Hey {manager},

There's a popular course called Storytelling: Zero to One that I'd love to enroll in. It's a 5-module, self-paced course to teach me the foundations of storytelling in less than 4.5 hours.

A few highlights from the course:

- Story Bank & Minimum Viable Stories – How to generate and filter 100s of ideas.
- 4 x 4 Story Structure – Powerful yet flexible frameworks to structure your stories.
- 13 Rhetorical Devices – To bring your story to life.
- Distribution – How to get your story seen in the digital age.

I anticipate being able to put my learnings directly into practice during the course and come out of it even better equipped in my role. The course focuses on short-form, non-fiction storytelling. Basically, a skill we use everyday in our emails, presentations, marketing, memos, and more. It's the foundation of our communication both internally and externally.

The course costs $497 but has a launch week discount of $150 bringing it to $347, which ends on April 4th. If you like, you can review course details here, including the instructor's bio, full syllabus, and learning outcomes: https://storytelling0to1.com/

What do you think?

Thanks,

{Your Name}

P.S. Teams from other companies have sent a few people to the course together because it's an efficient way to get shared context that otherwise takes back-and-forth time to build. It might make sense for us to send a few folks, as well, and there may be a group discount available.