



“Effective Articles. Empowered Employees.”™

## **Relax, All the Details of Producing Your Employee Newsletter Are Done. (But, You Can Still Change Every Word)**

Dear Business Owner or Workplace Health Professional,

Workplace newsletters are powerful tools and I want to thank you personally for downloading some information. If you become a subscriber, you won't be disappointed. This is a personal letter from me to tell you what FrontLine Employee is all about, and what it will do for your organization.

Having an effective, employee newsletter with stress management and productivity tips to boost employee morale is a great thing, but producing one yourself every month, and on time, is incredibly difficult. Few companies take on such a challenge.

Assigning someone in your company to write a newsletter along with their other duties is asking for big trouble. Keep reading to discover the my secret to a personalized company wellness and productivity newsletter.

### **America's Only “Turn-Key” Custom Newsletter**

I was assigned the task of producing a monthly two-page newsletter for 7,000 employees for my prior employer, Arlington County Government in Arlington, VA. It consumed so much of my time that I couldn't get my other work done. I am an employee assistance professional, and had employees with personal problems to see, but every month I was bogged down with writing an employee newsletter.

Thinking about content each month; writing the articles; getting them proofed, printed, and distributed every month was a huge task. Then I got an idea. . .

I would write the newsletter on my own time and give it to my employer. But in return, I could offer it to others like you who had the same problem I had.

It was a win/win. My employer got what they wanted, and I was able to create a newsletter solution for companies like yours. It's been seven years since FrontLine Employee became independent, and Arlington County government and public schools are now happy subscribers. Here's why you will be too:

- It's your "own" newsletter—you can imprint your own title and logo on the first page!
- You always get the newsletter on-time.
- It is easily and completely editable!
- It's ready to distribute when you get it.
- You can insert your own articles and pictures.
- You can make as many copies as you want for employees.
- You can create a PDF and e-mail it internally.
- You can put it on your Web site if you use a password.
- You can use the text from articles any way you wish, even in other publications you currently publish.

Today, millions of employees a month read FrontLine Employee, including all government employees of Washington, Oklahoma, and Tennessee! And dozens of universities, even the military, too. And the U.S. Congress is a subscriber too—all 12,000 employees on Capital Hill get it! (They call it WorkLife Excel®.)

As you might guess, the renewal rate for FrontLine Employee is phenomenal because I have taken the pain out of producing newsletters. Who wants their pain back when you get an expert to do it so well at a great price?

And that's what I promise to do for you. Everything you see above is yours with FrontLine Employee. But there is more. . . .

## **I Am the Only One Who Does This...**

Each month, FrontLine Employee comes as an e-mail attachment. (Your free trial is through my web site, however.) It arrives about 7-10 days before the first of the month. You can relax, because you will have plenty of time to distribute it.

I have never been late in 15 years of newsletter publishing.

Your newsletter will be ready-to-go with your logo already on it if you wish. And if you ask me to use a unique name that you and your employees choose, it will appear at the top. Just let me know. I will set it up. But remember, you will still be able to change anything. And here's why . . .

## **You Have All the Flexibility**

Your newsletter is sent to you in Microsoft Publisher® or MS Word®. You also get a PDF. These programs are the most popular word processing and desktop publishing programs. I bet you have both on your computer right now. They are a snap to use as soon as you pull up the newsletter on your screen. There's nothing to "learn."

FrontLine Employee is two pages, not four. That's because I discovered a long time ago that employees won't read four-page newsletters! They are too long for employees to remain focused. Employees quickly devour FrontLine Employee. It gets completely read, and there's no wasted copy. They talk about the articles at the water cooler! They are effective.

And do you know why?

I use my 25 years of experience as a licensed clinical social worker and employee assistance professional to generate powerful and meaningful content. No trivia, no food recipes, no long-winded articles, and no space-filling cartoons or quotes. You will get short, powerful, meaningful, punchy, easy-to-read articles that help employees.

Articles will reduce risk in your workplace because I encourage people to get help. If you have an employee assistance program, it's going to get more use.

### **You Now Have an Expert "On Staff"— Me!**

▶ I am a licensed mental health professional with both a bachelor's and a master's degree. For 30 years I have specialized in resolving workplace problems and helping employees be happy, healthy, and productive. I have worked with violent employees, harassment cases of all types, alcoholic and drug-addicted workers, and the aftermath of sudden death in the workplace. I have been a faculty instructor, mentor of other professionals, and I have published academically.

▶ I am an expert in critical incident stress, group and coworker conflicts, and intervening with fired employees who have threatened others. I even spent a week at ground zero in front of the Pentagon after the 9/11 terrorist attacks debriefing first responders.

▶ I have been a private psychotherapist, a director of a 25-bed adolescent substance abuse program, and an expert witness in many court cases dealing with child custody, violent offenders, and other issues.

Simply put, I have figured out how to use my insight to write articles so employees feel like they have learned something important from every one.

