to develop new areas of expertise. Whether you're looking to jump into a new career or sharpen your skills, Lynda.com can be your guide.

You can access Lynda.com at the library or from your kitchen table with an internet connection. You just need your library card number and [\[INSERT DIGIT #\]](#) PIN. [\[INSERT LIBRARY\]](#) patrons with active library cards can access the site using this link [\[INSERT LIBRARY'S URL/PORTAL\]](#).

After creating an account (which only requires your name and e-mail address), you can watch videos, create playlists, bookmark interesting courses for later, download course files and obtain certificates of completion. To ensure your hard work gets noticed, you can even upload certificates of completion to your LinkedIn profile.

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