

# Subject Line: [Day-1] Welcome on board, Peter!

Peter,

Welcome & congratulations for taking the first step to a healthier workplace!

By taking interest on our [Return on Wellness Calculator](#), it shows that you're a business leader who cares about the happiness & health of your employees. We want to applaud you for that!

Over the next few days, we'll talk about how you can:

1. Improve your company's profitability *(by skyrocketing productivity & cutting medical claims)*
2. Retain your MVE *(most valuable employee)*
3. Establish an amazing workplace - where passion, energy, and creativity is nurtured by a sustainable wellness program

Sound good?

Fantastic! Here's the first step you need to take in order to create a healthier workplace: [Fill in the Return on Wellness Calculator](#).

By filling out that calculator, you'll know exactly how much money you're going to save by implementing a proper Health & Wellness program. *(Many companies have had significant savings by implementing Advica's Health program. This calculator is the first step to recognizing that savings opportunity for your own company!)*

The result may surprise you...

**[\[CTA: "Find Out How Much Money You Could Be Saving Now"\]](#)**

Talk soon,  
Team Advica

PS - If you're looking for a free ebook that teaches you the exact step-by-step formula to implement a successful Health & Wellness program, [click here](#).

Next, if you want to know about where your current Health & Wellness program ranks amongst other companies, we've created a [scorecard system that tells you exactly that](#).

And lastly, if you're curious about how much money you can save by implementing a proper Health & Wellness program, find out the exact figure through our [Return on Wellness calculator here](#).

Good luck, Peter!

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# [Day-2] What's even worse than your employees' being absent...

Peter,

Yesterday, you filled out our [Return on Wellness Calculator](#).

How was it? Were you surprised by the result? Are you *excited* by the possibility of saving so much money -- *just* by implementing a solid Health & Wellness program in your company?

**If so, get ready.**

Because today, we're going to talk about how you can build the best Health & Wellness program for your company -- and improve your profits by paying close attention to your employees' health.

Our goal? To help you keep your employees happy & healthy - while driving bigger profits to your company.

Ready?

Let's start.

So... as you know, every business leaders face the problem of *absenteeism*.

And I bet you face the same problem, Peter!

Think of the time when one of your team member is absent -- and how it INSTANTLY disrupts productivity, snaps back project, and brings an avalanche of CHAOS into your plan.

**To put it mildly, absenteeism is *bad* for business.**

But, do you know there's something even MORE dangerous hiding in plain sight -- something that most companies ignore at their peril?

It's called *presenteeism*. And it's when your employees are sick but decided to go to work anyway -- out of fear, obligations, responsibilities, etc.

[Experts say that presenteeism is at least 3 times more detrimental to your productivity level than absenteeism.](#)

Without a doubt, *presenteeism* is the #1 enemy of your company's productivity.

The destructive force of presenteeism disrupts your productivity at an exponential level over time...creating a tornado that accumulates in its destructive power, with every day that passes untreated.

Ignore it long enough -- and it has the potential to ruin everything that you have in mind.

**Your carefully planned strategies, timelines, and goals -- thrown out the window.**

That's why today, we want to offer you the chance to stop these tragedies from happening -- by implementing a strategic Health & Wellness program for your company.

The best part? Once you've tackled *presenteeism*, you'll also tackle *absenteeism*.

The duo force of destruction to your productivity -- conquered using a proper Health & Wellness program.

At Advica, we believe there's a better way of handling employee sickness. Instead of not allowing them to rest and recover, we offer a Strategic Health Program that *bypasses* that altogether -- and helps them PREVENT those illness from happening in the first place.

The result? You are happy (work gets done) & your employees are happy (they stay healthy).

**It's a win-win solution for you & your employees.**

Sound interesting?

Contact us now and we can give you some personalized suggestions on how to implement a Health & Wellness program that's fulfills your company's needs.

**[\[CTA: "Contact Team Advica Now"\]](#)**

Regards,  
Team Advica

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Good luck, Peter!

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# Email 3: [Day-3] 600% ROI. Here's how.

Peter,

It's time to address the elephant in the room...

*Most companies don't understand the benefit of investing in a Health and Wellness program.*

Which is why in today's email, we want to debunk this *nonsense* by explaining the benefits of wellness in the simplest term possible: Money lost VS. money gained.

**According to a study based on [The Harvard Business Review](#), every dollar invested in employee wellness program yielded \$6 in healthcare savings. That's a clean 600% ROI.**

The results were *staggering*:

- Medical claim costs declined by \$1,421 per participant
- 57% of the participants were converted to low-risk cardiac heart status by the end of the six-month program
- There's a boost of "*Employee Positivity Factor*" -- the employees became more passionate, energetic, and creative in problem-solving capabilities

This Employee Positivity Factor is the *kicker* in this study. Because as I'm sure you'll agree with me, a happy, passionate, and creative employees could be *the best thing* that can happen to your company!

