To:

From:

Hi **[Insert name],**

I’ve found an online course on Executive Presence called [Mastering the Unwritten Rules of Executive Presence: How to Craft a Compelling Professional Persona](http://proficiency1.com/courses/executivepresence), and I’m writing to request your approval to make the purchase.

Based on the content and reviews I’ve seen, I believe this course will give me actionable strategies for becoming a more confident, persuasive, and effective **[analyst/briefer/communicator/other role here]** and **[add other goal here].**

You can view the course curriculum, components, testimonials, and other details [here](http://proficiency1.com/courses/executivepresence).

In addition to the 2.5 hours of video content, the course includes a transcript and downloadable guides. I will also have access to the instructor, a 20+ year veteran of the CIA, during weekly office hours to ask follow up questions.

I think participating in this course would especially help me on these projects:

– **[add project or initiative]**

– **[add project or initiative]**

– **[add project or initiative]**

This is a completely self-paced, online course that I can do at my own pace, and on my own time. Which means it won’t require time off, airfare, or lodging expenses. The total cost, everything included, is only $\_\_\_\_\_.

I’ll be sure to submit a post-course report or write a blog post that will include an executive summary, major takeaways, and the most useful techniques from the course.

Thank you for considering this request. I’m happy to talk with you if you’d like any further information.

Regards,

**[Insert your name]**