



DFA Publishing & Consulting, LLC
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WorkLife Excel is a publication of DFA Publishing & Consulting, LLC, and EAPtools.com.

Hello, Colleague:

Thank you for accepting a three month trial of WorkLife Excel®—EAP TOOL's new newsletter. I always listen to EAPs and what they tell me about their needs. Here's what explains this product . . .

EAPs wanted an upper-end, corporate appearing, two-page newsletter. They did not need editing, and they wanted to distribute the newsletter by PDF, too. They also wanted more color with real photos, and they wanted branding with their logo. They wanted a bimonthly price option. They wanted *me* to write the newsletter, not a freelancer who doesn't "think EAP." EAPs also asked for articles that management would clearly identify as reducing behavioral exposures from everything—employment practices liability, on-the-job injuries, improving relationships with the supervisor, reducing conflicts, reducing risk of violence—the works. But articles still had to be fun to look at and read while being informative for employees and their families. They also wanted to suggest ideas for future issues to match current concerns. Lastly, they wanted customers to say, "WOW, this is looks great!", *especially in EAP proposals*.

All of this was a big challenge, but the outcome was **WorkLife Excel®**.

Enclosed is a list of **WorkLife Excel** advantages. If you take a look at articles, you will see that content valuable. I don't just rehash the same old light-weight health articles and wellness topics seen in other newsletters. As a result, employees will read the whole newsletter. I still follow my rule of not writing articles with so much detail that employees lose their motivation to call the EAP. This is still the hazardous flaw of my friendly competitors. EAP newsletters can be dangerous because they can cause employees to self-diagnose and treat themselves. The results are half-treatment, wrong treatment, reduced EAP referrals, and increased risk. This increases behavioral risk exposure to business customers.

You are welcome to distribute the sample copies enclosed or the digital PDF if I sent one to you. Phone me to have me e-mail it to you. If you become a subscriber (I'd love for you to!), every employee can get a paper copy, or you can just distribute **WorkLife Excel** electronically. The cost is much lower without paper copies. If you only need a small percentage of paper copies for folks without computers, I will certainly work out a special price for you. Phone me with your questions at 1-800-626-4327.

I always appreciate feedback and strive to make **WorkLife Excel** the way EAPs want it. Don't forget the **Subscriber Input Hotline** at EAPtools.com. Use it to suggest topics you want me to consider.

Here is what I cover during the year: 1) workplace relationships; 2) worker productivity, 3) family, home, and community; 4) personal fitness; 5) personal effectiveness and goal achievement; 6) team building and productivity; 7) health education; 8) hot health topics in the news; 9) stress management; 10) workplace safety and injury prevention; 11) internal and external customer service improvement/stress issues, and 12) improving relationships with supervisors.

Sincerely,

Daniel A. Feerst, LISW-CP, CEAP Publisher
Licensed Independent Social Worker #8845
Certified Employee Assistance Professional

WORKLIFE EXCEL GUARANTEE

Your employees will be excited about **WorkLife Excel**, and management will say they love the newsletter better than anything you have distributed. You will see a direct link between its articles and how they can help the organization's bottom line. If not, or if for any reason you feel that **WorkLife Excel** is not for you, we will gladly refund the unused portion of the price you paid for your subscription.

P.S. If you are a current FrontLine Employee subscriber, get "full credit" for the remaining balance on your subscription when you switch to WORKLIFE EXCEL!



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Effective Articles. Empowered Employees™

Dear EAP Colleague,

Thank you for requesting a free, two issue trial subscription to the WorkLife Excel® employee productivity newsletter for EAPs. This publication can help you:

- Increase employee retention
- Improve productivity
- Improve morale
- Enhance work-life balance
- Prevent on-the-job behavioral losses
- Have a newsletter consistent EAP Core Technology

WorkLife Excel will help you strengthen your organization, its employees, and your EAP

There's a secret to effective articles in work-life newsletters:

The secret lies in articles that address the most pressing issues facing your employees and giving them specific tips and tools on how to reduce workplace stress, improve team dynamics, increase wellness, and much, much more. These articles are inspired by real cases in workplace counseling settings.

In fact, all of the articles in WorkLife Excel were identified by real managers as having the potential to prevent problems before they happen. WorkLife Excel articles are timely and topical, focusing on areas such as:

- Workplace relationships and morale
- Employee productivity
- Family, home, and community
- Personal fitness
- Personal effectiveness
- Team building and productivity
- Health education
- Hot health topics in the news
- Stress management
- Workplace safety/injury prevention
- Customer service improvement
- Improving relationships with supervisors

How is WorkLife Excel different?

WorkLife Excel is the *only* wellness and productivity newsletter produced by Certified Employee Assistance and supervisor/coaching professionals with real-world experience. And it's the *only* newsletter with articles targeting both employees *and* employers. This means that with WorkLife Excel, you're helping ALL the members of your organization.

WorkLife Excel is the only wellness and productivity employee newsletter written by Certified Employee Assistance Professionals*.

How do I know my employees will read WorkLife Excel?

