

07. Pre-Launch Chat Blurbs

Send date: 2 weeks and 1 week 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. Edit the text in red and switch to black once done. Send through your chat platform (e.g. Teams, Slack) to your whole organisation!

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 these blurbs.

Image 1: [For your good days](#)

Image 2: [5 ingredients to develop mental resilience](#)

Image 3: [Self-care bingo](#)

Image 4: [Intellect launch webinar](#)

Editable Template: [Google Doc](#)

2 weeks prior to launch webinar (choose one or as many as you like)

For your good days, bad ones, and everything in between

All-in-one emotional wellbeing support that works

intellect <COMPANY LOGO>

Launching Month Year



🔔 **NEW Benefit Alert!** In case you haven't seen the email yet, the **People/ HR/ Wellbeing Team** is excited to announce a new offering: complete wellbeing support with Intellect! Starting **[launch date]**, you **and your dependents** will have easy and effective access to mental health support, including 📖 self-guided content, 🧑 on-demand 1-to-1 coaching and clinical sessions, and 🕒 24/7 crisis helpline.

Join the launch webinar on [date, time] (add all dates and times for multiple webinar sessions) to learn more! Save the date here: **[insert calendar invite link(s)]**. See you there!



Hi everyone! You probably know this: people who are resilient tend to manage stress more effectively and be more productive. Which of these ingredients of mental resilience do you need to work on? 🤔

Whether it's one of them or all five, we've got good news: Intellect, our new wellbeing benefit launching soon, will give you the tools and support you need! 🙌

Starting **[launch date]**, you **and your dependents** will have easy and effective access to mental health support, including 📖 self-guided content, 🧑 on-demand 1-to-1 coaching and clinical sessions, and 🕒 24/7 crisis helpline.

Join the launch webinar on [date, time] (add all dates and times for multiple webinar sessions) to learn more! Save the date here: **[insert calendar invite link(s)]**. See you there!



Bingo time! 🎉 *When was the last time you did a little self-care?*

Just a friendly reminder that we'll be launching our new wellbeing benefit on **[launch date]** – **join the launch webinar at (add all dates and times for multiple webinar sessions)** to learn more! Save the date here: **[insert calendar invite link(s)]**. See you there!

1 week prior to launch webinar



📣 Don't forget! The Intellect launch webinar is just ONE WEEK AWAY! You'll learn all about our new mental wellbeing benefit including:

- All its features and how to make the most of it
- How to get started with your premium access at no cost to you
- How Intellect protects your privacy and data, so that no one – including us – knows about your activity

See you there! [\[insert calendar invite link\(s\)\]](#)