

Email #1

Dear [Name] or [School Nurse]:

When it comes to the health and safety of students, you're the first professional at school that everyone turns to.

If you're like most of the school nurses that I know, you take your calling seriously and strive to fulfill your responsibilities as well as you can--including staying up-to-date on the latest medications and protocols for treating student health problems.

Today, school nurses like you are required to do more than ever before. The health field is changing so rapidly that it's almost impossible to keep up.

Fortunately, there's a solution.

School Health Alert is written specifically for you--school nurses serving grades K-12. Each issue takes timely articles from over 60 peer-reviewed publications, newsletters, and authoritative medical sources and summarizes them into a single, easy-to-read resource.

Your subscription comes with a 100% money-back guarantee, so you risk nothing. You can cancel at any time, even in the last month, and receive a full and unconditional refund!

As a subscriber to ***School Health Alert***, you benefit 7 ways:

- You'll save time. ***SHA*** culls the key parts of stories--the essential things that you need to know--to give you a clear, concise understanding in about 20 minutes a month.
- You'll save money. It would cost a small fortune to subscribe to every important health publication and journal individually. With ***SHA***, you get the best of over 60 peer-reviewed publications for one low price.
- You'll stay up-to-date efficiently. ***SHA*** keeps you well-informed on new medications, best practices, approved protocols, and critical procedures to help you treat students with more confidence.
- You'll get guidance you can trust. ***SHA*** connects you to a community of physicians, fellow nurses, and nurse practitioners who eagerly share their insights, expert advice, and support in every issue.
- You'll get bonus reports. ***SHA*** will send you special updates on urgent issues to stay on top of fast-changing developments, such as how to plan for and execute

a strategy for handling a contagious disease outbreak in your district like measles, D68 influenza, and Ebola.

- You'll protect yourself from lawsuits. **SHA** can help you reduce risks and minimize liability for you, your school and your district stemming from healthcare decisions.
- You'll communicate better. With **School Health Alert**, you'll be able to answer almost any question from parents, educators, and students on a wide range of potentially life threatening situations and health emergencies, including:

asthma...childhood obesity...allergies and epi-pens...diabetes and insulin administration...HIPAA and FERPA compliance...drug and alcohol abuse...body piercing, tattoos, and self-mutilation...head lice...gay, lesbian, and transgender issues...mental health and social behavior...hepatitis A, B, and C...student sexuality, pregnancy, and STDs...teen depression and suicide...child abuse and neglect...and much, much more.

Subscribe today to start your risk-free subscription to *School Health Alert*

- You get 10 print issues every year with key clear summaries from over 60 peer-reviewed publications.
- You get the digital edition that you can access 24/7.
- You get access to the complete **SHA** digital archive with every issue only a click away.
- BONUS GIFT: As you know, the United States is currently experiencing a large multi-state measles outbreak--a disease that can affect any age group. Get our new Special Report on this highly contagious viral respiratory illness with the latest information--including symptoms, adverse reactions, exemptions, mandatory vaccinations, and more. A \$XX value--yours FREE when you subscribe now.

Your subscription to **School Health Alert** is only \$59 -- a modest 16 cents a day -- but you must subscribe now to take full advantage of the low rate and benefits.

100% Money-Back Guarantee

We're so convinced that **School Health Alert** will help you deliver better care...serve your students and school better...and provide you with a greater understanding and mastery of the critical health issues facing you today...that we want to make your subscription absolutely risk free with our Unconditional Guarantee:

If you are ever dissatisfied with **SHA** for any reason, let us know and we'll reimburse every cent of your money. No questions asked. The issues and every special bonus report that you received are yours to keep with our thanks.

You risk absolutely nothing. I can't think of anything fairer than that, can you?

Join thousands of your fellow school nurses who rely on **School Health Alert** every day. Start your risk-free subscription now.

Sincerely,
Robert Andrews
Publisher

P.S. As Kathleen Acquaro, a school nurse in New York, said about her subscription: "Articles are well researched, concise, easy to read and relevant to present issues." Subscribe now.

Email #2

Dear [Name] or [District Level Title]:

If you're like me, you want to give the people under you the very best information and tools to fulfill their obligations dutifully.

Nowhere is this more urgent than when it comes to school nurses in your district.

They're required to handle any number of health situations, from dealing with a sexually transmitted disease to teen depression to controlling diabetes and insulin injections.

Every school nurse is responsible for the health and safety of students. Having a few qualified nurses in your district is not enough. ALL your nurses should be up-to-date on the health issues that might come their way in the course of a school day.

The trouble is, with rapidly changing developments in the health field, it's almost impossible to keep up with everything that your nurses need to know.

The solution?

A risk-free subscription to ***School Health Alert*** ... the publication designed specifically to help school nurses and nurse practitioners stay informed, knowledgeable, and ready. Each issue of ***SHA*** contains accurate, easy-to-read articles that summarize the latest findings and expert advice from the medical community.

With money, time and resources stretched thin for many school districts today, ***School Health Alert*** makes good sense.

