

The Missing Link to Maximizing Your EAP's Value . . .

Increase Supervisor Referrals to Your EAP and Build Bulletproof Relationships with Management — On Autopilot

Dear EAP Colleague,

"Important" is not the word for supervisor referrals and getting managers talking up your EAP to key decision makers. It's critical. Your EAP's life depends on it. You can hope this "internal" marketing happens, or you can make it happen.

It's obvious, you need to make it happen. The best way to do so on autopilot with *FRONTLINE SUPERVISOR*.

The Missing Link to Maximizing Your EAP

A newsletter just for supervisors that comes from your EAP is the easiest way to increase supervisor referrals. Consistently done, this will produce solid relationships with top management.

FRONTLINE SUPERVISOR was designed solely for this purpose.

Increase Supervisor Referrals by 20% in 90 Days

For 16 years FrontLine Supervisor has been promising a 20 percent annualized increase in supervisor referrals within 90 days – guaranteed. But even more valuable is the peace of mind you will enjoy knowing that your relationship with management is secure.

FRONTLINE SUPERVISOR improves your EAP communication. It keeps your EAP message from getting lost in the fray. It is education, marketing, intervention, and peace of mind wrapped into one powerful and unique tool.

FRONTLINE SUPERVISOR also gives you a winning edge in marketing presentations, EAP proposals, and training classes with supervisors.

A Fire Hose of "How-tos" and Tips for Supervisors

FRONTLINE SUPERVISOR makes you management's best friend because

it delivers to supervisors a fire hose of useful and actionable information each month on using the EAP in supervision. No other publication in the world does this except *FRONTLINE SUPERVISOR*.

FRONTLINE SUPERVISOR is the equivalent of personally sitting down with every supervisor for 10 minutes each and every month and marketing your EAP to them one-on-one.

With *FRONTLINE SUPERVISOR*, managers keep you uppermost in their minds, so they refer troubled employees and avoid becoming armchair diagnosticians.

FRONTLINE SUPERVISOR can be branded. It's editable and reproducible. And it's just two easy-reading pages. It comes in MS Word, in MS Publisher, as a PDF, or in all three formats at no extra charge.

You're the Expert. You're in Control.

Edit, amend, copy, print, make a PDF, and/or e-mail *FRONTLINE SUPERVISOR*. You will reach every supervisor – even the supervisors who missed your last supervisor training session. No one will be out of reach.

FRONTLINE SUPERVISOR is turnkey, but you are in complete control. You're the expert, so *FRONTLINE SUPERVISOR* doesn't take away your role, it only takes away the work assembling such a powerful tool.

EAP Inspired. EAP Authored. EAP Driven.

FRONTLINE SUPERVISOR was created by an EAP expert with 25 years of experience in every kind of EAP and related venue – internal, external, consultant, managed care, addiction treatment, and mental health (inpatient and outpatient.) However, it's not just one person's idea.

FRONTLINE SUPERVISOR is the Solution!

The focus of *FRONTLINE SUPERVISOR* is supervisors' problems and using the EAP as an effective, pro-people management tool. It includes up-to-date professional development information drawn from hundreds of sources and tips inspired by the experience of EA professionals and other consultants like you.

FRONTLINE SUPERVISOR accepts input from you. Use the "Subscriber Hot Line" at WorkExcel.com or e-mail your suggestions anytime. *FRONTLINE SUPERVISOR* considers them whenever possible.

Over 100,000 supervisors in thousands of companies read *FRONTLINE SUPERVISOR* each month. Since 1994 *FRONTLINE SUPERVISOR* has published nearly a 900 questions and answers on the supervisor's role. This makes

it the most authoritative publication in the world on using the EAP in supervision.

All the Hot Topics Supervisors Need to Know

Here are just a few of the many topics *FRONTLINE SUPERVISOR* tackles throughout the year:

- Improving Supervision and Coping Skills
- Avoiding Personal Liability
- Improving Communication with Employees and Management
- Constructive Confrontation and Making the EAP Referral
- Dispelling Myths about Addiction and Personal Problems
- Tips and Techniques to Use in Corrective interviews
- Responding to Tardiness and Chronic Absenteeism
- Avoiding Armchair Diagnosing
- Identifying Signs and Symptoms of Troubled Employees
- Observing and Documenting Troubled Employee Behavior
- Responding to Hostile and Aggressive Employees
- Reducing Supervisor Resistance to Making EAP Referrals

With *FRONTLINE SUPERVISOR*, you won't worry any longer about being out of sight and out of mind with supervisors. With *FRONTLINE SUPERVISOR*, not only will you market your program better, you will be invited to speak to employee groups more often!

