

See inside
for details and
Bonus Offer
on page 4!

Help Your Employees...

- ✓ Manage Stress
- ✓ Reduce Conflicts
- ✓ Boost Productivity
- ✓ Improve Morale
- ✓ Reduce Risk On The Job
- ✓ Seek Help for Personal Problems
- ✓ Be Happier and Healthier.



FrontLine Employee -
The fully customizable employee newsletter

Inspire healthy behaviors and productivity, build better relationships, and encourage self-referral for personal problems and concerns.

WorkExcel.com
Happy, Healthy & Productive Workplaces

What subscribers are saying...

"By the way, emailing these newsletters is GREAT. So easy to edit, turn around, and send. Thanks for your help. Happy Thanksgiving."

Sue Kerner,
Southern New Hampshire Medical Center
Nashua, New Hampshire

"We enjoy your articles each month and I thank you. I can't say enough about the two FrontLine publications we subscribe to. We are a small company who is a provider of EAP services to small and medium companies."

Marylee Nunley, V.P. of Operations
Resource Management Services
Peoria, Illinois

"By the way, I am thrilled with the FrontLine newsletters. Excellent resource for both my supervisors and employees. Happy Thanksgiving."

Elizabeth Robinson
University of Connecticut
Farmington, CT

"After years of struggling with the newsletter arena -- a fantastic solution!

Marylee Nunley
RMS, Inc.
Peoria, Illinois

"The FrontLine Employee makes me look like a genius!! All of our client companies love the publication, so please don't ever stop publishing it. I could never do it on my own."

Bill Hoey, LCSW, CEAP
Family Services Woodfield
Bridgeport, CT

"We value our relationship with you and really like the newsletters."

Debra Ontiveros, Director
WellConnect
El Paso, TX

"Frontline Employee" has been a huge hit – and has opened more doors with the HR people I'm developing relationships with (all over the state) than you know. Drive on and keep up the great work! Heck yes! Of course you can use my "testimonial" and my name. In fact, I'd be very glad if you did. Yes, yes, yes!

Stan Meloy, Ph.D.
State of Ohio
Employee Assistance Program

The FrontLine Employee Newsletter



"Everyone will love FrontLine Employee or we will refund 100% of the price you paid for your subscription."

Daniel A. Feerst, LISW
Founding Publisher

FrontLine Employee topics include...

- ✓ Improving workplace communication and relationships with coworkers
- ✓ Worker productivity tips
- ✓ Family, home, and family effectiveness
- ✓ Personal fitness and emotional wellness
- ✓ Personal effectiveness and goal achievement
- ✓ Team-building and productivity
- ✓ Improving relationships with supervisors
- ✓ Hot productivity and health tips
- ✓ Stress management tips
- ✓ Making use of your employer-sponsored employee assistance program.
- ✓ Workplace safety, injury prevention, and how to support injured coworkers
- ✓ Improving customer service and reducing related stress



Your logo can go here.

Your program name and phone number can go here.

Your customized nameplate created! (optional)

FrontLine Employee

Wellness, Productivity, & You!



Build Your Immunity to Criticism



Although eagerly welcoming constructive feedback, employees who accomplish a lot on the job know their successes will sometimes rub others the wrong way. Not everyone will be quick to praise your triumphs when you are cast into the limelight by others who recognize your achievements. Learning to detach from unhelpful criticism is a skill to help you stay motivated, adapt to change, and think more creatively about your job. Try these "inoculators" to beef up your immunity: 1) Remember that those who criticize don't know the real you. 2) See negative criticism as possible validation that you are "on the right track." 3) Accept criticism of your success as normal and part of life's challenges. 4) Search for the truth in the criticism, if any. Something about it may be helpful despite the style of its delivery. 5) Let criticism inspire you to work with even more vigor toward accomplishing your dreams, rather than forcing you into retreat.

Adapt to Technology and Thrive



Don't be overwhelmed by software related productivity tools that seem complicated now—like web building software, software programs beyond MS Word, or discovering how to be effective with graphics programs. Learning these tools can only make you more desirable as an employee. Dependency on technology in the workplace is increasing, not decreasing, so remaining in denial rather than facing your diminishing ability to keep up will only increase workplace stress. As long as you get started, you will learn more each passing day.

