

# Leader Assistant Premium Membership Business Case Letter

*To request professional development funds from your employer.*

- **TO EDIT THIS DOCUMENT** – Click “File” -> “Make a copy” to save it to your Google account, OR click “File” -> “Download” -> “Microsoft Word” to edit it as you see fit.
- Remember to personalize this template so that it doesn’t sound like something you found on Google. In other words, your executive and/or HR manager should see that you spent time on it and care about it.
- Good luck and we hope you can join our [premium Leader Assistant Membership](#)!

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*Request for Professional Development Funds  
(Month, Date, Year)*

Hi (Executive or HR Manager’s Name),

I’m writing to request funds for joining the [Leader Assistant Premium Membership](#). This membership provides in-depth training, coaching, and community, and was founded by [Jeremy Burrows](#) (longtime executive assistant, #1 Amazon bestselling author, and internationally recognized trainer and coach for the world’s top assistants).

This premium membership provides continuing education and career development for growth-minded executive assistants like me who are driven to exceed expectations. This game-changing resource is a unique opportunity for me to develop the exact skills I need to increase my performance and find innovative solutions to organizational challenges.

My participation in this global community with the top EAs in the world will also benefit our team as I apply my learnings and takeaways to my role, share insights with the team, and lean on the expertise of the coaches and top EAs in the community who have “been there, and done that.”

## **About Leader Assistant:**

The *Leader Assistant* community and professional development organization educates, empowers, and equips the world’s top executive assistants to be the game-changing Leader Assistants their executives and companies need. *Leader Assistant* training focuses on what drives results that matter; reduced costs, increased revenue, employee satisfaction and retention, innovation, and more.

## **By becoming a premium member, I will...**

- Gain high-value training from world-renowned instructors that will enhance my EA execution and positively impact our company.
- Learn expert lessons in self-leadership and organizational leadership that will help me help the team accomplish more in less time, all while helping us resist burnout.
- Develop my decision-making abilities to better act on behalf of my executive and the organization.
- Self-assess and uproot what’s holding me back from game-changing influence and impact.

- Master the art of negotiation so I can effectively obtain what is needed for my executive and company.
- Establish strategically beneficial relationships with other like-minded, game-changing EAs.

**The Leader Assistant Premium Membership fee of \$49/month or \$399.50/year includes:**

- Digital access to hours and hours of on-demand training videos on a variety of relevant topics, templates, and other resources and materials via the members-only library
- Direct access to expert instructors and leading administrative professionals
- 24/7 access to the premium AI Agent which is trained on the entire members-only library of professional development sessions so I can instantly find practical help for challenges directly in front of me
- Ongoing group training calls with membership guides, guest instructors, and top EAs
- Access to a private, online discussion forum where top EAs share trusted contacts and recommendations on software, travel agencies, restaurants, off-site venues, and more

**Total Investment:** Subscription options -> \$49 per month, OR \$399.50 per year (USD)

As you know, executive assistants are now called to lead, think, and act strategically. We are team leaders, cross-functional collaborators, project managers, culture carriers, initiative implementers and more – all while keeping a pulse on the entire organization. This premium membership community is about the future of the role, the trends on the horizon, and how to continue to grow in the midst of our changing world.

To further illustrate the incredible value this workshop delivers, including an outline of the instructors, testimonials from other members, coaching session topics, and more, visit [leaderassistant.com/membership](https://leaderassistant.com/membership).

I believe this is a worthwhile investment in the future of this organization, and I hope to take advantage of this game-changing development opportunity. I'm thankful for your consideration and would appreciate your approval within the next 72 hours, as I would like to begin reviewing the training materials and networking with top assistants as soon as possible.

Sincerely,  
(Your Name)