



powered by  Wellness Coaches

WELL-BEING ENGAGEMENT TOOLS AND SERVICES



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www.inspiringperspectives.com | www.wcusa.com

CREATE A HEALTHY MINDSET



INFLUENCE PEOPLE IN A POSITIVE WAY

Content, design, and communications with the purpose of improving personal well-being in populations by shaping mindset, behavior change modifications and increasing program engagement.

INDEX

- ▶ Logo Design Branding
- ▶ Wellness Newsletters
- ▶ Well-Being Challenges & Incentives
- ▶ Wellness Calendars
- ▶ Custom Content & Consulting
- ▶ Coloring Books & Journals

70% of employees are interested in taking proactive steps to improve their health.



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LOGO DESIGN
BRANDING



BRAND YOUR PROGRAM
FOR ONGOING AND
CONSISTENT
COMMUNICATIONS

Let Us Design Your Program Logo To:

- Match your organizations mission
- Help build your brand
- Increase program recognition and buy-in
- Cost: \$500 includes 3 options and 1 add/edit or change



100% ORIGINAL CONTENT

Ongoing consistent communication centerpiece tailored to your population.



Movement: Motivating ideas to incorporate physical activity into daily life.



Self-Care | Health Condition | Balance
Dealing with stress, medical, self-care, mindfulness, work-life balance.



Healthy Eating: Foods that feed our body and mind.



Financial | Medical | Safety | Life
Daily decisions lead us down different paths and determine the life we lead.

CONTENT INCLUDED PER CATEGORY IN EACH ISSUE:

- Page 1 - Inspire To Move:** One full-page cover article
- Page 2 - Nourishing You:** Two articles and a recipe
- Page 3 - Health Harmony:** Two articles and health tip
- Page 4 - Good Decisions:** One half-page article and a quiz

- Content** is taken from evidence-based information and written in a creative writing style that makes it more appealing and relevant.
- Personalize** to your brand and promote your internal programs and benefits.
 - Wellness website and program deadlines.
 - Carrier programs and EAP.
 - Events, and challenges.
- Delivery Options:**
 - Electronic PDF or print options.
 - Bulk ship or direct mail to homes (engage spouses and families).
- Eco friendly** - Printed on recycled paper and/or delivered electronically.



ELECTRONIC

STANDARD - \$295 per issue

PDF newsletter includes client logo on cover.
Wellness Coaches Clients: WC logo included with service

CUSTOMIZED OPTIONS - \$150 per hour

Half cover article: approximately 1.5 hours
Custom cover: approximately 2 hours
Half page on pg. 4: approximately 1 hour

PRINT

Printed version based on number of copies. Call for a quote.
Bulk shipping or individual mailing options priced separately.



STIMULATE A SENSE OF CURIOSITY & ADVENTURE!

Well-being campaigns and challenges help participants develop new habits in all dimensions of wellness: EMOTIONAL, PHYSICAL, SOCIAL, FINANCIAL and SPIRITUAL.



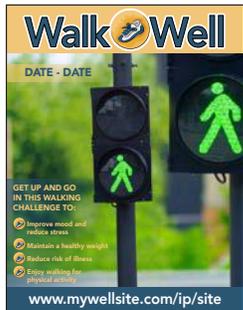
STEP-BASED CHALLENGES

Encourage movement through virtual adventures themed with motivating ideas to incorporate **PHYSICAL ACTIVITY** into daily life.



National Parks Adventure

Draw on the excitement from learning about and visiting national parks and historic sites



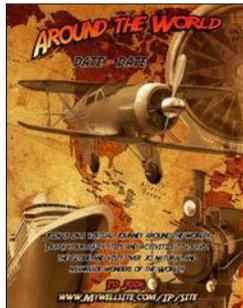
Walk Well

Get up and go while exploring ways to incorporate enjoyable daily walks



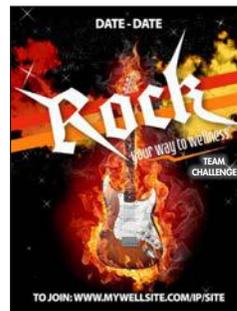
Amazing America

Experience the splendor of the beautiful USA from the east coast to the west



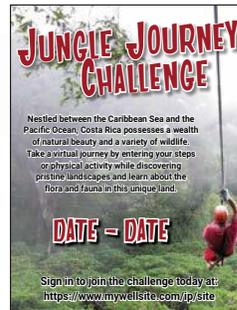
Around The World

Journey around the globe visiting natural wonders of the world



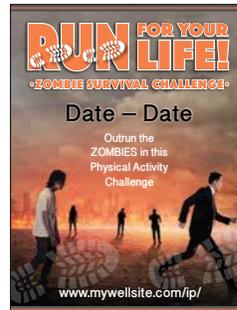
Rock Your Way To Wellness

Let music be the motivator for movement while visiting hometowns of members from the Rock and Roll Hall of Fame



