

“Convince Your Boss” Email Template

To: myboss@email.com

Subject: A unique learning and skills upgrade possibility for me

Dear [insert name],

I'm emailing you today with an unusual (but essential) request. My interest has been piqued by a brand new online marketing course, which I believe may be essential to positively shaping — **not only my own personal development — but the direction marketing takes in our business.**

It's undoubtedly been a tough year. The pandemic has impacted us all professionally and personally in ways we cannot quantify. There may be some economic uncertainty — and I don't take your confidence in me lightly.

But, it's because of this that **I'm ready to take one incredible leap forward in my learning** — and why I'm so sure Academy47's T-shaped Performance Marketer program is the perfect vehicle for my ambition. In fact, I believe there's never been a better time to join.

And here's why:

Why 2022 will be the year of the T-shaped Marketer

I understand, for any CEO, this time of year usually marks annual budgets and strategic planning. One pandemic later, and the majority of companies are focused on regaining stability and securing growth. It's an understatement to say now's not the time to place all your revenue in backing high-risk, untested marketing tactics. Rather, I'm sure you'll turn your focus to building the foundation of any brilliant company... Talent.

I doubt we'll have the luxury of returning to pre-Covid staffing levels. And with all this being said, I believe now would be the perfect time to develop as a cross-functional player — expanding my skillsets to have a real boost on business. That's where this course comes in...

The concept is quite simple. A T-shaped marketer possesses deep expertise in 1 or 2 areas of marketing but maintains breadth and knowledge across the spectrum. And... Academy47 has the perfect program to holistically develop this skillset in me.

Here's what you need to know:

- The T-shaped Performance Marketer Program is the first-of-its-kind online coaching experience for the Paid Ads Specialist, developing wide-ranging skills including:

- Facebook Ads, Google and YouTube ads frameworks, processes, insights and algorithm-oriented tactics
- Data tracking and analysis, marketing strategy, funnels, and campaigns
- Ads creatives, copy briefing, ideation, and more...

- In an (almost?) post-pandemic world, we'll regain our mojo! With a **holistic, T-shaped impact on the whole strategy** and amped-up understanding from A-Z. My aim will be to steer every part of the funnel, create winning campaigns — with expertise essential to the business.

- I'd actively wield tactics to fix issues, bottlenecks, and growth-stoppers. I'll be able to **identify and hijack decreasing ROAS results or revenue plateau**, by analyzing the elements of marketing I never understood before.

- **I'll own my own processes and results.** I'll no longer be a silent paid ads executor, but learn the tools to **crush goals and KPIs** creatively (even with limited budget and resources, if necessary.)

- It's intense! **80 hours of meaningful online content** spread across 9 months with assessments, homework, and live webinars — but the course is structured to see results from the very first module.

- **Team retention will be effortless.** We'll attract the best because we are the best! A magnetic, dynamic group of digital marketing experts, savvy in the latest strategies. And it would give me so much joy to help upskill any new marketers we take on board — with everything I'm about to learn.

And so, I guess you may be wondering — why should you place your trust in Academy47 to develop this specialism? Good question! The truth is, I'll be learning from **incredible marketers, with real-world, proven experience.** Marketers who have mentored at Google for Startups (formerly Google Campus), or Salto — and speak at conferences such as I Love Marketing (in Poland) or Ad World.

Individual modules are taught by: Tribe47's CEO Ewa Wysocka (a former founding partner at Mindvalley) leading 'Marketing Fundamentals & Strategy.' Head of Delivery and Digital Strategist Mariya Kallagova will lead 'Types of Campaigns in the Funnel & KPIs.' Performance Team Leader Viktor Holubinka leads others (such as 'Paid Campaigns'). All speakers have between 4 and 15 years of experience in marketing. They've **created and implemented conversion funnels for top international clients.** This is one incredibly exciting opportunity!

(You can check them out on their website <https://tribe47.com/team/> or read reviews on Clutch: <https://clutch.co/profile/tribe47>)

As I said, I'm emailing today because I believe a T-shaped Performance Marketer **will give our team the tools to work as one holistic, cohesive whole** — and I would absolutely love to help shape this. We'll be primed for a new, post-pandemic world, with one of the most sought-after skills in marketing today.

Thank you so much for your time in reading this — it's hugely appreciated. If you need to know more in order to make your decision, please shoot Academy47 an email at hello@academy47.com

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