"Thanks [for your newsletter], I can't tell you how much our client companies appreciate what you are writing. Always a big hit with managers we work with and very helpful for them! Keep up the good work."

**David Worster, Director
NH EAP Collaborative
Concord, New Hampshire**

"Every month I tell my clients, 'This is a particularly good issue,' and every month it truly is! This is a great resource. Thank you so much."

**Elizabeth Robinson, LMFT, CEAP, Manager, Employee Assistance Program
University of Connecticut Health Center
Farmington, Connecticut**

"FRONTLINE SUPERVISOR is like putting out my own newsletter without any of the headaches."

**Ted Walker
Walker Northwest EAP
Portland, Oregon**

"Our clients find FRONTLINE SUPERVISOR to be an excellent source of timely, concise, and valuable information—keep it coming!"

**Joseph Lemmon, LCSW-C, CEAP, President
JSL Consulting Group
Baltimore, Maryland**

"Keep up the good work! FRONTLINE SUPERVISOR answers the questions our customers never knew they had!"

**Adriane Scherrer, Executive Director
Partnership EAP, Inc.
Middletown, Ohio**

"FRONTLINE SUPERVISOR is our most effective tool for helping managers and supervisors in our client companies. They tell me they keep each issue and refer back to them."

**Ted Larrison, LCSW, CEAP, EAP Manager
Southern Hills Counseling Center
Jasper, Indiana**

A Priceless Communication Tool

What would it be worth to talk to supervisors one-on-one each month so your EAP would stay more secure – seriously? It would be worth a fortune. Well, FRONTLINE SUPERVISOR doesn't cost a fortune. It cost about \$56 a month, \$675 per year.

FREE BONUS #1: Send your logo. I will put it on your newsletter in the perfect place FREE. With one click, you can simply apply this customized nameplate to the top of your newsletter each month when I send it.

FREE BONUS #2: Get 14 issues (two FREE issues) with your paid order!

I look forward to welcoming you as a new subscriber!



Daniel A. Feerst, MSW, LISW-CP
Publisher

Since 1994 – The Best Way to Stay in Front of Supervisors

Get More Supervisor Referrals

Guaranteed

Tactical support for supervisors on the frontlines in any organization



- Written and inspired by issues brought to EAPs by supervisors
- Increases your EAP utilization, visibility, and value
- 12 monthly two-page issues... ready to copy, upload, and distribute IMMEDIATELY
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Frontline Supervisor is always a PERFECT FIT for your EAP. Multiple formats available.

- ✓ Edit it!
- ✓ Customize it!
- ✓ Brand it as your own!

"Our clients find THE FRONTLINE SUPERVISOR to be an excellent source of timely, concise, and valuable information - keep it coming!"

Joseph Lemmon, LCSW-C, CEAP
President The JSE Consulting Group

"THE FRONTLINE SUPERVISOR is our most effective tool for helping managers and supervisors in our client companies. They tell me they keep each issue and refer back to them."

Ted Lamson, LCSW, CEAP, EAP
Manager Southern Hills Counseling Center Jasper, IN

"The FrontLine Supervisor will increase the skills of supervisors and they will love and look forward to receiving the publication each month or we will refund 100% of the price you paid for your subscription."

Daniel A. Feerst
Founding Publisher



YES!

I want to educate supervisors all year, keep our EAP utilization rate high, and maintain a solid relationship with management! Start our subscription to *THE FRONTLINE SUPERVISOR* (12 issues for \$675!) along with my choice of options below.

- FORMAT OPTIONS:** Hard copy only MS Publisher Word text only PDF
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EAP Name _____ Phone Number _____

Name: _____

Title: _____

Organization: _____

Address: _____ Email: _____

City: _____ State: _____ ZIP: _____ Phone: (____) _____-

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