



DFA Publishing & Consulting, LLC
P.O. Box 2006
Mount Pleasant • SC • 29465
800-626-4327 • 843-884-3632
843-884-0442 Fax • publisher@eaptools.com

Cavemen Discovered Fire. EAPs Discovered FrontLine Supervisor.

Hello Workplace Colleague,

Here's the information package to *FRONTLINE SUPERVISOR*. Within 14 days of distributing your first issue, your supervisor referrals will increase. And if you don't see a 20% increase in supervisor referrals over the next year after becoming a paid subscriber, I will refund your payment in full. But that is just the beginning of the promises I will make. You are also about to increase the financial worth and stability of your EAP. And you are going to have a more educated EAP staff. That might be worth the cost alone!!

After 14 years, *FRONTLINE SUPERVISOR* is still the only EAP newsletter just for supervisors. And it comes directly from your EAP branded with your name and logo, and even includes your own input. It's editable and reproducible, and you can post it on your Web site if you use password protection.

FRONTLINE SUPERVISOR was designed by EAP experts like you to be read by supervisors, not thrown away. It's packed with clear, concise, and useful information in just two pages. And it's written in an easy-to-read, question-and-answer format designed to appeal to busy supervisors. Over 100,000 supervisors in thousands of companies read *FRONTLINE SUPERVISOR* each month. *FRONTLINE SUPERVISOR* has shared nearly 800 questions and answers on how to use the EAP and related topics of managing troubled employees since 1994—and we haven't repeated a question yet!

Relax, FrontLine Supervisor is on the Job

Don't feel anxious and worried about not conducting enough training for supervisors anymore, or having only one or two chances a year to reach them. With *FRONTLINE SUPERVISOR*, you will communicate regularly with supervisors throughout the year. Supervisors will know you are there, and they will begin to "think EAP."

Each issue of *FRONTLINE SUPERVISOR* has a "notes" section for you to insert messages to supervisors. You won't be out of touch with supervisors anymore, ever again.

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But, don't take my word for it. Just read a few of our dozens of testimonials below. Did you know that the bulk of our testimonials are unsolicited? I have asked for a few, but most are just sent to us by happy employee assistance professionals.

You are welcome to contact any of these EAPs or dozens of others listed on the web at EAPtools.com. Most are members of the Employee Assistance Professionals Association. Some of them have subscribed to *FRONTLINE SUPERVISOR* from day one, and wouldn't go a month without it.

FRONTLINE SUPERVISOR has made all the difference in the success of many EAPs. *FRONTLINE SUPERVISOR* arrives well before the month of issue so you have plenty of time to get it out.

"Thanks [for your newsletter], I can't tell you how much our client companies appreciate what you are writing. Always a big hit with managers we work with and very helpful for them! Keep up the good work."

**David Worster, Director
NH EAP Collaborative
Concord, New Hampshire**

"Every month I tell my clients, 'This is a particularly good issue, and every month it truly is! This is a great resource. Thank you so much.'"

**Elizabeth Robinson, LMFT, CEAP, Manager, Employee Assistance Program
University of Connecticut Health Center
Farmington, Connecticut**

"The FRONTLINE SUPERVISOR is like putting out my own newsletter without any of the headaches."

**Ted Walker
Walker Northwest EAP
Portland, Oregon**

"The FRONTLINE SUPERVISOR is an excellent resource for the EAPs that BHA provides."

**Ginny Kich, Manager of Behavioral Health
Behavioral Health Advantages, Inc.
Peoria, IL**

"Our clients find the FRONTLINE SUPERVISOR to be an excellent source of timely, concise, and valuable information –keep it coming!"

**Joseph Lemmon, LCSW-C, CEAP, President
JSL Consulting Group,
Baltimore, Maryland**

"Keep up the good work! The FRONTLINE SUPERVISOR answers the questions our customers never knew they had!"

**Adriane Scherrer, Executive Director
Partnership EAP, Inc.
Middletown, Ohio**

"Well prepared...and so appropriately presented for expanding the supervisor's knowledge of the broader application of EAP principles."

**Floyd L. Hansen, Executive Director
EMPAC, Inc.
Wichita, Kansas**

"The FRONTLINE SUPERVISOR is our most effective tool for helping managers and supervisors in our client companies. They tell me they keep each issue and refer back to them."

**Ted Larrison, LCSW, CEAP, EAP Manager
Southern Hills Counseling Center
Jasper, IN**

The *FRONTLINE SUPERVISOR* is the Solution!

The focus of the *FRONTLINE SUPERVISOR* is supervisors' problems and using the EAP as an effective, pro-people management tool. It includes up-to-date professional development information drawn from hundreds of sources and tips inspired by the EAP experience of people like you provided directly through out online "hotline".

Use the Subscriber Input Hotline ...

FrontLine newsletter subscribers have rights to use our "Subscriber Input Hotline." Use it to suggest content for future issues. You tell me what you want future issues of *FRONTLINE SUPERVISOR* to include and I strive to put that content in a future issue.

If you ever need a special article on a particular topic right away, call me. I will do a key word search of nearly 800 articles to see if I can send it to you. Remember, *FRONTLINE SUPERVISOR* is editable, so you can add your own thoughts and expertise!

Management MUST Say They Love It!

How important is it for management to think well of your EAP. It's vital! Simply put, your internal or external EAP will achieve maximum visibility with the *FRONTLINE SUPERVISOR*! And you are going to reduce the risk of behavioral crisis in the organizations you serve. You will get the credit, and you should.

Here's another guarantee: If you decide to purchase now, I guarantee management will tell you they love the *FRONTLINE SUPERVISOR* after sending out the first issue. If they don't, I will refund every cent you paid, no questions asked. And I will go further. If they don't tell you more than once within 90 days that they are glad you subscribed to the *FRONTLINE SUPERVISOR*, I will extend your subscription by three months! Have you ever seen a guarantee like that before? I wouldn't make it if didn't happen with almost every subscriber!

How It Works

You distribute the *FRONTLINE SUPERVISOR* each month. It's easy. A ready-to-go proof copy is sent to you in advance, but you can also receive other formats. There is no limit to how many copies you can

make or distribute to the supervisors served by your EAP.

Print or e-mail 10 or 10,000 – as many as you need. E-mail it to every supervisor, or just to HR managers who can, in turn, distribute it to supervisors after they read it.

If you are an EAP provider, make sure you add the *FRONTLINE SUPERVISOR* in your EAP proposals. Subscribers win contracts all the time because *FRONTLINE SUPERVISOR* was in their proposals!

Here's the Best Part—Price and a GIFT!

We kept the price of *FRONTLINE SUPERVISOR* low but the value high.
A full subscription is only \$675 per year for 12 monthly issues with your choice of any option. If you use MS Publisher and would like a personal look, I will be happy to set up the logo/EAP name/phone as a courtesy—no charge. Just copy and paste the artwork each month to your new issue.

BONUS: When you send payment with your order, you will receive a bonus gift--my 105 image, 45-minute training program entitled *Stress Management Secrets for Supervisors*. It helps supervisors with ten major areas of stress they all experience. (See the flyer enclosed.) Keep this program even if you cancel later! It's my gift to EAPs for starting a new subscription to FrontLine Supervisor.

Sincerely,



Daniel A. Feerst, MSW, LISW-CP, CEAP
Publisher/Editor-in-Chief

P.S. Remember, send payment using the enclosed order form now and get the *STRESS MANAGEMENT SECRETS FOR SUPERVISORS TRAINING PROGRAM* AUTORUN CD! You can play it in any computer, and you can copy it for your internal use.