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Hi _____,

I am writing to request training on learning brand building for small businesses. It's a knowledge set that will provide our business long term as well as immediate ROI.

I already found a credible training company with a course on this subject. Details Below:

Company Name: CXL Institute, a leading training institution for conversion optimization, growth, and analytics.
Curriculum: 4 sessions,60-90 min each, that cover everything from brand storytelling to resource management and brand touchpoint guidelines.

Class 1: Branding Foundations
Class 2: Visual Branding
Class 3: Serving Your Clients
Class 4: Organizing Your Brand

Cost: $199 one-time fee
Training schedule and duration: Self-study, 9 hours 30min

There will be a test in the end, and I will get a certification of completion.

Bottom line: I think the company will get a strong ROI from this course. The instructor has worked with the biggest brands in Hollywood like Fast & Furious and Harry Potter. This stuff works. I'd love to take this course.

Thank you,
_____