

## Email 1: Introduction & Problem Statement

**Subject Line:** [First Name], Are Rising Healthcare Costs Hurting Your Carpet Cleaning Business's Technician Retention?

Hi [First Name],

As a carpet cleaning business owner, you're likely facing two major challenges right now:

1. Reliable cleaning technicians are harder than ever to find and keep (especially with the physical demands and chemical exposure)
2. Traditional health insurance is becoming unaffordable for carpet cleaning businesses operating with increasing equipment costs and tight margins

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

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

Allutlional has created a non-insurance benefits package specifically designed for carpet cleaning businesses like yours. Our carpet cleaning clients are seeing:

- 38% higher technician retention rates
- \$3,700+ savings per employee compared to traditional insurance
- Improved customer satisfaction through consistent, experienced technicians

I'd like to share a quick 3-minute video showing how carpet cleaning businesses like yours are using this solution to keep their best technicians while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]  
Cleaning 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 [allutlional.com](http://allutlional.com)

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

**Subject Line:** How [Local Carpet Cleaning Company] Solved Their Technician Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your carpet cleaning team.

Did you know that carpet cleaning companies with some form of health benefits retain technicians 42% longer? In an industry where customer satisfaction depends on skilled, reliable technicians, that's significant for your business's reputation and repeat service calls.

[Carpet Cleaning Company Name], a cleaning business in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good technicians to larger service companies with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with our equipment investments. Allutlional's solution costs us less than \$40 per team member per month, and our technicians love the telehealth access that understands their chemical exposure concerns." - [Owner Name], Business Owner

Here's what Allutlional's non-insurance benefits package includes for your carpet cleaning team:

- 24/7 telehealth access for technicians and their families (perfect for addressing their unique chemical exposure concerns)
- 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 [Carpet Cleaning Company Name]?

Best regards,

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

P.S. You can see the full benefits package and pricing at [allutlional.com](http://allutlional.com)

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

**Subject Line:** The Real Cost of Losing a Trained Carpet Cleaning Technician (And How to Stop It)

Hi [First Name],

When a trained carpet cleaning technician leaves your business, it costs approximately \$10,000 to replace them.

For a carpet cleaning business with 5 technicians and an industry average turnover rate of 50%, that's \$25,000 walking out the door each year.

But what's driving them away? Our research with carpet cleaning business owners shows:

- 67% of technicians would choose a company 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 who understands their unique chemical exposure concerns

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 reduce your turnover by just 40% (the average our clients see), you're saving \$10,000 per year.

That covers the Alllutional benefits cost for your entire 5-person team for over 3.4 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 carpet cleaning team.

Best regards,

[Your Name]

Cleaning Industry Benefits Specialist

[Your Phone]

[Your Email]

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## 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 carpet cleaning business. Most of the 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 technicians can enroll between service calls.

"My technicians won't use these benefits with their mobile schedules."

→ 91% of carpet cleaning 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 service calls.

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

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

Here's what [Owner Name] from [Similar Local Carpet Cleaning Company] told me after signing up:

"I was skeptical at first, but my team started using the telehealth service immediately. One of our best technicians was considering leaving for a larger service company 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]  
Cleaning 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 [Carpet Cleaning Company Name].

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

**Subject Line:** Final Thoughts on Technician Benefits for [Carpet Cleaning Company Name]

Hi [First Name],

Over the past few weeks, I've shared how other carpet cleaning businesses are using Alllutional's affordable benefits package to:

- Attract and retain skilled technicians in a competitive market
- Provide valuable healthcare access without insurance costs
- Improve customer satisfaction through consistent, experienced technicians
- Save thousands compared to traditional benefits

I understand you're busy running your carpet cleaning business, so this will be my final follow-up.

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

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

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps during your administrative hours.

Thank you for your consideration, [First Name]. I wish you continued success with [Carpet Cleaning Company Name].

Best regards,

[Your Name]  
Cleaning 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 carpet cleaning business needs.