

## The GTM Playbook: Ask Your Boss

<b>Email</b>	<p><b>Subject:</b> L&amp;D request: Product marketing certification (\$299)</p> <p>Hi [Manager's Name],</p> <p>I'd like to enroll in a product marketing certification course and expense it as professional development.</p> <p><b>What it is:</b></p> <p>The GTM Playbook is a 7-week certification program for B2B product marketers. It's taught by James Doman-Pipe and Alicia Carney (former PMMs at Remote, Deliveroo, Paddle, + more), and includes 35+ hours of training plus templates for messaging, positioning, and launch plans.</p> <p><b>Why it's worth it:</b></p> <p>I'll gain immediate access to frameworks and templates that would otherwise take me weeks to build from scratch. Based on the curriculum, I estimate this will save me 10+ hours per month on things like launch planning / competitive positioning / messaging frameworks, and more.</p> <p>I'll also earn a PMM certification which supports my career development and reflects well on the team.</p> <p><b>The cost:</b></p> <p>\$299 total. That's less than half the price of comparable courses (Reforge is \$2K+, PMA is \$1,200+), and it's fully self-paced so it won't interfere with work.</p> <p>[If other PMMs (or even product managers) on the team want to join, they offer 3 seats for \$750.]</p> <p>You can see the full curriculum and testimonials at <a href="https://gtmplaybook.co">gtmplaybook.co</a>.</p>
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Let me know if you need anything else to approve this.

Thanks,

[Your Name]