

# Convince the Boss Letter

*Copy, paste, and fulfill the following email template to your boss!*

Subject: Approval Request: Attendance at Studio3 Grow Better Workshop Series

Dear [Manager's Name],

I hope this message finds you well. I'm writing to seek your approval to attend the upcoming Studio3 Grow Better Workshop Series. This professional development opportunity is set to take place April 25, May 30, and June 27th 2024 and promises to be an enriching experience that will greatly benefit both my personal growth and our organization's success.

Here's why I believe attending the series is essential:

**Expert-led:** The workshop series is led by an industry expert, providing invaluable insights into creating impactful brands, mastering the basics of marketing, and enhancing personal selling techniques. The knowledge gained will be immediately applicable to our work, helping us stay ahead in a competitive market.

**Insightful Sessions:** By attending, I will gain fresh insights and strategies to tackle our sales goals for the year with creativity and efficiency. Through the interactive workshops, I will have the chance to interact directly with other leaders in similar positions. This first hand exposure will enable us to leverage fresh knowledge to drive our marketing initiatives forward.

**Networking Opportunities:** The Studio3 Grow Better Workshop Series brings together professionals from diverse backgrounds and industries. Engaging with this community will allow me to forge new connections, explore potential partnerships, and exchange ideas with peers facing similar challenges. These connections could lead to valuable collaborations and business opportunities for our organization.

I am confident that participating in the series will equip me with the knowledge and skills necessary to contribute more effectively to our team's sales and marketing goals.

Here's the approximate breakdown of costs for me [our team] to attend:

[1 Seat: \$195/1 Session]

[1 Seat: \$400/3 Sessions]

[5 Seats: \$780/1 Session]

[5 Seats: \$3,120/3 Sessions]

[If you're buying for all 3 sessions:

As a team, by buying three sessions we'll also receive:

- \$185 in savings
- Certificate of completion
- 2 FREE Hours of marketing coaching (a \$300 value)]

I sincerely believe that attending this workshop series will be instrumental in advancing our marketing efforts and fostering my professional growth. I am committed to sharing key takeaways, my fulfilled workbook, and the best practices I learn about upon my return.

Thank you for considering my request. I look forward to discussing this further and am happy to provide any additional information needed.

Warm regards,  
[Your Name]