

02. Pre-Launch EDM: Teaser Alt. 2

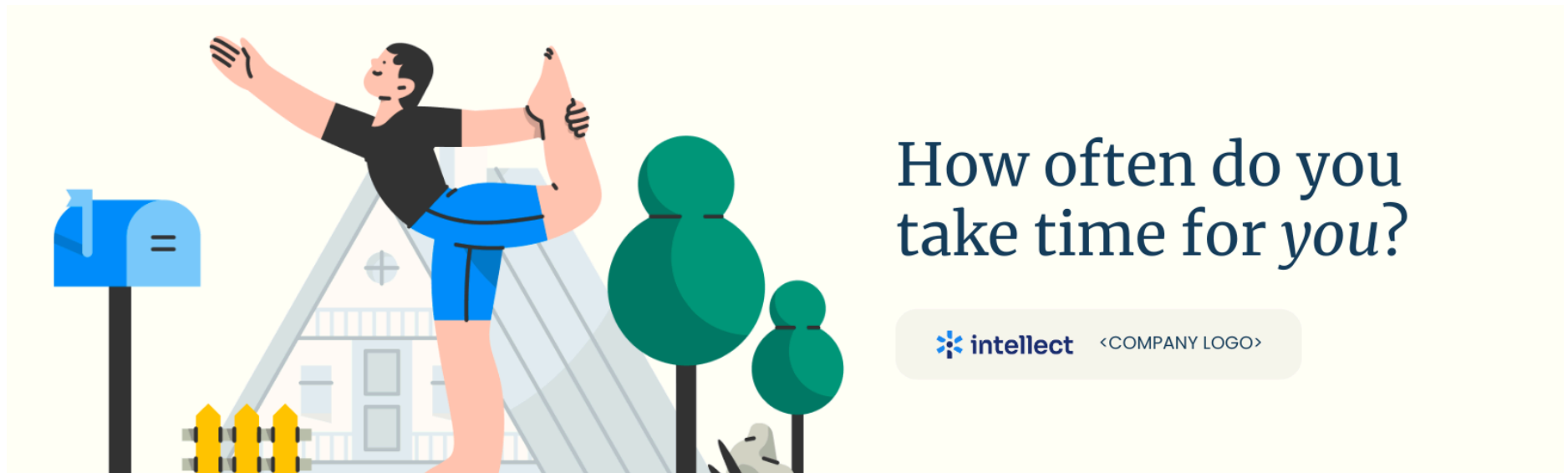
Send date: 2 weeks prior to Intellect launch webinar

How to use: Copy the text below and attach the provided image as an email banner. Edit the text in red and switch to black once done. Send through email to your whole organisation.

Subject line: Checking In On All [Company Name] Employees

Action items: If possible, create a calendar invite along with the Zoom link for the Intellect launch webinar. Invite your whole organisation and attach it to this EDM.

Image: [Email Banner \(editable to add logo\)](#)



[Greeting],

At [Company Name], we care about our people. We know that beyond work, you juggle many other things – your home, relationships, personal goals, and more. So we invite you to take a moment, pause, and ask yourself, “When did you last take time to care for yourself?”

Maybe you had some time earlier this week or last month, while some of us may be trying really hard to recall. We want to remind you that caring for yourself is important – that’s why we’re excited to announce the launch of a new benefit launching soon to help you do just that.

🌟 Introducing Intellect

Intellect offers an easy and effective mental health journey experience for everyone and anyone by integrating technology and human touch. Watch [this short video](#) to learn more!

With this benefit, you have premium access to:

- 📖 Self-guided content, from 5-minute sessions to curated learning paths to help you build skills, overcome challenges, and more
- 🧑‍🎓 On-demand 1-to-1 **coaching and clinical sessions** to get professional help working towards your goals and managing emotions
- 📞 **24/7 crisis helpline for the moments that need a little extra care**
- **1-to-1 sessions with holistic coaches to work on your physical fitness, nutritional, and financial needs**

Whatever you’re going through, Intellect will support you through the good days, bad ones, and everything in between.

🚩 Save the Date: Intellect Launch Webinar

To kick off the official launch on **[date, time] (add all dates and times for multiple webinar sessions)**, the Intellect team will be hosting a launch webinar to help you get started. You’ll get an introduction to Intellect, set up your account, and have the opportunity to ask the team any questions with a live-Q&A session. Save the date: **[insert calendar invite link(s)]**.

Join us to kick off this journey to a healthier, more resilient [Company Name]! See you there!

[Sign-off]