Email A: Ask before you buy

Subject: Professional development request: the Joy-First Framework™

Hi [Manager Name],

I'd like to ask whether our [professional development / training / continuing education] budget could cover a self-paced program for assistants that I've been looking at: the Joy-First Framework™ by Beth Biersdorf. Beth is a Certified Master Life Coach and longtime executive assistant with more than 35 years supporting executives and growing businesses.

Here's why it caught my attention. It focuses on the human side of my role: the judgment, trust, calm, and anticipation that make an assistant a real partner to [you / Executive Name / the team]. It also gives me practical tools for protecting focus time, handling hard conversations kindly, and keeping a steady rhythm when the week gets busy.

The short version:

- 24 video lessons across four pillars, about 10 hours in total, plus 24 workbooks
- Self-paced, with lifetime access. No travel and no days out of the office. I'd fit the lessons in [before my day starts / during a weekly learning block / around my schedule].
- $597 for the complete program, one-time payment. Each pillar is also available for $197 if you'd like me to start with one.

For context, one national assistant conference like APC came to about $4,160 for 2026 once registration, travel, hotel, and meals were added, plus several days away from the desk. This is about 14% of that.

I've attached a one-page summary with the full outline. If you approve, I'm happy to follow whichever process works best: the company card, or I buy it and submit the itemized receipt for reimbursement.

Would you be willing to approve this?

Thank you for considering it,
[Your Name]

Email B on next page

Email B: Ask for reimbursement

Subject: Reimbursement request: the Joy-First Framework™ (professional development)

Hi [Manager Name],

Thank you again for approving my enrollment in the Joy-First Framework™ on [approval date]. I purchased it on [purchase date], and the itemized receipt is attached.

- Item: [The Complete Joy-First Framework™ / Pillar name]
- Seller: The Joyful Assistant LLC
- Amount: $[597 / 197]
- Purchase date: [date]
- Budget line: [Professional Development / Continuing Education / Employee Wellness]
- Approval: your email of [date]

Please let me know if you need anything else to process this, or if I should send it to [HR / Finance contact] directly.

I've started with [Pillar 1 / the first lesson], and I'll share one thing I'm putting into practice [at our next 1:1 / within the month].

Thank you,
[Your Name]

If you bought before asking, replace the first paragraph with: “I recently enrolled in the Joy-First Framework™, a self-paced professional development program for assistants, and I'd like to ask whether it can be reimbursed from our [professional development] budget. The itemized receipt and a one-page summary are attached.” Then delete the Approval line.