



Partner Co-Marketing Toolkit

People Advisory

Telling your clients about people advisory

We're thrilled you've decided to expand your advisory practice with Gusto. To help spread the word, here are some co-marketing messages to tell your (current and future) clients about the services you offer, now that you're People Advisor Certified.

Use these messages in any channel, including email, web, slide presentations, or as talking points in a conversation.

Messaging for your clients

Right now, you need more than an accountant. You need a People Advisor.

People Advisors are [accountants/bookkeepers] who combine financial expertise with people-focused advising to help you support your team.

We're here to help. Call us at [YYY-YYY-YYYY]

We're People Advisor Certified.

We use smart, modern software – powered by Gusto – to support your company's payroll, employee benefits, and people-operations needs.



What People Advisors do.

Align your people strategy with your business strategy

- **Optimize your team size.** We'll make headcount recommendations based on your business goals.
- **The right team at the right time.** Employees, contractors, full time, part time? We'll help you decide.
- **Minimize layoffs.** Furloughs and reduced hours can help protect teams -- we'll explain your options.
- **Be aware of changes in law.** We'll tell you about new HR requirements or opportunities for government relief.

Set your team up for success

- **Onboard new hires in no time.** We'll customize offer letters, create onboarding checklists, and manage software provisioning.
- **New policies for the new normal.** Flexible hours and remote work are the reality for many businesses. We'll update your policies to help maintain productivity.
- **Employee handbooks, done right.** Handbooks are employees' guide to your company -- we'll help ensure they set the right tone.
- **Track time, in no time.** We'll recommend modern, automated time tools for your team, integrated with payroll.

Protect teams with health insurance, benefits, and more

- **Strategies for all budgets.** We'll discuss how to support your team with health insurance, 401(k), workers comp, and more.
- **Finding the right plan is a snap.** Gusto's licensed benefits advisors will connect you with the right plan.
- **Hassle-free administration.** Gusto manages open enrollment and benefits compliance, for free with most Gusto plans.

Call now us at [YYY-YYY-YYYY]