



Hi _____,

I am writing to request training on learning psychology and persuasion principles for online marketing. The course is an intensive self-study training program, all online. I already found a credible training company with a course on this subject. Details Below:
<https://conversionxl.com/institute/online-psychology-and-persuasion/>

Who's providing the training?: CXL Institute, a leading training institution for online marketing.
What does it include? It's a self-study training program consisting of 45+ hours of video courses, case studies, research, and study guides.

What will I learn? This course will teach me to incorporate persuasion principles into our site's copy, design, UX, and testing strategy. There are 22 courses on topics such as:

- Attention Basics, Decision Making, and Memory
- Principles of Persuasive Design
- Neuromarketing and Nonconscious Motivation
- Cognitive Biases
- Building Trust, Habits, and Loyalty
- Consumer Psychology: Products, Websites, Communication, Pricing
- Salespage Copywriting
- Heuristic Analysis Frameworks
- Developing and Testing an Emotional Content Strategy
- Psychological Backfiring

Cost: \$699 one-time fee, or \$299 for an all-access subscription (More info here):
<https://conversionxl.com/institute/all-access/>

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

Bottom line: The company will get a strong ROI from this course, as many of the principles I will learn appeal to my user's subconscious mind have profound persuasive value and cost nothing extra to implement.

Thank you,