Jungle Journey

Tour the amazing waterfalls, beaches and exotic plants of Costa Rica



Run For Your Life

Outrun the Zombies to survive this challenge



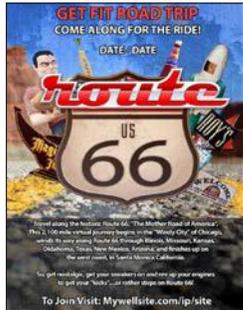
Get Fit Crime Mystery

Steps unlock clues to solve the mystery



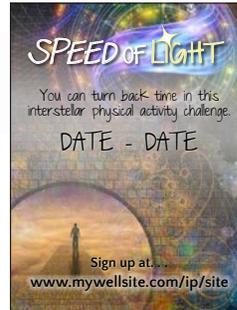
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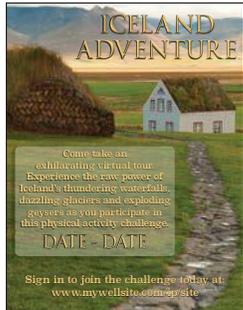
Get Fit Road Trip

Explore the landmarks along the famous Route 66



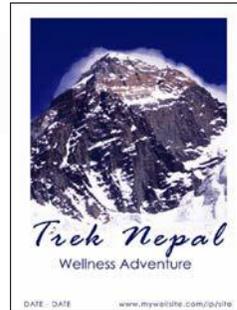
Speed of Light

Practice behaviors that slow aging while unlocking the secrets of time travel



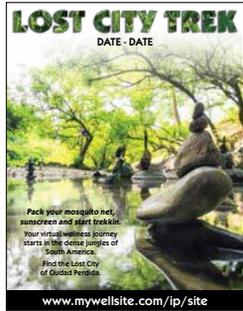
Iceland Adventure

Thundering waterfalls, dazzling glaciers and exploding geysers await



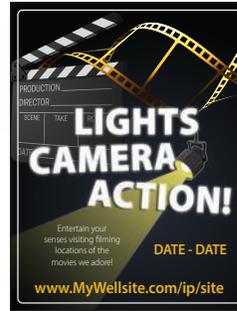
Trek Nepal

Explore the foothills of Mount Everest



Lost City Trek

Journey through the dense jungles of South America



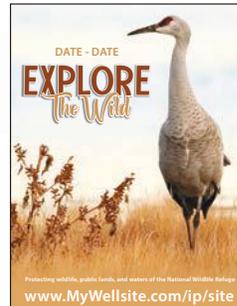
Lights, Camera, Action

Entertain your senses visiting filming locations of the movies we adore



Oh What Fun Healthy Holiday

Combat stress while visiting famous holiday places



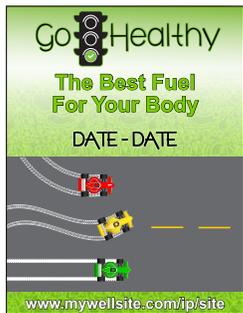
Explore The Wild

Protecting wildlife, public lands, and waters of the National Wildlife Refuge



WELL-BEING CHALLENGES/CAMPAIGNS

Practice healthy behaviors that boost self-care, incorporate mindfulness, and inspire balance.



Go Healthy

Race to the finish line in this healthy eating challenge



Maintain Don't Gain

Celebrate the season sensibly



Eat The Rainbow

Colorful fruits and vegetables make a rainbow with 5 daily servings



To Time Like The Pleasant

Quiet the noisy mind and discover the power of now



One Month Madness

Step right up to the greatest healthy eating challenge on earth!



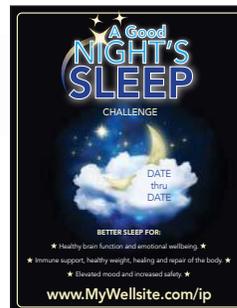
Relationships Matter

Social wellness to foster connection



Lose Yer Booty

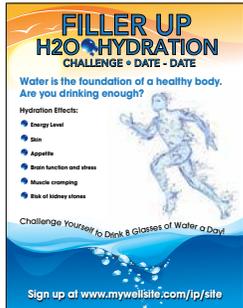
Weigh-in for this pirate adventure



A Good Night's Sleep

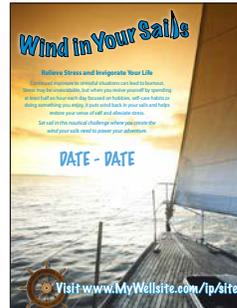
Count sheep and aim for a better night's sleep

WELL-BEING CHALLENGES/CAMPAIGNS Practice healthy behaviors that boost self-care, incorporate mindfulness, and inspire balance.



