

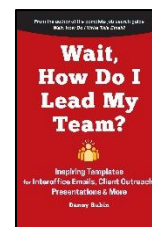
RUBIN

CATALOG OF ALL TOPICS IN THE EMERGE WITH RUBIN ONLINE PROGRAM

Every module on the pages that follow contains items faculty can use at their discretion to supplement courses and programs. The material integrates into your LMS of choice.

Every **video** is under two minutes. Every **reading** takes less than five minutes, and every **assignment** requires 20-30 minutes to complete.

The items incorporate writing/speaking templates from Rubin's three ebooks, *Wait, How Do I Write This Email?* (employability), *Wait, How Do I Promote My Business?* (business promotion) and *Wait, How Do I Lead My Team?* (leadership).



Lastly, students can earn up to 12 digital badges by completing different modules. The badges can then appear on a student's LinkedIn profile, resume, portfolio or blog.



Email Etiquette – Level I

How to write a professional email.



Video: Email Etiquette overview



Reading: Email Addresses -- Appropriate vs Inappropriate



Reading: How to Respond to a Professional Text Message



Reading: How to Address Your Teacher/Instructor



Reading: Avoid Big Paragraphs



Reading: Sign Your Name Above Your Email Signature



Quiz: Identify the Essential Parts of an Email



Assignment: How to Create a Professional Email Address



Assignment: Understand the Difference between Texting and Emailing



Assignment: Part 1 -- How to Compose a Subject Line



Assignment: Part 2 -- How to Address People in the Professional World



Assignment: Part 3 -- How to Write the Email Body



Assignment: Part 4 -- How to Craft an Effective Email Signature



Assignment: Final Challenge for a Digital Badge: Send a Proper Email to Your Teacher/Instructor

Email Etiquette – Level II

How to write emails and documents like a pro.



Pre-test for the Email Etiquette module



Definition: "email etiquette"



Reading: Comma usage during email introductions



Reading: How to use CC and BCC



Reading: Keep an eye on the lowercase "i"



Reading: The proper closing lines for different email situations



Assignment: How to Improve Everything You Write in 3 Minutes



Assignment: How to Add Layers to Your Writing



Assignment: How to Remove Pronouns



Assignment: Bottom Line Up Front



Assignment: The Power of a "Wrinkle" in Business



Assignment: Write Less, Say More



Assignment: How to Use Proper Capitalization



Assignment: How to be a Name-Dropper



Assignment: The Best Way to Do a Final Edit










Post-test for Email Etiquette module







One-question summary for Email Etiquette module

Phone and Video Etiquette










Hold conversations with confidence.

-  Video: Phone Etiquette overview
-  Video: The wrong and right ways to call an employer on the phone
-  Reading: How to answer the phone when someone calls
-  Reading: How to return a missed call
-  Reading: How to set your own voicemail
-  Assignment: How to Talk on the Phone with Confidence
-  Assignment: How to Leave a Voicemail

-  Video: Etiquette for giving a virtual presentation
-  Video: Etiquette for being an audience member
-  Reading: Etiquette during a video conference
-  Secret Activity: Student voluntarily stays quiet

Life Skills 101

AKA how to be a young adult.

-  Assignment: How to Shake Hands in the Business World
-  Assignment: How to Hold a Face-to-Face Conversation
-  Assignment: How to Do a Video/Virtual Interview
-  Assignment: How to Learn from a Mentor
-  Assignment: How to Take a Quality Headshot
-  Assignment: How to Address and Mail an Envelope
-  Assignment: How to Email Your Instructor About a Poor Grade
-  Assignment: How to Email Your Instructor About Missed Class Time
-  Assignment: How to Email Your Instructor and Ask for a Reference Letter

Networking Mastery

Build meaningful connections.



Pre-test for Networking Mastery module



Video: Networking Mastery overview



Video: The wrong and right ways to shake hands and make eye contact



Video: The wrong and right ways to hold a networking conversation



Video: Why you should always remember someone's name



Definition: "networking"



Assignment: How to Set Up a Networking Meeting



Assignment: How to Send a Thank-You Note After a Networking Meeting



Assignment: How to Ask Someone to Help You in a Mentor Capacity



Assignment: How to Ask for Career or Professional Advice



Assignment: How to Write Someone from a Networking Event About a Job



Assignment: How to Ask for a Reply If a Person Doesn't Answer in a Timely Manner



Assignment: How to Congratulate Someone on a Job Well Done



Assignment: How to Network with Alumni from Your School



Reading: When to use alumnus, alumna or alumni



Post-test for Networking Mastery module

Unforgettable Resume

Separate from the pack.



