

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your Construction/Handyman Business?

Hi [First Name],

As a construction/handyman business owner, you're likely facing two major challenges right now:

1. Skilled workers are harder than ever to find and keep (especially with project-based work)
2. Traditional health insurance is becoming unaffordable for small construction businesses

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

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

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

- 33% fewer missed workdays
- \$3,700+ savings per employee compared to traditional insurance
- Improved client relationships through consistent crew staffing

I'd like to share a quick 3-minute video showing how construction/handyman businesses like yours are using this solution to keep their best workers while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]
Construction 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 Construction Company] Solved Their Worker Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your construction/handyman team.

Did you know that construction companies with some form of health benefits retain skilled workers 35% longer? In an industry where replacing a skilled carpenter or reliable handyman costs approximately \$12,000, that's significant savings.

[Construction Company Name], a residential construction/handyman business in [nearby location] with [X] employees, was struggling with the same issues you might be facing:

"We were losing good workers to larger construction companies with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have. Allutlional's solution costs us less than \$40 per employee per month, and our team loves the telehealth access that doesn't require leaving the jobsite." - [Owner Name], Owner

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

- 24/7 telehealth access for employees and their families (perfect for jobsite injuries that don't require ER visits)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services (crucial for an industry with high injury rates)
- 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 [Construction Company Name]?

Best regards,

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

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

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

Subject Line: The Real Cost of Losing a Skilled Construction Worker (And How to Stop It)

Hi [First Name],

When a skilled carpenter or reliable handyman leaves your company, it costs approximately \$12,000 to replace them.

For a construction business with 8 employees and an industry average turnover rate of 30%, that's \$28,800 walking out the door each year.

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

- 67% of construction workers would choose a job 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 leaving the jobsite (especially important during critical project phases)

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 3 skilled workers per year who would have otherwise left, you're saving \$36,000.

That covers the Alllutional benefits cost for your entire 8-person team for over 7 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 construction team.

Best regards,

[Your Name]

Construction 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 construction/handyman 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 team can enroll during your next morning meeting.

"My workers won't use these benefits."

→ 91% of construction 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 leaving the jobsite.

"We've looked at benefits before and they're too expensive."

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

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

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

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

Subject Line: Final Thoughts on Worker Benefits for [Construction Company Name]

Hi [First Name],

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

- Attract and retain skilled workers in a competitive market
- Provide valuable healthcare access without insurance costs
- Reduce missed workdays and improve project timelines
- Save thousands compared to traditional benefits

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

If worker retention and offering affordable benefits is a priority for your company 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 early morning before your team heads to jobsites or late afternoon when they return.

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

Best regards,

[Your Name]
Construction 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 construction business needs.