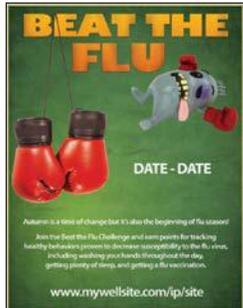
Filler Up

Hydration challenge



Wind In Your Sails

Relieve stress and invigorate your life



Beat The Flu

Don't let the flu get you



Good Cents

Financial wellness



The Road To Resilience

Bounce back sooner from life's ups and downs

PER CHALLENGE PRICING

ELIGIBLE EMPLOYEES	BASE CHALLENGE	USERS INCLUDED IN PRICE	PRICE PER USER OVER THOSE INCLUDED
100 - 499	\$1995	100 users	\$7/user over 100
500 - 999	\$2495	150 users	\$7/user over 150
1000 - 2999	\$2995	250 users	\$6/user over 250
3000 +	\$3495	400 users	\$4/user over 400

ALL CHALLENGES INCLUDE:

- Marketing Flyer
- Promotional Video
- Weekly health tip messages
- Real-time incentive reporting
- User support
- Social message boards
- Options for individual or team challenges

OPTIONAL SERVICES:

- Fitness device/app integration: \$750/challenge or \$2500 for the year.
- Prizes/incentives and fulfillment: Call for pricing.
- Custom challenge creation: \$150/hr.
- Annual Portal Available. Call for pricing.

Create a culture of health that celebrates well-being through art and strategic communication.

Art can have a powerful influence on culture by providing a visual representation of shared beliefs, values, and aspirations.

A wellness calendar is more than decorative, it serves as an easily accessible tool to:

Foster motivation • Plan intentional actions • Promote goodwill



COST PER COPY:

100-499.....	\$4.95 ea.	500-999.....	\$4.25 ea.
1000 - 2499.....	\$3.95 ea.	2500+	Call for quote

OPTIONAL PERSONALIZATION LEVELS

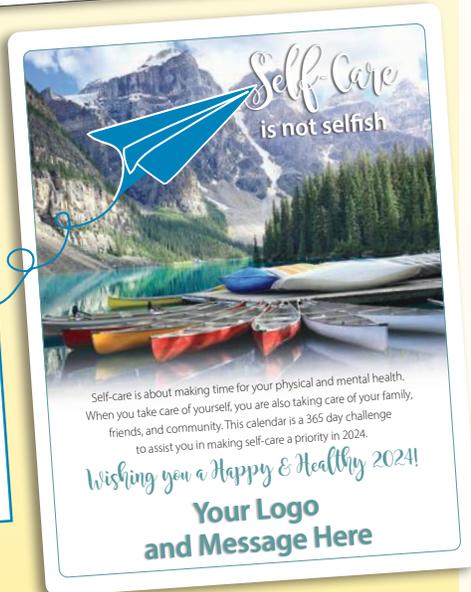
ADD TO UNIT COST

1	BRANDED	Logo and text on 1½" tab	Color \$495 Black \$150
2	PERSONALIZED (150 or more)	Custom Inside Back Cover	\$500
3	CUSTOM (2500 or more)	Add dates to date squares, choose new images or topics	Call for quote

DELIVERY OPTIONS:

Bulk shipping and handling - quoted separately
Direct mail to homes with color cover letter and envelope - quoted separately

ADD A COVER LETTER FOR A HOME DELIVERY!



PARTNER WITH OUR CREATIVE TEAM

Combination of Graphic Design or Content Development

Graphic Design

Professional and clean designs that are attractive and impactful. Whether following your internal brand standards or creating a new look for your communications, can work in partnership for any level combined customization.

Content Creation

We combine evidence-based content with original creative writing designed to appeal to individuals on an emotional level to promote positive behavior change.

Ideas and Common Types of Communications: (electronic & print)

- Program Resource Guides
- Roll out Introduction Announcements
- Social Media posts
- Calendars*
- Flyers and posters
- Postcards/mailers*
- Forms
- Emails
- Videos

Pricing

\$150 per hour

* Ind. mailings available through USPS



Strategic Benefit/Well-Being Consulting

Full content solution to give life and visibility to your programs. Develop an ongoing comprehensive communication plan that delivers messages that are relevant, meaningful, include emotional appeal, and motivate action.

