

Need help selling the Master Class to your boss?

Gain buy-in by customizing and sending this message

Need to convince the person who makes your professional development decisions to send you to this Master Class? Copy, paste, customize and send this note:

Subject: Time-sensitive: Opportunity to learn how to write e-zines and email blasts — and save \$100 by Aug. 1

Hi **Boss's name**,

As we strive to create email marketing messages that **increase ROI and the bottom line**, I've found a resource that can help:

[Inside the Inbox](#)

A two-day email-writing Master Class on Nov. 7-8 in Washington D.C.

Note: We can save \$100 if I register by Aug. 1.

I'll return from the workshop with best practices for making the most of email — Americans' No. 1 online activity, the top sharing channel in the world and the preferred tool for business communications. Specifically, I'll learn to:

- **Get Opened:** Draw recipients in with "the envelope."
- **Get Read:** Make our message valuable, interesting, easy.
- **Get Clicked:** Reach nonreaders with links, display copy.
- **Get Going:** Optimize email for mobile.
- **Get Great:** Take our emails from *meh* to masterpiece.

Here's a stat from the workshop site that I think you'll find interesting: An average of **276 emails per inbox languish unread** at any given time, and **68% of emails don't get opened at all**.

I believe this workshop will help us take advantage of the **marketing channel that has the most ROI**.

May I go?

Thank you,

Your name

P.S. **We can save \$100 if we register by Aug. 1.** If you'd like to send other team members, we can save more with group pricing.