

*Frontline Employee newsletter has been a huge hit and has opened more doors with HR people all over the state with whom I am developing relationships. 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."*

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

## **Finally a Turnkey Employee Newsletter Solution That Bonds Customers to You and Your EAP Like Glue!**

Dear Colleague:

If you're like many employee assistance professionals, you may sometimes lose sleep at night, worried about the future of your EAP. Will you be asked to lower your prices, be outbid, be farmed out to an 800 number, or fail to have an EAP contract to renew?

This stress is not what you bargained for when you entered the EAP field. What can you do to safeguard your EAP, be proactive, stay ahead of the curve, and help your customers avoid thinking about cutting costs at your expense?

Although there is no silver bullet, I have learned in my 16 years of creating tools for EAPs that a newsletter your workforce loves and anxiously waits to receive from you frequently is your most valuable and influential marketing tool.

A newsletter like this now exists so you don't have to underutilize or undermine this critical element of your marketing program any longer. The newsletter is **FrontLine Employee**.

My name is Dan Feerst. I created **FrontLine Employee** nearly ten years ago because I could not find a newsletter solution for my own EAP. As often happens, the idea grew. However, I didn't just create a newsletter. I created a newsletter system for EAPs.

### **FrontLine Employee Explained**

**FrontLine Employee** is the only newsletter that is EAP peer-written and peer-produced. It is ready to use upon arrival in your e-mail in-box and formatted in MS Word, MS Publisher, text-only in MS Word, or a PDF file. Switch or add formats anytime without additional cost. But that's not all ...

With **FrontLine Employee** you have full control over contents, formats used, frequency of distribution, and even the name.

These are great features, but **FrontLine Employee's** benefits are even more powerful. With its license for unlimited use, **FrontLine Employee** saves you money with one flat rate.

Even better, **FrontLine Employee** serves as a true ambassador for your EAP. Each issue allows you to edit, add content, or redirect the focus of articles to match the issues of your customers.

OVER  
PLEASE ↓

Your clinical staff can showcase their expertise by adding articles anytime. Include their photos and corporate customers grow closer to you, irreversibly bonding to your EAP.

Can you see the difference between **FrontLine Employee**, which comes monthly (though you can determine frequency), and an unchangeable, older-style, quarterly newsletter that is slipped into employee inboxes only four times a year?

Anything less than monthly distribution makes a troubling statement about the importance of your EAP. This infrequent contact cannot communicate your EAP's indispensability. As a result, you risk losing what you have worked so hard to establish.

## Do You Have A Newsletter?

If you don't have an employee newsletter or you use one too infrequently, a lack of visibility will create the perception that your EAP is underused. Perception is reality, and this alone will dampen EAP utilization. This in turn may lead to a program's demise. It's marketing basics.

So how much frequency do you need? The answer is as much as is tolerable to your corporate customer or host organization. But don't be fooled. A quarterly newsletter of four pages can't be turned into a bimonthly or monthly. It's too much and too costly. You're stuck.

To get unstuck, you need a better solution—a two-page more frequent newsletter which comes monthly (though you can determine frequency): **FrontLine Employee**.

## An Alternative Newsletter Solution

With **FrontLine Employee** you are not a slave to an unalterable newsletter. And, of course, you can escape the perilous idea of doing one yourself, which only leads to skipped issues and embarrassment for your EAP.

**FrontLine Employee** combines customization and assured on-time distribution. It rescues EAPs from traditional newsletter programs. It's why over 150 EAP providers plus internal EAPs in corporate, municipal, and federal workplace agencies, serving millions of employees, use **FrontLine Employee**.

*And Still Growing!*

## Avoid the Work. Get the Benefits.

**FrontLine Employee** is your EAP's personalized newsletter in every way except one: You avoid all the work of producing an on-time, attention-grabbing newsletter.

Would you like a unique name and a first-class nameplate? You can have one produced by us for very little cost.

**FrontLine Employee** arrives a week early. You will always get it out on time. Customers will gasp at how you manage to get it out early, month after month. (Of course, only you know the secret.)

**FrontLine Employee** contains punchy articles and tight copy. Articles range between 80 and 265 words. After nine years, I have determined this range to be the perfect length.

As a **FrontLine Employee** subscriber, you will be eligible to use the Subscriber Hot Line. This tool allows you to help me plan future articles. I take suggestions and use most of them. With this resource, you will be seen by top management as a valuable resource focused on relevant, “here and now” issues and concerns facing employees.

