Dear [BOSS NAME]:

I appreciate [BUSINESS NAME]’s investment in our skills each year. As part of my training schedule, I am recommending a copywriting course.

Some of the writing my role requires includes [example of writing 1, writing 2, writing 3].

I believe that by improving the effectiveness of my [business/marketing] communication, I can help [BUSINESS NAME] to:

* Benefit 1.
* Benefit 2.
* Benefit 3.
* [Insert as many benefits as you can – remember to focus on the business gains.]

I have done extensive research on the copywriting courses available and suggest the Copywriting Master Class offered by Copywrite Matters. The lessons are delivered over 12 weeks, with approximately three to five hours of engagement per week. As the course is self-paced and online, my lessons won’t impact my workload, and I am happy to study outside of work hours.

The course opens on [START DATE], and I have the chance to become one of a handful students to learn from and get hands on coaching from experienced copywriter Belinda Weaver.

The price is [PRICE] as a one-time payment or a payment plan with affordable payments over six months.

I believe the return will outweigh the investment. I welcome your thoughts.

If you have any questions or if I may proceed with booking the course, please let me know.

Kind regards,

[YOUR NAME]