Video: The Unforgettable Resume overview



Definition: "resume"



Reading: What if you don't have work experience yet?



Reading: Sample resume for a college student



Worksheet: Resume outline to guide you



Guide: Sample resume laid out on one sheet of paper



Assignment: Never, Ever be Vague



Assignment: Resume Objective Statement



Assignment: How to Write a Resume Skills Section



Assignment: Work Experience Bullet Points 1 & 2



Assignment: Work Experience Bullet Points 3 & 4



Assignment: Resume Miscellaneous Section



Assignment: Resume Education Section



Assignment: How to Create a #PersonalHashtag



Reading: How to Select the Perfect #PersonalHashtag

"Storytelling" Cover Letter

Share a clear example of your work ethic.



Video: "Storytelling" Cover Letter overview



Definition: "cover letter"



Assignment: First Step -- Map Out Your Story



Assignment: How to Tell a Story in a Cover Letter (Parts 1-3)



Assignment: Storytelling Cover Letter (Parts 4-6)

Internship & Job Outreach

Emails so compelling they can't ignore you.



Pre-test for Internship & Job Outreach module



Video: Internship and Job Outreach overview



Assignment: How to Apply for a Job and Attach a Resume/Cover Letter



Assignment: How to Make Sure the Company Received Your Job Application



Assignment: How to Apply Even If the Company Has No Openings at the Time



Assignment: How to Ask About Internships or an Internship Application



Assignment: How to Ask for an Informational Interview



Assignment: How to Thank Someone After a Job Interview



Assignment: How to Ask for a Letter of Recommendation



Assignment: How to Send a Follow-Up Email After the Internship



Post-test for Internship & Job Outreach module

Virtual Internships

Learn professional skills from a distance.



How to request a Q&A with a professional



How to prepare questions for the Q&A



How to prepare questions for a virtual tour



How to conduct an interview with a businessperson



How to send a thank-you email after the Q&A



How to add a virtual internship to your resume



How to explain a virtual internship in a cover letter



How to write a virtual internship reflection

LinkedIn 101

Write a stellar profile and build a powerful network.



Pre-test for LinkedIn 101 module



Video: LinkedIn Profile overview



Definition of "LinkedIn"



Reading: What if you already have a headshot?



Assignment: How to Take a Quality Headshot



Assignment: How to Write a LinkedIn Professional Headline



Assignment: How to Write a LinkedIn Profile Summary



Assignment: How to Write LinkedIn Work Experience



Assignment: Selecting LinkedIn Interests



Assignment: Submit Your LinkedIn Profile URL



Video: LinkedIn Outreach overview



Assignment: How to Send Effective LinkedIn Invitations



Assignment: How to Network on LinkedIn with Someone Who Sent You a Connection



Assignment: How to Network on LinkedIn After the Person Accepts Your Connection



Assignment: How to Ask Someone to Give You a Recommendation



Assignment: How to Give a LinkedIn Recommendation



Post-test for LinkedIn 101 module

Job Interview Prep

Tell great stories and ask next-level questions.



Pre-test for Job Interview Prep module



Video: Job Interview overview



Video: The wrong and right ways to shake hands and make eye contact



Video: The wrong and right ways to answer the employer's questions during the job interview



Video: The wrong and right ways to ask your own questions during the job interview



Assignment: How to Brainstorm and Share Your Stories of Success



Assignment: How to Prepare Smart Job Interview Questions



Post-test for Job Interview Prep module

Entrepreneurship – Find Your Big Idea

Bring your concept to life.



Start here!



Assignment: Step 1 -- Match your passion with purpose



Assignment: Step 2 -- Understand income and expenses



Assignment: Step 3 -- Do a competitive analysis



Assignment: Step 4 -- Identify ideal customers



Assignment: Step 5 -- Decide on a marketing plan



Assignment: Step 6 -- Become a legal business operation

Sales Writing

Make an authentic approach.



Video: Writing for Sales overview



Definitions: "sales" and "prospect"



Assignment: Sales Story Part 1 -- How to Introduce Yourself to a Company for the First Time



Assignment: Sales Story Part 2 -- How to Invite New Business Prospects to an Event



Assignment: Sales Story Part 3 -- How to Thank Someone for Attending an Event



Assignment: Additional Sales Email -- How to Announce You Started a New Business

Website Content

Tell the world what makes your company special.