### **Less Waste, Less Paper, and More Green**

Because no papers or boxes are shipped to you (though you may print and copy **FrontLine Employee** if you like), you’re making your program “green” and cutting waste.

Distribution is a snap too. Most **FrontLine Employee** subscribers readily e-mail the newsletter to their corporate contacts. **FrontLine Employee** is in turn relayed to employees by human resources managers or other contacts. What could be easier?

You may also post **FrontLine Employee** on your Web site (a password is required to protect your investment from unauthorized use). A neat trick is to notify all employees when the newsletter is available, by sending them an e-mail that contains a hyperlink.

With one click employees are able to instantly view your newsletter. Remember, you are not logging in to our site. Instead, employees are logging into yours! This is what you want.

### **Dozens of Experts Like You Agree**

Here are a couple testimonials from the dozens we receive.

"Aloha, Dan. I sent out the February **FrontLine Employee** yesterday and got a call today [from a woman] thanking me for the excellent articles. She wanted to more information on one of the stories—the Pennsylvania weight loss study – and I was able to google the information and send her the links. She was very thankful for the information!! Thanks for helping us look good once again!"

**David Mitchell**  
**Child and Family Service-Hawaii**  
**Honolulu, Hawaii**

"We have found the **FrontLine Employee** which we renamed, “EAP the Benefits,” to be the greatest way to keep our employee assistance program visible to our employees over the years. They look forward to receiving it and will contact us if we are late sending it out to them. The articles wonderfully address timely issues in the workplace.”

**Carol Boone, Ed.D., CEAP**  
**EAP Administrator**  
**State of Tennessee Government**

### **A Few Key Points**

Would you like to get **FrontLine Employee** for free? Cover its cost by charging customers a small fee! Many of our subscribers do!

- **FrontLine Employee** does not encourage readers to self-treat serious health conditions, which is a hazard associated with long articles. Instead I educate, motivate, and reference the EAP as the preferred source of help.

- There's no learning curve to **FrontLine Employee**. It's ready to use when you get it.

 **Free Downloads All Year—Worth \$17 Each!**

Periodically, you will receive a link to download new workplace wellness and productivity tip sheets as part of your subscription. They're free to you. Each is worth \$17. Each one is editable and reproducible and comes in three formats—an MS Word, an MS Publisher, and a PDF file.

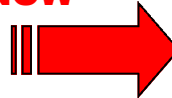
Tip sheets focus on urgent problems and issues that many employees struggle to overcome: college drinking issues, communicating more effectively, reducing disrespect, taking initiative, dealing with difficult people, stopping negativity, and many more.

### **FREE, Three-Month Trial**

Start a free three-month trial subscription now by faxing or mailing page 4 of the enclosed brochure. If you are excited, phone me at 1-800-626-4EAP to get started. I will send the current issue right away.

Soon you will experience how satisfying it is to have an employee newsletter that you can completely control. Your utilization will climb, and you will feel as though your program is on a new course of perceived value.

**FREE BONUS FOR SENDING PAYMENT NOW**  
**\$170 in Unique Management Tip Sheets**



If you decide to send payment with your order, I will send you a "thank you" CD worth \$170 that includes my Ten Best Manager Tip Sheets! Each one of these tip sheets normally sells for \$17. They are fantastic for live training or in-office consultation. Each comes as an MS Word, an MS Publisher, and a PDF file. Topics include follow up, referral tips, checklists, reasonable suspicion, leadership, morale, correcting performance, and more!



**— My Personal 100% Money-Back Anytime Guarantee! —**

There is simply no question that **FrontLine Employee** will help protect your EAP and serve your employees better. However, if for any reason **FrontLine Employee** isn't as fantastic as I have described or you feel it is not for you, I will gladly refund your entire subscription price, no questions asked.

I look forward to hearing from you,

Daniel A. Feerst, LISW  
Publisher

*"After years of struggling with the newsletter arena -- a fantastic solution! We can now promote our EAP services as state-of-the-art."*

Marylee Nunley  
Resource Management Services, Inc.

P.S. Don't forget, you pay nothing to start a FREE trial subscription, but if you send payment with your order, you will receive my **TEN BEST MANAGER TIP SHEETS** worth \$170. Phone 1-800-626-4EAP for faster service or fax page 4 of the enclosed brochure to 843-884-0442.