

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your B&B's Staff Retention?

Hi [First Name],

As a bed & breakfast owner, you're likely facing two major challenges right now:

1. Reliable innkeepers and housekeeping staff are harder than ever to find and keep (especially with the unique hours and seasonal fluctuations)
2. Traditional health insurance is becoming unaffordable for B&Bs operating with seasonal occupancy and tight margins

I work with bed & breakfasts across [region/country] who tell me the same story - they want to offer benefits to attract and retain good staff, but the cost of traditional insurance is crushing their margins.

What if you could offer your B&B team valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for bed & breakfasts like yours. Our B&B clients are seeing:

- 38% higher staff retention rates
- \$3,700+ savings per employee compared to traditional insurance
- Improved guest experiences through consistent, experienced staff

I'd like to share a quick 3-minute video showing how B&Bs like yours are using this solution to keep their best staff while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]
Hospitality Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. If you're interested but don't have time for a video right now, you can check out the benefits package directly at alllutional.com

Email 2: Value Proposition & Social Proof (Send 3 days after Email 1)

Subject Line: How [Local B&B] Solved Their Staff Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your bed & breakfast team.

Did you know that B&Bs with some form of health benefits retain staff 40% longer? In an industry where guest satisfaction depends on consistent, personalized service, that's significant for your property's reputation and repeat bookings.

[B&B Name], an inn in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good staff to larger hotels with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with our seasonal occupancy. Alllutional's solution costs us less than \$40 per team member per month, and our staff loves the telehealth access that works with their unique schedules." - [Owner Name], B&B Owner

Here's what Alllutional's non-insurance benefits package includes for your B&B team:

- 24/7 telehealth access for staff and their families (perfect for their early morning and evening schedules)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum employee requirements
- Simple setup with no paperwork hassle

Would Tuesday or Wednesday at 10 AM work for a quick 15-minute call to see if this might be a fit for [B&B Name]?

Best regards,

[Your Name]
Hospitality Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. You can see the full benefits package and pricing at alllutional.com

Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

Subject Line: The Real Cost of Losing a Trained Innkeeper (And How to Stop It)

Hi [First Name],

When a trained innkeeper or housekeeping staff member leaves your B&B, it costs approximately \$10,000 to replace them.

For a bed & breakfast with 4 team members and an industry average turnover rate of 45%, that's \$18,000 walking out the door each year.

But what's driving them away? Our research with B&B owners shows:

- 67% of B&B staff would choose a property with benefits over one with slightly higher pay
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor without missing shifts (especially important during your busy seasons)

Alllutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

COST COMPARISON:

Traditional Insurance: \$450-700 per employee/month

Alllutional Benefits: Starting at just \$39.95 per employee/month

ROI CALCULATION:

If you retain just 2 staff members per year who would have otherwise left, you're saving \$20,000.

That covers the Alllutional benefits cost for your entire 4-person team for over 8.5 years!

Take 5 minutes to see how it works: [Custom link to alllutional.com]

I'm happy to answer any questions you might have about implementing this for your B&B team.

Best regards,

[Your Name]

Hospitality Industry Benefits Specialist

[Your Phone]

[Your Email]

Email 4: Overcome Objections (Send 5 days after Email 3)

Subject Line: [First Name], 3 Minutes Is All It Takes

Hi [First Name],

I understand you're busy running your bed & breakfast. Most of the B&B owners I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration."

→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your team can enroll between guest check-ins.

"My staff won't use these benefits with their unique schedules."

→ 91% of B&B teams with access to Alllutional's telehealth services use them at least twice per year, saving an average of 4 hours of productivity per use by not missing shifts.

"We've looked at benefits before and they're too expensive with our seasonal occupancy."

→ Unlike insurance, Alllutional starts at just \$39.95 per employee per month with no minimum participation requirements - less than the cost of a single room night.

Here's what [Owner Name] from [Similar Local B&B] told me after signing up:

"I was skeptical at first, but my team started using the telehealth service immediately. Our head innkeeper was considering leaving for a larger hotel with benefits, but decided to stay after we added Alllutional."

I've set up a special link for you to explore the platform: [Custom link to alllutional.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]
Hospitality Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. I'm available for a quick call if you have any questions about how this would work specifically for [B&B Name].

Email 5: Final Call to Action (Send 7 days after Email 4)

Subject Line: Final Thoughts on Staff Benefits for [B&B Name]

Hi [First Name],

Over the past few weeks, I've shared how other bed & breakfasts are using Alllutional's affordable benefits package to:

- Attract and retain reliable staff in a competitive market
- Provide valuable healthcare access without insurance costs
- Improve guest experiences through consistent, experienced staff
- Save thousands compared to traditional benefits

I understand you're busy running your B&B, so this will be my final follow-up.

If staff retention and offering affordable benefits is a priority for your property this year, I'd encourage you to take just 5 minutes to see how Alllutional works.

Visit alllutional.com or use this direct link to see pricing for your team size: [Custom link to alllutional.com]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps during a slower time in your property's schedule.

Thank you for your consideration, [First Name]. I wish you continued success with [B&B Name].

Best regards,

[Your Name]
Hospitality Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Alllutional could work for your specific bed & breakfast needs.