Pre-test for Website Content module



Video: Website Content overview



Reading: Website content examples Written by Danny Rubin



Definition: "blog"



Assignment: Website Content Part 1 -- Mission Statement



Assignment: Website Content Part 2 -- About Us



Assignment: Website Content Part 3 -- Services (or Products)



Assignment: Website Content Part 4 -- Staff Bios



Assignment: Website Content Part 5 -- Photo Captions



Assignment: Blog Post 1 -- Write a Profile on a Staff Member














Assignment: Blog Post 2 -- Write a Post on a Recent Success



Post-test for Website Content module







Public Relations 101

Put your product on the news.

-  Pre-test for Public Relations 101 module
-  Video: Public Relations 101 overview
-  Reading: Additional sample press releases
-  Definitions: "public relations" and "press release"
-  Assignment: Press Release Part 1 -- Header Information
-  Assignment: Press Release Part 2 -- Headline and Subheadline
-  Assignment: Press Release Part 3 -- Body of the Press Release
-  Assignment: Press Release Part 4 -- Send to the Media
-  Assignment: Press Release Part 5 -- How and When to Follow Up with the Media
-  Assignment: Press Release Part 6 -- How to Send Photos/Videos to the Media After the Event
-  Post-test for Public Relations 101

Grantwriting

Ask for money the right way.

-  Video: Grantwriting overview
-  Definition of "grant"
-  Grantwriting Story Scenarios
-  Assignment: Grantwriting Brainstorm -- Rely on Strong Detail
-  Assignment: Grantwriting -- Tell a Powerful Story (Parts 1-4)
-  Assignment: Grantwriting -- Tell a Powerful Story (Parts 5-8)

Crowdfunding

Tell your network why you deserve the support.



Video: Crowdfunding overview



Definition: "crowdfunding"



Definition: "Kickstarter"



Assignment: Kickstarter Part 1 -- Write a "Short Blurb"



Assignment: Kickstarter Part 2 -- Write the "Rewards"



Assignment: Kickstarter Part 3 -- Write a "Project Description"



Assignment: Kickstarter Part 4 -- Write "Risks and Challenges"



Assignment: Kickstarter Part 5 -- Write "About You"

Leadership – Writing as a Manager

Use the right tone, every time.



Assignment: How to Assign Roles/Responsibilities



Assignment: How to Make Sure Employees Follow Through on Tasks



Assignment: How to Develop a Partnership



Assignment: How to Provide Constructive Criticism



Assignment: How to Give an Organizational Update

Writing to Clients

It's all about the relationship.



Video: Client Communication overview



Definition: "client"



Assignment: Writing Scenario Part 1 -- How to Follow Up After You Send Over a Proposal or Contract



Assignment: Writing Scenario Part 2 -- How to Relay You're Troubleshooting a Problem



Assignment: Writing Scenario Part 3 -- How to Write "Recap on a Friday" Emails



Assignment: Writing Scenario Part 4 -- Handwritten Note -- How to Congratulate a Client/Vendor on a Big Moment



Assignment: Writing Scenario Part 5 -- How and When to Request Testimonials

Project Management

Keep the work moving along.



Video: Team Communication overview



Assignment: How to Recap the Team on a Big Project



Assignment: How to Recap a Conference Call or Team Meeting



Assignment: How to Report Back to Senior Executives



Assignment: How to Thank Someone Who Went Above and Beyond

Public Speaking

Make the audience hang on every word.



Video: Public Speaking overview



Reading: How to Give Presentations in Groups



Assignment: How to Critique the Sound of Your Voice



Assignment: Competition -- How to Avoid "Uh" and "Um" in Your Speaking



Assignment: How to Incorporate a Story into a Presentation

Writing Reports

"Status updates" for the business world.



Reading: Examples of report writing



Assignment: How to Write a Progress/Status Report



Assignment: How to Write a Strategic Plan



Assignment: How to Write an Executive Summary



Assignment: How to Incorporate a Story into a Report

For Student Leaders

Gain respect from classmates and faculty.



Video: How to always look for the person "in the corner"



Assignment: Leadership "Speed Dating" Challenge



Assignment: How to Set an Agenda for a Meeting



Assignment: How to Request Keynote Speakers or Workshop Presenters



Assignment: How to Thank a Competition Judge, Sponsor or Speaker