

Hi {Manager}

I am seeking approval to expense an annual subscription to Ag Done Different, a leading agricultural marketing and business strategy newsletter. The newsletter provides invaluable insights into how companies and leaders can identify unique opportunities for differentiation and growth, making it a worthwhile investment for our team and company.

Subscribing to Ag Done Different brings a host of benefits to our team, company, and my professional development, including:

1. **The ability to present our customers and stakeholders with a clear, unique value proposition:** Access strategies for helping our customers redefine the problem they face, present them with a novel solution we design, and create new market opportunities we can dominate.
2. **Access to Market Insights:** Ag Done Different provides a unique view of agribusiness through the disciplinary lens of category design, giving us a competitive edge in the market.
3. **Giving our organizational efforts the best chance at success:** Access to a perspective that allows us to make sense of the current market landscape and identify how to differentiate our projects and overall commercial strategies.

To illustrate the content provided, here are three examples:

1. [Chapter 1: Blah, Blah, Blah](#)
2. [Are You Doing Great Marketing?](#)
3. [What AGCO Can Learn From Atlanta's Super Bowl Collapse](#)

Considering the benefits, I hope that you'll approve of my expensing the annual subscription fee of \$200 USD for Ag Done Different.

Please let me know if you require additional information or have any questions.

Thank you.

{Name}