

01. Pre-Launch EDM: Teaser Alt. 1

Send date: 2 weeks prior to Intellect launch webinar

How to use: Make a copy of the editable template or 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: NEW Benefit at [Company Name]! Wellbeing Support for Everyone

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 \(editable to add logo\)](#)

Editable Template: [Google Doc](#)



[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. That’s why we’re excited to partner with Intellect to offer you complete wellbeing support.

🌟 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**

Whether life is going well, you’ve hit a bumpy road, or you’re somewhere in the middle, Intellect has something for you.

🚩 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 accounts, 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]