Dear <Insert Manager's Name>:

I want your approval to undertake an online training program on business growth and marketing offered by 7Levers. Given my position as {insert} and focus on our {marketing/profits/businessmodel}, I believe it will have a direct impact on our bottom line growth.

Their framework (and teachings) are based on a concept they call 'The 7 Levers of Business.' They discovered that to double the profitability of a business, you shouldn't focus on a single area like traffic, which is unrealistic. Instead, by focusing on 10% Wins in 7 key areas, you can more easily double your profit.

The biggest differences between 7Levers and other business educators are that they are famous for thinking differently. Not only are they renowned for their book Cadence, that was a global sensation, winning '*Best Business Book of 2018'*. They're also currently running multiple businesses of their own, so the framework they teach is founded on experience.

Here are a few reasons why I think we'll benefit:

- I'll gain an enhanced understanding of the 7 Levers of Business and how they can be used strategically with videos, documents, tools, and real-life examples to grow {insert company name}.
- I'll be shown how to use the 7 Levers Canvas to define what each of the 7 Levers are for {insert company name}, capture what we are already doing, calculate current values for each, and identify areas we can correct.
- Together, we can utilize the concepts and tools to regain control of {insert company name} and create a solid foundation of profit and predictability that we can use as a launchpad for future profit growth at {insert company name}.
- Better yet, I'll have 30-days to complete the course and see if it's worth the investment. If we're not happy, we can get a full refund.

Here's the approximate breakdown of costs:

Course Length: <Insert Hours>
Course Price: $< Insert Amount >

Upon completion of the course, I will share key takeaways, including those that we can implement immediately to begin enhancing our own approach at {insert company name}.

I'd appreciate your timely approval. If you have any questions about this course, please let me know.

Thanks for your time!

Best regards,
<Insert Name>