Help Prevent Internet Harassment



Internet harassment or cyber-stalking is rapidly gaining attention as a serious crime in many states. Cyber-stalking is the intentional harassment or threatening of another person through the use of electronic mail or electronic communication. Online harassment is similar to real-world stalking in its ability to be extremely disturbing to the victim. Perpetrators take advantage of the anonymity of the online environment and its false sense of security to act anonymously and harass another person. These activities may include disturbing text messages, the sending of unwanted, abusive, threatening, or obscene e-mails or messages, or the use of Internet postings, message boards, or chat rooms.

Pay Attention to Accolades



Pay attention to moments of super satisfaction in your work experienced by customers and supervisors. Ask yourself: What skills, abilities, or personality traits did I exhibit to earn this praise for my work? These are what make you unique and outstanding as a worker. Tuck these gems away so that you don't forget them. Use these descriptions of yourself in resumes and cover letters in the future. In job interviews, you'll sell yourself with believability.

Important Notice: Information in FrontLine Employee is for general informational purposes only and is not intended to replace the counsel or advice of a qualified health professional. For further help, questions, or referral to community resources for specific problems or personal concerns, contact your employee assistance professional.



Articles come ready to edit, or you can insert your own articles using MS Publisher or MS Word. Available with graphics or as text only.



- **Ready for Copying or Making Changes!** Arrives monthly, with each issue editable using Microsoft Publisher or Microsoft Word. Edit or insert your own articles. You can even create your own name!

- **Licensed for Unlimited Reproduction!** Produce as many copies as you need for distribution throughout your organization or to corporate customers.

- **Authored by licensed mental health and workplace professionals** Articles encourage self-referral and tackle common problems of every type.

- **Complete with Subscriber Hot Line!** Exclusive subscriber hot line allows you to make suggestions for content in future issues.

- **Flexibility and Advanced Capabilities!** E-mail the text, create a PDF file, or use just the text in existing in-house publications. If you are an employee assistance provider, use with multiple corporate customers. Place it on a Web site (with password protection). Your imagination is the limit!

• Business and Industries Using FrontLine Employee:

Blue Cross Blue Shield • Employee Assistance Service Providers • Hospitals Public School Systems • Small Businesses • U.S. Department of Justice • Social Security Administration • State Governments • Towns & Municipalities • Canadian Businesses and Health Organizations • NASA • Health Libraries • Banks & Credit Unions • Universities • Caribbean Businesses • U.S. ARMY Installations • U.S. Marines Installations • Fortune 500 Companies • Community Mental Health Centers • Family & Child Service Agencies • Service Industries • Nursing Facilities

As Close as You Can Come to Your Own Newsletter with NONE of the Work!

“After years of struggling with the newsletter arena – a fantastic solution!”

Marylee Nunley - RMS, Inc.
Peoria, Illinois



- ✓ Ready to use or edit. PDF, MS Word, customized PDF, or MS Publisher. Distribute upon arrival or make changes by adding your own content.
- ✓ Short, informative, punchy articles keep readers engaged so they get maximum benefit from content.
- ✓ Low price. – unlimited use. You control everything.
- ✓ Less waste. Two pages monthly. No long articles or lengthy features that don't get read or are tossed in the trash.
- ✓ Licensed mental health professionals write, produce, and approve content
- ✓ Effective articles empower employees with new information and topics that delve deeper. Not the same old health and wellness articles.
- ✓ Flexible. Create your own name. Use articles in your existing newsletter and avoid mad searches for content.
- ✓ Never late! Arrives early.



YES! I want to help my employees stay happy, healthy, and productive! Start my free three-month trial subscription to FrontLine Employee and bill me later for a full 12 months. I am under no obligation to continue past the trial period.

YES! I am paying now! Send 14 months! **BONUS!** Two years! (50% off second year)

Contact me about logo setup and/or a customized nameplate.

\$495: Accessible to 100 or fewer employees (Spanish: add \$295)

\$695: Accessible to more than 100 but less than 1,000 employees (Spanish: add \$395)

\$995: Accessible to more than 1,000 employees (Spanish: add \$595)

Name: _____ Title: _____

Organization: _____

Address: _____ City: _____

State: _____ ZIP: _____ Phone: (____) _____ - _____ E-Mail: _____

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- MS Publisher
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- PDF
- MS Word with Graphics
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“Everyone will love FrontLine Employee or we will refund 100% of the price you paid for your subscription.”

Daniel A. Feerst

Daniel A. Feerst, LISW
Founding Publisher

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