So when *The Harvard Business Review* deemed a proper Health and Wellness program to be one of the best investments you can make for your company -- this shouldn't come as a surprise.

**Your company's success literally *depends* on a great wellness program.**

Peter, if you'd like to learn more about how to create an effective Health & Wellness program that results in a 600% ROI, healthier workplace, and more productive employees for your company -- please contact us right away.

**[\[CTA: "Contact Team Advica Now"\]](#)**

We look forward to serving you,  
Team Advica

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Next, if you want to know about where your current Health & Wellness program ranks amongst other companies, we've created a [scorecard system that tells you exactly that.](#)

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Good luck, Peter!

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# Email 4: [Day-4] How do you compare with everyone else?

Peter,

As promised, today we're going to find out how YOU compare with your competitors in terms of your Health & Wellness program.

You might be thinking, "*Why is this important to me?*"

And the answer to that is: After taking this scorecard, you'll know exactly where you stand in terms of your wellness program -- so you can start taking the necessary actions to create a healthier workplace than your competitor's.

On a scale of 1 - 12, where do you stand? How *badly* do you need improvements in your current wellness program? Where should you *start*?

**This test will provide answers to those important questions.**

Now, before we proceed, we wanted to remind you that whatever the result of this test is going to be, the most important thing is to focus on how to improve your wellness program *over time*.

Chances are, you (and your employees) aren't going to get a perfect score. But that's okay.

Because we at Advica is here to help you formulate a solid strategy to help you improve your Health & Wellness program for the better.

Sound good?

[\[CTA: "Determine How You Rank Now"\]](#)

To improving your wellness program over time,  
Team Advica

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Good luck, Peter!

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# Email 5: [Day-5] Final message from our CEO

Hello Peter,

This is Kevin speaking, CEO of Advica.

Every company that has implemented Advica Health Program has seen an average of a *17% reduction* in disability claim costs.

At this point, I trust we've both understood the importance of a proper wellness program in your company.

Everything we've told you so far is based on [facts & solid research](#) that indicates a bottom line of a clean 600% ROI for every dollar you invest in Health & Wellness.

Combined with the "Employee Positivity Factor" that contributes to your employees' productivity, happiness, and health?

**Without a doubt, a proper wellness program in the workplace should be every business leader's #1 priority.**

And yet, we know that every business leader faces the same challenge when considering wellness,

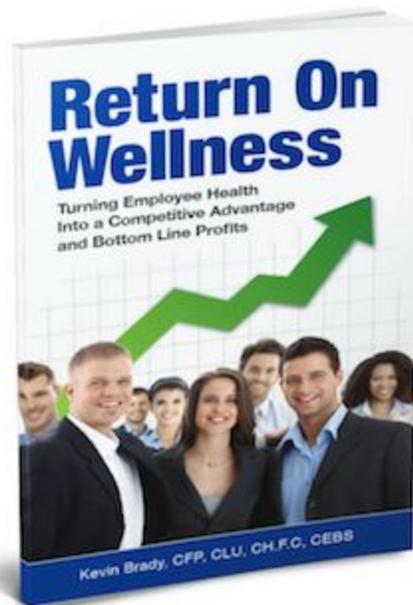
*"Where can I get a concrete, step-by-step program to achieve real results & reap all the benefits of a great wellness program?"*

For years and years, this confusion barrier is what prevents companies from taking the first step to improving their wellness program -- effectively diminishing the chance of them successfully creating a healthy workplace where innovation, creativity, and passion can be fostered as a *permanent work culture*.

**Today, we aim to stop that tragedy from happening to your company.**

I've taken the time to give you a special message in the form of an e-book. I wrote this e-book myself (based heavily on my own experience as a CEO).

Title of the e-book is, *"Return on Wellness — Turning Employee Health into a Competitive Advantage and Bottom Line Profits"*



Within this e-book, you'll find:

- The exact, step-by-step formula you can use to implement a successful Health & Wellness program to your own company
- Detailed insight into how wellness impacts your bottom line profit as a business
- How Advica helps you reduce health costs, improve your productivity, and maintain your employees' happiness & well being

Here's my parting message to you:

*"I hope this e-book provides you with the formula for implementing a successful health and wellness program at your company. I hope it encourages you to implement a wellness program in your own organization so you too can reap the benefits of healthier and more productive employees."*

Are you ready to take the first step towards more profit, healthier employees, and more success for your business?

**[\[CTA: Claim your successful wellness formula now.\]](#)**

Warm regards & salutations,  
Kevin Brady & Team Advica

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