

## LINKEDIN POST OPTIONS

### Option 1:

Ready for a new way to nurture employee wellbeing? Our 1:1 financial coaching is designed to uplift your people, not overwhelm your process.

Simple to offer. Meaningful to experience. Proven to boost focus.

See what we just launched: [short link] 

### Option 2:

Retention starts with relevance. Our  brand-new  1:1 financial coaching program addresses the BIG issue on employees' minds—money.

This wellbeing booster is a proven way to reduce turnover, strengthen culture, and improve productivity, all without disrupting your workflow. Get the details: [short link]

### Option 3:

Improve retention. Boost productivity. Ease workplace stress.

Our newly launched 1:1 financial coaching program is a simple, scalable way to support your employees—without adding to your workload.

It's proactive, practical, and ready to roll  [short link]

#RetentionStrategy #EmployeeBenefits #HRLeaders #FinancialWellbeing

### Option 4:

Wellbeing starts with a conversation.

Our new program adds 1:1 financial coaching and on-demand content to your benefits strategy. No heavy lift, just smart support: [short link]

It's designed for teams who care about their people (and their time).

### Option 5:

A new employee benefit with a thoughtful impact: [short link]

Support their wellbeing (without complicating your workflow). Learn how our 1:1 financial coaching can make a difference in your business.

### Option 6:

Just launched. And built for real-life HR: [short link]

1:1 employee coaching, supportive content, and nothing for you to manage.

Add more value to your benefits—without adding more to your day.

#### **Option 7:**

New benefit. No heavy lifting. Give your employees access to 1:1 financial support that fits right into your existing strategy.

Easy to roll out—built to add value: [short link]

HR pros: What's one benefit that's made a real impact on your team lately? Drop it in the comments 

#### **Option 8:**

Just launched! A new 1:1 financial coaching program for your employees: [short link]

Curious how employee wellbeing can boost your business? Here's what we're seeing:

[Insert proof of value bullet points once published]

### **PROSPECT NURTURE EMAIL**

#### **Subject Line Options:**

1. Curious what boosts employee morale in 2025?
2. 2025's top work perk? (It's not what you think)
3. What big change are businesses making in 2025?

#### **Headline:**

**A powerful addition to your benefits strategy.**

#### **Body:**

Hi [First Name],

Employees bring their whole selves to work—including their financial stress. And while it's not your job to solve it, how you support them can make a meaningful difference.

MSA's new financial coaching program offers 1:1 guidance and educational tools your employees can access on their own terms. It's designed to complement your existing benefits package and help you introduce financial wellbeing in a way that feels thoughtful, not overwhelming.

With communication support built in and flexible rollout options, it's a low-lift way to deepen the care you show your people.

If you're curious how this could fit into your current approach, let's connect for a quick conversation.

[Get Started]

### SALES ONE-SHEET OPENER (Under the Header)

Want them at their best? Start with how they feel.

MSA's new program makes it easy to support your employees' wellbeing—with 1:1 financial coaching and helpful resources that can boost retention, culture, and their mental health, all without adding to your workload.