

Can you help employees reduce stress, conflicts, family problems, disrespect, and risk?

Help Employees Be Happy, Healthy, and Productive with Your Own Customizable, Completely Editable Workplace Wellness Newsletter

Dear Manager or Administrator:

Hi, my name is Dan Feerst. My sole occupation for over 25 years has been working with employee assistance programs, troubled employees, and publishing related products for business and industry.

Ten years ago, I created an employee wellness newsletter with a completely editable and customizable format in MS Word and MS Publisher. It allows you to have the personalized workplace wellness newsletter need, but without the cost or trouble of doing it yourself. There is nothing like it.

The newsletter is *FrontLine Employee*. I want to give you a free, three-month trial so you can see how perfectly it fits with your organization and how effectively it will help your employees.

Today, approximately three million employees in thousands of organizations—including all the employees of Ohio, Tennessee, and Washington, dozens of military installations, universities, hospitals, and workplace counseling providers receive *FrontLine Employee*—even the U.S. Small Business Administration and U.S. Air Force Academy for all of their employees. Please join them.

An Exceptional Newsletter for Your Valuable Employees

Each issue of *FrontLine Employee* delivers concise, actionable information, tips, how-tos, expert guidance, and step-by-step approaches to resolving work-life problems and issues most employees face.

Not just anyone can write such a newsletter. Freelancers lift material from the Internet or press releases, but only a real pro—someone who has worked in the trenches, dealing with severe employee problems and crises—can offer the insight to motivate employees to take action to improve their lives.

I write from this perspective and formulate every article to keep employees looking forward to the next issue. My goal is to have employees tilt their heads and say, “Wow, I never knew that!”

Articles Employees Need (and Employers Want)

No articles in *FrontLine Employee* discuss the mundane. Your employees will resist a newsletter with the same old “off the shelf” articles. Articles like the “five most important vegetables to eat” or “why you should exercise 30 minutes a day” are boring. Employees already know these things!

FrontLine Employee is fast reading, with punchy articles of between 80 and 275 words. My experience has shown that articles within this range are much more likely to be read in their entirety. There are no long-winded articles, so your employees stay glued to content, and best of all, are more likely to act

the information. Employees want articles that make them feel energized, give them hope, and excite them about taking another shot at solving a problem.

Employees dream about the workplace being less negative, having higher morale, and everyone treating each other with more respect. They want fewer conflicts and better skills at dealing more effectively with difficult people—especially customers, patients, and the public.

Your employees crave the ability to get more done in less time, feel better about their boss, solve eldercare dilemmas, parent their child or teenager better, save money, worry less, be more assertive when it is necessary, and have better coworker relationships so they experience more job satisfaction.

I write with every one of these goals in mind and target the following crucial topics during the year:

Workplace Communication: handling conflict, personality, and control issues; dealing with difficult people and attitude problems; negotiating and increasing cooperation; getting a point across, being assertive; improving listening skills; etc.

Worker Productivity Tips: managing time, organizing work, setting priorities, stopping procrastination, remembering things, stopping interruptions, completing work, etc.

Family, Home, and Community: thinking "green"; knowing about consumer product safety; parenting children and teenagers, safety at home, eldercare issues, family stress, budgeting tips, increasing marital harmony, work-life balance, etc.

Personal Fitness and Emotional Wellness: exercising, getting more energy, improving nutrition, understanding mental illness, self-diagnosing conditions, seeking professional help.

Personal Effectiveness and Goal Achievement: getting more done, improving self-awareness, motivation and using inspirational thinking, planning ahead, sticking to New Year resolutions, managing money, developing mediation skills, staying positive, etc.

Team Building: holding better meetings, reducing conflicts, improving communication, staying cohesive, being a team player, getting more done, sharing the work, etc.

***Improving Relationships with Your Supervisor**: communicating better, knowing what the supervisor wants, completing assignments, making an impression, knowing how to “read between the lines,” planning for better performance reviews, etc.

Hot Productivity and Health Topics: learning about health issues in the national news, preventive health tips, alcoholism and drug abuse, where to get more information about specific conditions; giving and getting support; practicing self-help; finding unique resources, etc.

Stress Management: using stress management tips, avoiding burnout, making self-assessments, recognizing signs and symptoms, etc.