Written in an easy-to-read, short and punchy style, WorkLife Excel authors delve deeper into topics to give employees the right amount and the right kind of information—to stimulate interest and provoke conversation. Issues that employees face in life—both at work and at home—grab their attention. This helpful content drives readership up and ultimately improves retention. Every issue of WorkLife Excel is an assortment of useful information and inspirational.

If you're looking for an upper-end, two-page, full-color employee newsletter that doesn't overwhelm while giving your employees solid "feet-on-the-ground" advice in PDF or print format, then WorkLife Excel is the newsletter for you.

Flexible prices—digital, or with print.

Enclosed, you will find a sheet outlining all of the features and benefits of WorkLife Excel, along with an order form that you can complete and fax back at the end of your free trial. *Send it now and get an extra month free!* Note that you can take advantage of a simple, low monthly or *bimonthly* price option and choose to receive and distribute WorkLife Excel by paper, or electronically in a PDF version at a reduced cost. If you only require a few paper copies, we can even arrange special pricing options.

Let your entire company enjoy this free subscription!

When you receive your free PDF of WorkLife Excel, circulate it internally and watch employees react. Contact me anytime—toll-free at 1-800-626-4327, by e-mail at publisher@workexcel.com with any questions or to order your new employee newsletter. Get started improving productivity and increasing retention today!

Professional Layout. Relevant Topics.

- High quality
- Two pages
- Full color
- Real photos
- Corporate look
- Relevant articles
- Available in PDF
- Bimonthly pricing options

WORKLIFE EXCEL GUARANTEE

We guarantee that your EAP will be more preferred and will be more valuable as a direct result of WorkLife Excel. Management will say, "This is the best newsletter I've (we've) seen." If not, you can cancel your subscription at any time and I will gladly refund the unused portion of your paid subscription.

Sincerely,



Daniel A. Feerst, LISW-CP, CEAP Publisher

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PS — Take a look at the enclosed copies of WorkLife Excel right now. You'll discover that WorkLife Excel truly does have articles that go deeper, so your employees go further.

PPS — Big news! WorkLife Excel is now the *official newsletter of the U.S. Congress!*



Wellness News and Productivity Tips

publisher@workexcel.com — www.workexcel.com

WorkLife Excel Hot Topics

Get the wellness and productivity newsletter your employees will read!

WorkLife Excel is the only employee productivity and wellness newsletter written by certified mental health professionals - featuring articles that will help you improve productivity, wellness and retention!

WorkLife Excel Sample Articles—Past and Future

The following is a sampling of just some of the topical and easy-to-read articles featured in recent editions of WorkLife Excel

Dealing with Difficult People:

- Your Coworker's Ulterior Motives—Aren't
- Keeping Your Hot Buttons on Ice

Productivity:

- Sleep Improvement Tips
- Fighting Procrastination

Communication:

- Art of Asking for a Raise
- Proper Humor in the Workplace

Coworker and Team Relations:

- Should You Loan Money to Coworkers?
- Dealing with Coworker Conflicts

Performance Improvement and Employer Impact:

- Avoiding Performance Evaluation Surprises
- Don't Let Wage Garnishments Getch'ya

Customer Relations:

- Rebooting Your Customer Service Attitude
- Calming your customers

Personal Organization Tips:

- Desk Clutter Cures
- On-Time-to-the-Meeting Team Tips

Leadership:

- Are You an Untapped Leader?
- Teaming Up with Your Supervisor

Substance Abuse and Addictions:

- Alcohol to sleep? Forget it!
- Gambling addiction: A bad deal

Dealing with Depression:

- Is it More than the Blahs?
- Burnout!

Violence and Terror:

- Violence Often Knocks First
- After the Fright: Trauma Coming Back

Health and Wellness:

- Fibromyalgia: Hidden Illness at Work
- Dangers of Stress Eating

Stress Management:

- Stress Tips from the Field (periodic column)
- Shifting Your Focus to Manage Stress

Marriage and Family:

- Nursing Home OK? Ask Patients First
- When Kids See "Fair Fighting"

Financial Issues:

- Ditch those Zero-Balance Credit Cards
- Financial Help Worth Hearing About

Anger and Conflict:

- Managing Anger—Try This
- Bullying Behavior at Work

Get WorkLife Excel Today!

Fill out and send in the attached order form—or contact us now to get an extra month free!



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The WorkLife Excel Advantage

The Employee Newsletter that Works!

WorkLife Excel is the only employee productivity and wellness newsletter written by certified mental health Professionals, designed specifically to achieve the following:

- Increase utilization
- Enhance work-life balance
- Improve productivity
- Prevent behavioral problems
- Improve morale
- Juice up proposals

High-Quality, Relevant Articles:

- WorkLife Excel features articles written by real mental health professionals—articles from first-hand experience and written to prevent problems before they occur.
- Featuring articles that impact employees every day—whether at work or at home, WorkLife Excel is the thought-provoking newsletter with content that your employees will discuss at the water cooler.

Corporate Look and Feel:

- With a full color professional look, your newsletter will be instantly attractive so employees will actually pick it up and read it.