School Health Alert is:

- Super convenient: You can forward issues of ***SHA*** to your entire staff instantly with just one click. No need to wait for and route a paper copy.
- Cost effective: You get the best available discounted rate when you take out a subscription for your district for only a few pennies a day.
- Time saving: Your school nurses get the key points...best practices...and approved protocols culled from more than 60 peer-reviewed publications and sources delivered in a clear, time-saving format.

But that's just the beginning...

- ***SHA*** gives your school nurses evidenced-based research that they can use to help them screen, diagnose, refer or deliver care to their student patients.

- **SHA** gives your school nurses clear, straightforward comments from physician and nurse editors to sharpen their nursing skills and serve their students with greater competence.
- **SHA** helps them talk with parents and fellow school officials more confidently on the best treatments, options and solutions in a way that laypeople can understand.
- **SHA** keeps your school nurse force qualified to help you reduce the threat of liability to your district.

Subscribe to **School Health Alert** without risk today.

- Your nurses get 10 issues with easy-to-read summaries, expert advice, and practical steps on a wide range of medical topics.
- Your nurses get approved clinical guidelines that they can refer to as needed in order to ensure district-wide consistency and safety among your health care workers.
- Your nurses get full online access to the **School Health Alert** archive letting them call up and retrieve any past issue digitally from their computer 24/7!

Here's the best part:

If you don't like **School Health Alert** for ANY reason, you can get all your money back.

That's right.

You can cancel the subscription at anytime and I'll send you a full and complete refund.

You and your district risk nothing.

Just one idea in **School Health Alert** can pay for itself several times over.

Why not subscribe today and see for yourself?

Sincerely,

Robert Andrews
Publisher

P.S. It would cost you hundreds if not thousands of dollars to subscribe to all the publications that **School Health Alert** draws from...but you pay only one low price to get that same information delivered to your school nurses 10 times a year. Try a risk-free subscription today.

Email #3

Dear [Name] or [District Level Title]:

One of the greatest dangers facing every school district is the chance of being sued -- and no one is immune.

The effects of a damaging lawsuit on a district can be felt for years to come. The direct financial burden can be devastating by itself. But there are also unseen damages, like the loss of reputation and possibly enrollment.

And nowhere is the threat of a lawsuit more potent than when it comes to the health and welfare of the students.

Your school nurses are held to a higher standard than ever before. Misdiagnosing a symptom, incorrectly administering a medicine, or unintentionally releasing private information can lead to a financially draining outcome for the school district.

And there is no telling where the lawsuit will end, who will be named, and who will ultimately share in the blame and the judgment.

Your school nurses perform a vital and critical function every day ... which is why you need to arm them with the latest, most up-to-date information on critical care issues.

You need to give them ***School Health Alert***...the cost effective publication specifically designed for school nurses that helps them discharge their duties with knowledge, precision, and confidence.

But why should your district subscribe on behalf of your school nurses? Here's why:

- Reduces risks and minimizes liability. ***SHA*** guides nurses in the best practices for handling a variety of issues that they could face every day.
- Saves you money. ***SHA*** summarizes the information from over 60 peer-reviewed publications and gives school nurses the key points and approved protocols in clear, concise issues.
- Protects you from lawsuits. ***SHA*** gives you reliable tips for reducing risk and avoiding liability by keeping your school nurses up-to-date.
- Sharpens skills. ***SHA*** ensures quality and safety of care by providing trusted information on the best practices developed by experts from evidenced-based guidelines.

Now you can subscribe to ***School Health Alert*** completely risk-free.

You'll get 10 issues and full access to the **SHA** digital edition and archives.

If you are ever unhappy with the publication, you can cancel at any time and get a full refund, even in the last month.

You and your district risk nothing. Sound fair?

Look--I can't guarantee that **School Health Alert** will completely eliminate the threat of a lawsuit.

But for just pennies a day, **School Health Alert** can give your school nurses an added measure of protection...extra assistance from esteemed members of the medical community...and better care of students.

See for yourself. Subscribe today.

Sincerely,

Robert Andrews
Publisher

P.S. Just one idea from one issue of **School Health Alert** could protect your school nurses--and your district--from the threat of costly and embarrassing liability or a crippling lawsuit. Don't you think it's worth a try? Subscribe now.

[Landing Page For Email #1 For The Individual School Nurse:]

YES! I want to stay up-to-date on the best approved ways for diagnosing and treating students. Please start my subscription (10 issues) to ***School Health Alert***. BONUS: I will also get the Special Report on measles as my Free Gift. If I am ever dissatisfied with my subscription for any reason, I can cancel at any time and get all my money back.

I prefer the following subscription option (choose one):

[insert chart with Basic and Educator options and the buttons below]

[Edits: In the Features column:]

Insert the number of issues that they get.

Insert: Bonus Report: [title of measles report]

Insert: something about them getting the updated version of the clinical guidelines for 2015 online when they become available as well as a new printed copy.