Hi [Manager's Name],

I hope you're doing well.

I'd like to request approval to expense a subscription to Elena Verna's Blog. Elena offers valuable insights into product-led growth strategies across product, marketing, and analytics, which align closely with our team's focus areas. Access to her content could provide us with actionable ideas and best practices that we can apply to our work.

The annual subscription is $99/year, and I believe this would be a worthwhile investment for the team's continued learning and development.

Please let me know if this is something we can move forward with.

Thanks for considering my request!

[Your Name]