Integrate program communications delivered in “one-clear voice” to position benefits and well-being as interdependent programs that reflect accountability so the organization and its people can mutually thrive.

Create AWARENESS • Inspire MOTIVATION • Drive ACTION

Strategic Communication Action Plan Example:

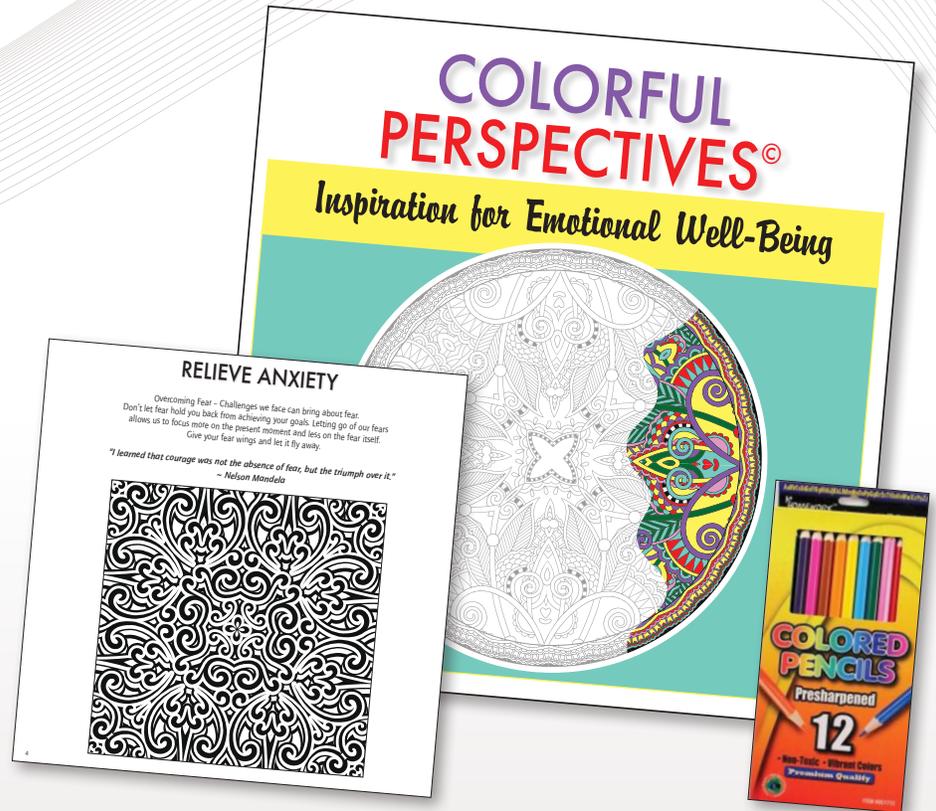
QUARTERLY THEME	MONTH	MONTHLY TOPIC	BENEFIT/OFFERING TO HIGHLIGHT	COMMUNICATION TYPE	
				MONTHLY/BI-MONTHLY	QUARTERLY
Q1	JAN				
	FEB				
	MAR				
Q2	APR				
	MAY				
	JUNE				
Q3	JULY				
	AUG				
	SEPT				
Q4	OCT				
	NOV				
	DEC				

COLORING BOOKS

ENHANCE EMOTIONAL WELL-BEING WITH THE COLORFUL PERSPECTIVES® COLORING BOOK:

- as a health fair handout or relaxation station
- to kick off a stress program
- for holiday gifts
- to create a relaxation room
- also available with colored pencils as a kit!

Size: 10" x 10" • Gloss Cover • 28 pages
Also available with colored pencils as a kit! CALL FOR PRICING!



GOOD THINGS GRATITUDE JOURNAL



5.5" w x 8.5" h, 128 pages

Practice Gratitude. There are many things in our lives for which we are truly grateful. Gratitude enables us to savor the unrecognized good that surrounds us, no matter what the circumstances.

The Good Things Gratitude Journal is a tool to keep track of the good things in life. Each page offers space to:

- write down three things for which we are grateful
- appreciate moments in the day
- reflect on valuable lessons we learned

Instead of feeling drained, overwhelmed or stressed by circumstances, a gratitude journal helps to lower stress, adjust perspective and encourage feelings of calm.

PRICING

50-99\$8.95 each 100-499\$7.95 each
500-999..\$6.95 each 1000-2499..\$5.99 each

Printed in the USA using recycled materials