

## 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 to move readers to act in this persuasive-writing workshop — and save \$100 by July 2

Hi **Boss's name**,

As we strive to create messages that **sell our products, services, programs and ideas**, I've found a resource that can help:

### [Catch Your Readers](#)

A two-day persuasive-writing Master Class on Oct. 2-3 in Dallas.

**Note: We can save \$100 if I register by July 2.**

I'll return from the workshop with scientific, proven-in-the-lab approaches for getting people to **pay attention to, understand, remember and act on our messages**. Specifically, I'll learn to:

- **Think Like a Reader:** Move people to act
- **Go Beyond the Pyramid:** Master a format that's been proven in the lab to reach more readers
- **Cut Through the Clutter:** Make every piece I write easier to read & understand
- **Lift Ideas Off the Page:** Draw readers in and reach nonreaders with display copy
- **Get a Writing Workout With Wylie:** Take our message from 'meh' to masterpiece

Here's a stat from the workshop site that I think you'll find interesting: In class, I'll learn a **story structure that's been proven in the lab to increase readers by 300% and readership by 520%** over the approach we're using now.

I believe this workshop will help us grab reader attention and move people to act.

May I go?

Thank you,

Your name

P.S. **We can save \$100 if we register by July 2.** If you'd like to send other team members, we can save more with group pricing.