

TRAINING TOOLKIT

Gale Business: DemographicsNow

The Gale Training Toolkit is a comprehensive resource that delivers expert guidance on effectively utilizing Gale resources, while providing you with the materials to conduct your own trainings. With step-by-step instructions, tutorials, and materials, it empowers users to navigate features and conduct efficient searches. Enhance research, instruction, and information literacy skills with this user-friendly training toolkit!

THE BASICS Everything you need to know to get started



- First, check out our introductory [recorded webinar](#).
- Our [quick tips tip sheet](#) provides a simple introduction to using the resource.

GET CONNECTED Grow your knowledge and focus on subjects



- Our [Engage Business Students with Gale Business Resources](#) recorded webinar will share insights and common uses for *Gale Business: DemographicsNow* and *Gale Business: Insights* with college business students.
- Interested in your institution's usage of the resource? Check out our [tip sheet](#) about accessing usage.

EXPLORE QUICK TIPS Stay up to date with bite-sized learning



- There are a variety of [quick tutorials](#) for specific tasks in DemographicsNow, including [Assessing Market Risk](#), [Finding Your Competition](#), [Choosing a Business Location](#), and [Using the Mapping Tool](#).

DELIVER YOUR OWN TRAINING Turnkey solutions



- Our [slide deck](#) provides a great tool for outreach.
- Our [Train the Trainer](#) recorded webinar for public libraries provides best practices for training on Gale resources.

FIND HELP



- Review the rest of our tools for *Gale Business: DemographicsNow* on our [product support site](#), including ready-to-go promotional materials.
- Subscribe to the [Gale Blog](#) to stay current with product updates, and more!
- Want dig into your usage statistics? Check out our [Technical Support documents](#)!
- Talk to an expert – contact your [Gale Customer Success Manager](#)!