As a result, I am now the author of the newsletter distributed by the U.S. Congress to all its employees. I didn't go to them. They came to me. You can take that as a guarantee that I will work hard for you, too. The articles I write for the U.S. Congress are the same articles you will get in your newsletter! In fact, you will get them first.

### **What Makes These Articles So Powerful?**

During the year I focus on 12 major topics that I have uniquely identified them from my experience as keys to business and employee productivity. Here they are:

- 1) Improving Coworker Relationships
- 2) Increasing Worker Productivity
- 3) Balancing Work, Family, Home, and Community
- 4) Improving Personal Fitness
- 5) Personal Effectiveness and Goal Achievement
- 6) Team Building
- 7) Health Education
- 8) Hot Work-Life Topics in the News
- 9) Stress Management Tips
- 10) Improving the Relationship with Your Supervisor
- 11) Workplace Safety and Injury Prevention
- 12) Customer Service Stress and Skills

### **And Here Another "First"**

At my Web site, there is a "subscriber's hotline" button. By using it, you can submit ideas for topics that you would like me to consider – topics that reflect key concerns in your workplace.

These suggestions and requests get strong consideration in my writing priorities. I want your ideas, because if they are important to you, then other companies probably have the same concerns. What better way to meet your needs?

For example, if your company is facing downsizing and employees are worried about it, I will write an article about coping with uncertainty and facing the future of potential job loss.

If a spouse of one of your employees dies and employees are unsure how to approach their coworker, let me know. I will try to include an article soon that discusses what to say to a coworker who has lost a family member.

If there is negativity among employees, I will suggest how everyone can work together to make a more positive workplace.

### **Contact Me Anytime!**

When you subscribe to FrontLine Employee, I am only a toll-free phone call away. I will help you make the most of your new newsletter, answer questions, and give you tips on how to use it if you wish. I love talking to my subscribers, so don't think twice about asking questions by calling me at 1-800-626-4327. My e-mail is [publisher@eaptools.com](mailto:publisher@eaptools.com).

### **Do You Just Need the Articles?**

Maybe you already have a newsletter and regularly pull your hair out looking for solid content. You have my permission to use FrontLine Employee articles in your existing newsletter. I will send the text in MS Word. You don't have to worry anymore about finding great articles. I will send a selection to you.

I hope you are getting a feel for how truly unique FrontLine Employee is and how it will help you and your organization. Here's a bonus for you:

**FREE BONUS #1:** When you subscribe to FrontLine Employee, I will send you a PowerPoint Stress Management Program on DVD for your employees or a Vital Skills Training web course

for supervisors. Your choice. Either one is jam-packed with useful stress management tips, advice, and exercises. Pass it around, use it in the break room, have fun with it. Share it with everyone.

I normally sell these DVDs for \$595 (you can see them for sale on my Web site), but it's free when you send payment to begin your one-year subscription to FrontLine Employee.

These products will inspire your employees, reduce stress, help reduce conflict and negativity, and improve well-being. I want you to have one of these programs not only because it will help employees or supervisors, but because you will be hooked on what my publishing company can do for you.

### **100% Unconditional Money-Back Guarantee**

I guarantee that you and your employees will love FrontLine Employee. If not, I will refund your subscription in full if you honestly feel it has not been absolutely fantastic.

And, get this: I also guarantee that employees will walk up to you and, without your asking them, say they "love the newsletter.", If they don't, call me, and I will extend your subscription by three months! That's a promise.

Have you ever seen a guarantee like this one before? No, you haven't. And the Stress Management or Supervisor Skills Program is yours to keep no matter what!

Once you see what FrontLine Employee can do for your company, I believe that you will never cancel.

Subscribe today. FrontLine Employee is only \$695 a year for companies with under 1000 employees (about \$58 a month.) It is \$895 for companies with over 1000 employees or for EAP providers serving multiple companies.

Fax the form that you can download online with your payment instructions to 843-884-0442. Remember, you will get the \$595 stress management or supervisors skills course absolutely FREE. Better yet, call me now at 1-800-626-4327 and I will take your order. By the way, if you need a Spanish newsletter, it is available at a discount. See the order form about that too.

Remember, if for any reason FrontLine Employee does not thrill every employee in your company and contribute to the type of improved morale and increased energy you want from your employees, then I will instantly refund the entire balance of your subscription even up to the VERY LAST ISSUE. No ifs, ands, or buts.

Yours truly,

A handwritten signature in black ink, appearing to read "Daniel Feerst". The signature is fluid and cursive, with a long horizontal stroke at the end.

Daniel A. Feerst, Publisher

Licensed Independent Social Worker, Clinical Practice  
Employee Assistance Program Consultant

P.S. Remember, the PowerPoint Stress Management DVD program or Supervisor Skills course (either one a \$595 value) FREE. It will be sent immediately when you become a paying subscriber.