Subject Line: New Company Benefit: SmartDollar

H1: This Is Your Year!

H2: No matter what your financial goals are, this is the year to make them happen.

Nearly 45% of Americans will set goals for 2017, and almost a third of those goals will be centered on money. Whether you want to save, get out of debt, or invest, SmartDollar has content and tools to help you achieve your money goals.

We want to help—that’s why we are now offering SmartDollar, the best financial wellness benefit around, as a 100% paid-for benefit! SmartDollar has helped millions of people get on a plan to jump-start their money. It provides the motivation and encouragement you need to stay on track and reach your goals. And the best part is, it won’t cost you a dime!

**Proven Plan for Success**

SmartDollar is a step-by-step plan that has worked for millions of people just like you. It’s easy to follow and will help you reach your financial goals.

**Online Budgeting Tool**

SmartDollar features the online budgeting tool EveryDollar. When you have a budget, you’ll start telling your money what to do instead of wondering where it went.

**Motivating Content**

Learn from the experts! Through video lessons and real-world content applications, our team of experts, including Dave Ramsey, will inspire you to take action and reach your dreams.

CTA: Custom Enrollment Link

Image Link(s): https://cdn.ramseysolutions.net/media/b2b/wellness/smart\_dollar/email/campaign\_emails/New-Years-2017\_email-header.jpg (52KB)

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