

06. Post-Launch EDM: Coaching

Send date: One week after Intellect Launch Webinar/Event

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: Need Some Support? Coaching Can Help.

Images: [Coaching Email Banner \(editable to add code\) and Image](#)

Coaching Guide: [Coaching Guide \(Do not edit\)](#)

Editable Template: [Google Doc](#)



The banner is split into two main sections. The left section has a blue background and features an illustration of two people in chairs, one holding a heart. Above them are four thought bubbles with text: 'Want to have better habits?', 'Feeling unmotivated?', 'Need a boost of motivation?', and 'Not sleeping so well?'. The right section has a light blue background and contains the text 'Get connected with a professional to get 1:1 support on your...'. Below this are four icons: a thumbs up (Confidence), a head with a cloud (Stress & Anxiety), a heart (Health & Lifestyle), and a question mark (and much more!). At the bottom right is a QR code with the Intellect logo and a list of instructions: 'Select "I'm new here" then "With your organisation"', 'Enter the access code: CODE', and 'Select your language, then sign up using your work email address'.

[Greeting],

Last week, we launched our new employee wellbeing benefit, Intellect. Wondering how Intellect can help?

At times, navigating life's challenges while managing our emotions and striving for growth can feel like an uphill battle.

Coaching can help you learn to manage both professional and personal challenges, and give you the support you need to level up in both your career and relationships.

Get Started with Coaching

With our partnership with Intellect, you have FREE 1-to-1 coaching sessions with a personal coach of your choice. Follow the instructions in the image above to access the Intellect app, then refer to the attached guide to get started with coaching.

And in case you're wondering if coaching is for you, check out the points below to see how coaching can help you:

Coaching can benefit anyone and everyone!



Intellect's hand-picked coaches are trained to motivate and work with you in a safe space, so that you can scale obstacles in your daily life and thrive.



Be More In-tune with Yourself

Gain clarity and self-awareness through coaching by exploring your thoughts, feelings, values, and behaviours.



Proactively Manage Stress

Identify your stressors and create an action plan to effectively manage stress and regulate your emotions.



Strengthen Your Resilience

Build confidence and readiness for unexpected challenges, and turn setbacks into forward momentum to achieve your goals.

[Sign-off]

<Attach Coaching Guide PDF>