

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 improve persuasive-writing — bonuses available until Jan. 31.

Hi **Boss's name**,

As we work 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 corporate-writing Master Class on Nov. 13-14 in New Orleans

Note: Until Jan. 31 only, I can get \$300 worth of follow-up learning tools free.

In the workshop, I'll learn 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:** How to write persuasively
- **Go Beyond the Pyramid:** How to structure persuasive writing
- **Rev Up Readability:** How to reach more readers with clear, concise writing
- **Lift Ideas Off the Page:** How to reach nonreaders with scannable messages

Plus, I'll get persuasive-writing workout with Ann Wylie: I'll get over-the-shoulder coaching and feedback from the class and leave with a totally rewritten piece.

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

Thank you,

Your name

P.S. I can get about \$300 worth of follow-up learning tools when I purchase a Silver or Gold ticket by Jan. 31. If you'd like to send other team members, we can save more with group pricing.