***Using the Employee Assistance Program**: learning about use of the EAP, confidentiality, what the EAP can do, when to use the EAP.

Workplace Safety, Injury Prevention, and Recovery: avoiding shortcuts, preventing injury, thinking safety, building a culture of safety, think about safety, getting back to work sooner, etc.

Customer Service and Related Stress: proper attitudes, dealing with difficult customer behavior, staying positive, keeping customers happy, reducing stress.

What Makes It Unique—Text, PDF, and Easy, Editable Formats

FrontLine Employee is ready to use immediately when it arrives via e-mail. It's two pages. You don't need to do a thing. However, it is also 100% editable and customizable. You can add or edit articles, change frequency of distribution, or move articles from one issue to the next.

FrontLine Employee is editable in MS Publisher and MS Word with graphics. You can also get a PDF, create your own PDF, or let us customize one for you. And if you already have a newsletter, but just need content, choose the text-only option.

You can change the name of *FrontLine Employee*, and as an option, we will gladly design a corporate, very professional masthead with your chosen name for the top of page 1.

You can upload *FrontLine Employee* to your Web site, e-mail it to employees, or print as many copies as you need. Send an e-mail with an embedded link, and every employee will be able to view your current issue with one click.

Are you familiar with quarterly, four page newsletters? I believe employees deserve more, and with *Frontline Employee* they get it—50% more content per year than a quarterly publication of four pages. And a two page newsletter is likely to be completely read!

FrontLine Employee arrives a week before the month of issue. You will always be relaxed getting it out. There's never a rush. There are no embarrassing late issues, missed issues, or awkward questions from anyone about what happened to the newsletter.

Use the Subscriber Hot Line

As a *FrontLine Employee* subscriber, you gain access to the **Subscriber Hot Line**. This advantage allows you to suggest content for future articles. What's going on in your workplace? If it's important to you, it may be important to everyone. This lets me know.

The hot line helps me zero in on the topics you and other subscribers feel are most vital to employees. Are there grief issues or downsizing issues? Is disrespect a problem? Is tardiness a chronic concern? I use almost every suggestion that subscribers offer because they are almost always applicable to every workplace.

Free Tip Sheets and Handouts for Employees All Year!

Periodically, you will receive FREE downloads of up-to-the-minute workplace wellness and productivity tip sheets for employees. It's all part of your subscription. These are original and about hard-to-find topics. Each one is in three editable formats just like the newsletter.

These tip sheets answer questions about urgent problems and issues employees face throughout the year: communication conflicts, eldercare dilemmas, family problems, preventing injuries, an alcoholic spouse, dealing with difficult people, stopping negativity, and many more.

Get a FREE, Three-Month Trial

Start a free, three-month trial subscription now by faxing or mailing page 4 of the enclosed brochure. Even better, phone me at 1-800-626-4327. I will e-mail the current issue right away.

You will finally experience how it feels to have an employee newsletter of your very own. Your employees will anticipate receiving it, and you can be certain a low-budget, HIGH-IMPACT resource will be working on behalf of your organization.

FREE BONUS! **\$255 Worth of Unique Employee Tip Sheets**

If you decide to send payment with your order, I will send you a “thank you” CD worth \$255 that includes 15 of my most popular employee tip sheets and handouts! Each one of these tip sheets usually sells for \$17. They are great for passing out to employees. Topics include resolving coworker conflicts, building teams, stopping disrespect, taking initiative, managing anger, balancing work and family, parenting teens, and more.



My Personal 100% Money-Back Anytime Guarantee!

There is simply no question that *FrontLine Employee* will be loved by your employees. However, do not fear. If for any reason *FrontLine Employee* isn't as fantastic as I have described, or you feel it is not for you for any reason, I will gladly refund your entire subscription price, no questions asked.

I look forward to helping you and your employees.

Daniel A. Feerst, MSW, LISW-CP
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P.S. Remember! Pay nothing to start a FREE trial subscription, but if you send payment with your order, you will receive 15 of my MOST POPULAR and original employee tip sheets, a \$255 value. Phone 1-800-626-4EAP for faster service, or fax page 4 of the enclosed brochure to 843-884-0442.