Easy-to-Read Format:

- WorkLife Excel features short, punchy, easy-to-read articles.
- WorkLife Excel is designed in a concise two-page format. Studies show that a shorter format, delivered more frequently, is better read than typical wordy, longer-format newsletters.

Simple to Use and Distribute:

- Spend time doing what you do best. WorkLife Excel is “ready to go” and does not require editing – this means you can spend less time editing your newsletter—and spend more actual one-on-one time with employees.
- You can choose to receive paper copies or an easy-to-distribute electronic PDF format.

Real Benefits from Trained Professionals:

- With articles written by certified mental health professionals, you can be sure your employees receive information that will really help them – both at work and at home.
- Your Employee Assistance Program or Human Resources department will receive instant credibility – and be less vulnerable to cutbacks.

Increased Usage of HR or EAP Services:

- WorkLife Excel partners with your Human Resources or Employee Assistance program by providing just the right amount of information to provoke thought and encourage discussion.

Customized Distribution Options:

- Select the best WorkLife Excel option to fit your organization – and your budget!
- Choose print, PDF, or a combination of both.
- Incorporate WorkLife Excel into your own custom newsletter by receiving just the article text.
- Recommend new topics using our Subscriber Hotline – and see your idea appear in one of our next editions!
- Choose to receive WorkLife Excel via e-mail, at your doorstep, or via a number of other options we will be happy to discuss with you.
- Distribute WorkLife Excel via e-mail, mail, manually, or online.
- Print WorkLife Excel internally and save a ton!

Get WorkLife Excel Today!

Fill out and send in the attached order form—or contact us now to get an extra month free!



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WorkLife Excel Order Form

Order WorkLife Excel today! Simply fill in the information in the left-hand column and fax back this form to get your NEW EAP newsletter program started today! Use the price tables below to determine the best pricing options for your organization.

Price Calculator:

Do you prefer digital, paper, or a combination of both formats? See charts A or B:

- A. PDF \$ _____
- B. Print & PDF only \$ _____
- C. Optional folding \$96/1000 or \$48/1000 bimonthly \$ _____
- D. Logo imprinted. No charge over 1000 print or digital. Below 1000 add \$150 or \$100 for monthly/bimonthly \$ _____
- E. Shipping (**FREE** in the US. Add \$96/1000 pieces other locations). \$ _____
- F. Sales tax (7.5% SC Only) \$ _____

Your Price: \$ _____

Contact Information:

Name: _____

Title: _____

Organization: _____

Address: _____

City and State: _____

ZIP: _____

Phone: _____

E-mail: _____

☐ Please bill me. P.O.# _____

☐ Phone me to arrange payment.

☐    

Card # _____

Exp. _____ CVC _____ (3 digits on back)

MAIL TO: DFA Publishing & Consulting, LLC
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FAX TO: 843-884-0442 (This is a secure fax.)

(A) Pricing Chart: Digital PDF Only

Readership/Number of Employees	Flat Rate: 12-Month Subscription	Flat Rate: 6-Month Subscription
1-99*	\$249	\$155
100-499*	\$759	\$420
500-999*	\$995	\$547
1000-2499	\$1270	\$698
2500-4999	\$1545	\$849
5000-7499	\$1820	\$1005
7500-9,999	\$2095	\$1152
10,000-14,999	\$2370	\$1304
15,000-19,999	\$2645	\$1454
20,000-24,999	\$2920	\$1606
25,000-29,999	\$3195	\$1757
30,000-49,999	\$3470	\$1908

* For logo imprinted on newsletter, add \$150 per year for a monthly subscription (\$100 bi-monthly) under 1000 employees. Logo branding is free for subscriptions over 1000 employees.

(B) Pricing Chart: Paper and PDF Copies

Number of Employees Receiving Newsletter	Per Employee/Year 12 Issues	Per Employee/Year 6 Issues
10-499*	\$7.22 (\$249 min.)	\$3.79 (\$155 min.)
500-999*	\$4.81	\$2.38
> 1000	\$3.68	\$2.19
> 2000	\$2.31	\$1.49
> 3000	\$1.96	\$1.12
> 4000	\$1.74	\$1.00
> 5000	\$1.49	\$0.84
> 6000	\$1.33	\$0.78
> 7000	\$1.28	\$0.74
> 8000	\$1.25	\$0.65
> 9000	\$1.16	\$0.64
> 10,000	\$1.14	\$0.63
> 11,000	\$1.13	\$0.61
12,000-12,999	\$1.12	\$0.59
13,000-15,999	\$1.11	\$0.57
> 16,000	\$1.10	\$0.56
> 17,000	\$1.09	\$0.55
> 18,000	\$1.08	\$0.535
> 19,000	\$1.07	\$0.53
20,000-22,999	\$1.01	\$0.52
23,000-24,999	\$0.92	\$0.51
25,000-29,999	\$0.87	\$0.49
Over 30,000	Phone for price	Phone for price

* For logo imprinted on newsletter, add \$150 per year for a monthly subscription (\$100 bi-monthly) under 1000 employees. Logo branding is free for subscriptions over 1000 employees.



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