**Purpose of Blog Post Email Template**

This email template is a great way to introduce a new blog post and to get the reader excited about clicking through to read.

**Things to Consider**

* Subject Line: Rephrase your blog title for your subject line
* Body Content: Don’t give too much away about the blog post. Be short and concise in your description
* Image: You can use the same header image in your email as in your blog
* Conversion line: always include an opportunity for the reader to convert at the end of your email

**EMAIL TEMPLATE**

Sender: Your Email

Subject: Is student achievement the same as learning?

Preview: Check out ABC Education’s latest blog post on learning the difference between student performance and student learning

Hello [first name],

[PREVIEW OF THE BLOG POST, THINK PROBLEM/SOLUTION STATEMENT]

When we think about student achievement, we are highly focused on metrics and data to confirm the success of student achievement, however is this how educators and school administrators should really measure student learning? ABC Education’s blog post, [Taking the Metrics Out of Student Achievement](http://blogpost), addresses the idea of relying on feedback and social capital to critically assess student learning.

[CTA BUTTON]: Read more on assessing effective student learning

[CONVERSION OPPORTUNITY]

If you are looking for more information or want to have an in-depth conversation about professional learning opportunities with our team, feel free to [contact us](http://contact).