

# Quick Check: Is Your Messaging Ready to Move Learners to Action?



When you're talking to learners, every word counts. The right message doesn't just inform—it inspires confidence, shows what's possible, and helps people take the next step toward a career they're proud of. When learners see real options that fit their lives, they lean in.

Before you share your materials, use this checklist to make sure you're putting your best foot forward and help move learners from interest to action:

## Learner Messaging Checklist

### **Show real choices, not just one path**

Highlight a variety of programs and careers—healthcare, tech, skilled trades, and more—that connect to different skills, passions, and goals.

### **Be as specific as possible**

Names of programs, types of credentials, examples of career paths—specifics make the future feel real and reachable.

### **Link programs to real-world outcomes**

Don't just talk about the training. Show what it leads to: real skills, respected credentials, and good jobs.

### **Talk about time, cost, and flexibility upfront**

Reinforce that these programs are fast, affordable, and designed to fit real lives—not just full-time students, but people balancing work, family, and other responsibilities.

### **Help learners see themselves**

Use relatable success stories, inclusive language, and real examples to show that pathways aren't just for "someone else"—they're for people like them.

### **Tell success stories that feel personal and possible**

Share stories of learners who have completed the program and are building careers they're proud of. Make the path feel personal, credible, and achievable.

### **End with a clear, confident call to action**

Make it easy for learners to take action. Include direct guidance on how to learn more, sign up, or get support—and show that help is available at every step.

Career education and training programs offer real opportunities for learners to build the futures they want—but only if they can see themselves in the story. Clear, confident messaging and stories help learners move from interest to action—showing them that the future they want is within reach. And when you pair inspiration with simple, concrete steps for how to get started, you make it even easier for them to take that first move toward a career—and a life—they can be proud of.