

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 with the text "Hey there, can you relate?" at the top. Below it are four thought bubbles: "Want to have better habits?", "Feeling unmotivated?", "Need a boost of motivation?", and "Not sleeping so well?". An illustration shows a coach in a dark shirt and white pants sitting in a chair, holding a heart, while a client in a white shirt and grey pants sits opposite. The right section has a light blue background with 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 in a speech bubble (...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],

上周, Intellect这个全新的员工福利正式上线啦! 想知道Intellect怎么帮你吗?

生活中又要应对挑战, 又要管理情绪, 还要追求进步, 有时候真觉得挺难的。

教练辅导能帮你更好地处理工作和生活中的难题, 给你支持, 让你的事业和人际关系都能更进一步。

🌟 开始教练辅导

通过我们和Intellect的合作, 你可以免费得到自己选的教练一对一辅导! 照着上图说明进入Intellect App, 然后看看附带的指南, 就能开始教练辅导啦。

如果你拿不准教练辅导适不适合你, 可以看看下面这几点, 了解它能怎么帮你:

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>