

Need help selling the Master Class to your boss? Gain buy-in with this message, which you can customize based on your own needs and objectives.

## **Subject: Corporate digital-writing training opportunity**

Hi <Insert boss's name>,

As our team works to write webpages that draw mobile and desktop visitors to our site, I've identified a resource that can help.

I'd like to attend **Writing for the Web and Mobile, a web-writing master class** presented by Ann Wylie, on Dec. 11-12 in Miami.

This workshop will help me learn how to help our audiences read faster, remember more, understand better, find what they're looking for and enjoy the experience enough to come back.

### **Workshop highlights**

In the workshop, I will learn how to:

- **Writing for Mobile Websites:** Learn to overcome obstacles to reading on the small screen.
- **Reach Readers Online:** People devote 86% of their time and attention to the upper two-thirds of a mobile screen, according to a study by Briggsby. Learn to reach them where their eyes are.
- **Cut Through the Clutter Online:** Make your web copy brisk and clear even on a smartphone.
- **How to Write Web Headlines, Links & More:** Make sure skimmers get the gist of your webpage with microcontent that gets the word out.
- **Get a writing workout:** In the crunch of writing headlines and meeting deadlines, it sometimes seems as if there's not enough time to pause and consider how you're doing. But in our practice sessions, you'll have a chance to.

Ann's workshops are based on proven-in-the-lab best practices and focus on not just what to do, but how. The class includes lots of hands-on practice time, so I'll leave the workshop having mastered, and not just learned about, these techniques.

You can get more details about the workshop in the attached fact sheet or on their website at: <http://bit.ly/Web-Mobile-Miami>

### **Fees and logistics**

The fee for the workshop is \$1,195, but we can **save \$100 if we book an early-bird ticket**. (If someone on the team belongs to PRSA or Rev Up Readership, we can **save another \$100 with member discounts**.)

**The deadline for the early-bird discount is August 28.** So, that I can lock in these savings, would you let me know soonest that you approve this professional development program?

Thank you,

<Your name>

**PS: We can save an additional \$100 per ticket** if you'd like to send two more people to the workshop or **save an extra \$50 per ticket** if you'd like to send one more person, through group discounts. Please let me know if you'd like me to share this information with anyone else on the team.