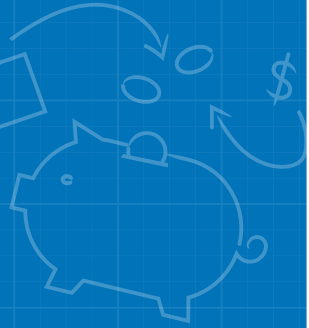# MILLIONAIRES AT WORK BLUEPRINT

HELP YOUR EMPLOYEES BECOME EVERYDAY MILLIONAIRES

If the idea of employee financial wellness as a company benefit is a completely new thought OR if you've had a financial wellness benefit for years, this blueprint is for you!

We've laid out five steps any business should take when bringing financial wellness to their employees. Within each step, you'll find additional resources to help guide you along the way.

☑ 1. UNDERSTAND THE WHY BEHIND FINANCIAL WELLNESS AND HOW IT WILL BENEFIT YOUR BUSINESS.

When it comes to personal finance, many Americans—including your employees—are struggling with their money. In fact, over 78% of Americans are living paycheck to paycheck, and 46% can't even cover a $400 emergency. Money problems affect every part of your employees' lives. When employees don't have a budget, are deeply in debt, and are living paycheck to paycheck, they are worried about their future and not on track for retirement.

Your employees are real people with real hopes and dreams—and real money problems! They bring all their stress and anxiety about their finances with them to work every day. We believe it doesn't have to be that way!

In our webinar, *What You Need to Know About Financial Wellness*, you'll learn how your employees' money problems are affecting your business and your retirement plan. **Sign Up Now** to join our webinar at any time that works for you.

2. BREAK THROUGH THE CLUTTER AND LEARN WHAT TO LOOK FOR IN A FINANCIAL WELLNESS SOLUTION.

Financial wellness programs have become an essential part of a well-rounded employee benefits package. With hundreds of providers offering "so-called" financial wellness, it is important to understand the landscape and know what to look for in a solution. True financial wellness must get to the root of the problem and create lasting behavior change in order to have long-term results for you and your employees.

Our **Financial Wellness Landscape** will help you break through the clutter by helping categorize the different providers and then outlining the key benefits to look for in the employer and employee experiences.

For instance, a financial wellness solution should include:

INSPIRING AND MOTIVATING CONTENT

A SIMPLE, STEP-BY-STEP PLAN

EASY-TO-USE TOOLS

PERSONALIZATION

24/7 ACCESS ON ANY DEVICE

NO SOLICITATIONS

3. UNCOVER HOW SMARTDOLLAR MAKES CHANGE HAPPEN!

Now that you've learned what to look for in a financial wellness solution and why you need to bring financial wellness to your company, let us tell you more about our solution: **SmartDollar.**

SmartDollar is the only holistic financial wellness solution that leads to lasting behavior change. SmartDollar gets to the root of why people aren't financially secure. Over the past twenty-five years, we've helped millions of people change the way they handle money.

We've discovered that to create real behavior change, a financial wellness solution must be simple, clear, inspiring and motivating, and it must put people in an environment for success. SmartDollar will empower your employees to take control of their money once and for all.

☑ 4. SCHEDULE YOUR SMARTDOLLAR DEMO.

We would love to provide you with a demo of SmartDollar and walk you through the full employee experience. We will also share the resources we provide clients—such as our aggregate behavior-change reporting, turnkey promotional assets, and dedicated support—to make rolling out SmartDollar the easiest benefit you've ever launched.
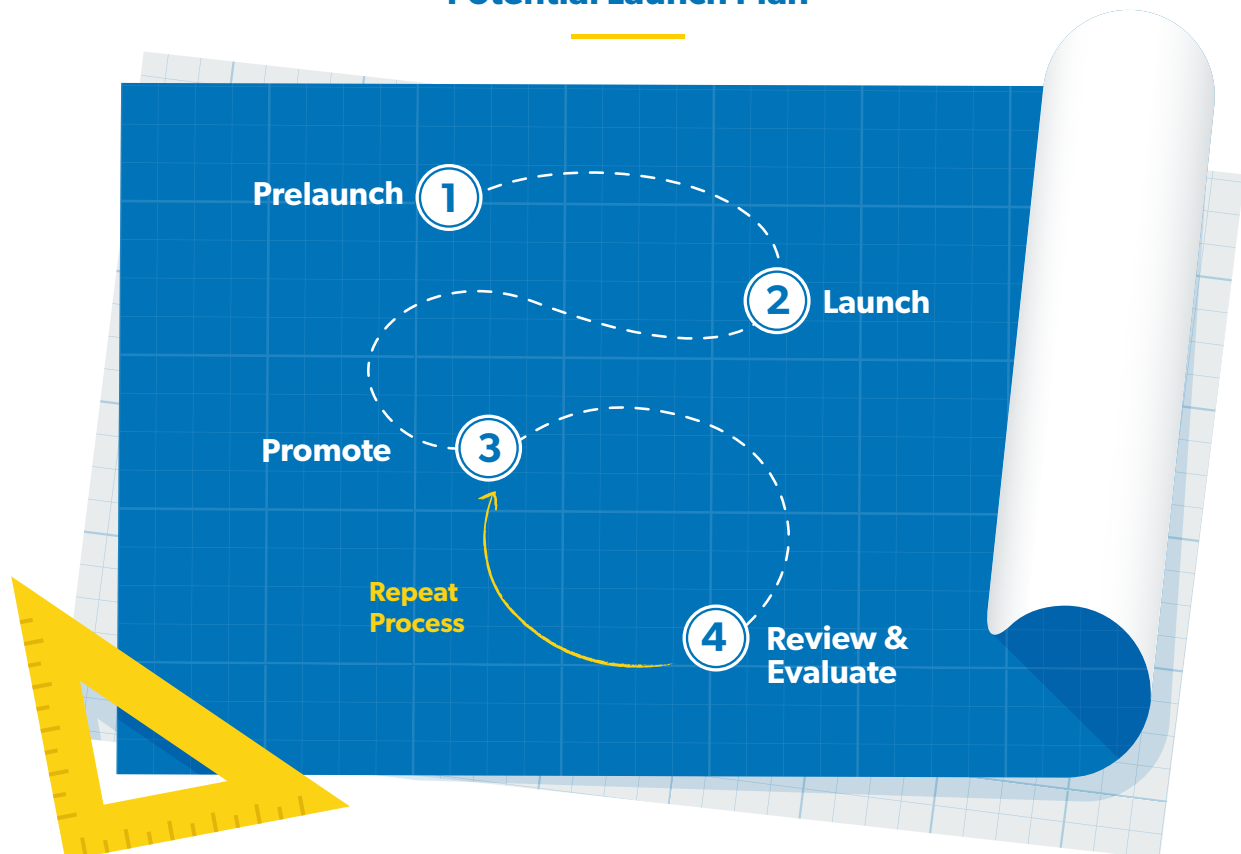
Connect with us to schedule your SmartDollar demo today!

☑ 5. LAUNCH, PROMOTE, AND EVALUATE SMARTDOLLAR.

Last but not least, the most exciting step! You get to roll out SmartDollar to your team and then see how it changes your employees' lives and the overall culture of your business! Our team will walk with you every step of the way to ensure a seamless launch and ongoing success.

Potential Launch Plan

Prelaunch 1
2 Launch
Promote 3
Repeat Process
4 Review & Evaluate

You can help your employees finally get on track with their money. What are you waiting for?

Connect with our team today!

smartdollar®