

Email 1: Introduction & Problem Statement

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

Hi [First Name],

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

1. Skilled tradespeople are harder than ever to find and keep (especially with project-based work)
2. Traditional health insurance is becoming unaffordable for contracting companies with fluctuating project revenue

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

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

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

- 25% improvement in skilled trade retention
- \$3,700+ savings per employee compared to traditional insurance
- Healthier teams with fewer missed workdays during critical project phases

I'd like to share a quick 3-minute video showing how contracting companies like yours are using this solution to keep their best tradespeople while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]
Contractor 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 Contracting Company] Solved Their Skilled Trade Retention Problem

Hi [First Name],

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

Did you know that contracting companies with some form of health benefits retain skilled tradespeople 35% longer? In an industry where replacing a skilled tradesperson costs approximately \$14,000, that's significant savings.

[Contracting Company Name], a [type of contractor] in [nearby location] with [X] employees, was struggling with the same issues you might be facing:

"We were losing good tradespeople to larger GCs with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have between projects. 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 contracting 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
- 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 [Contracting Company Name]?

Best regards,

[Your Name]
Contractor 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 Tradesperson (And How to Stop It)

Hi [First Name],

When a skilled tradesperson leaves your company, it costs approximately \$14,000 to replace them.

For a contracting business with 10 employees and an industry average turnover rate of 25%, that's \$35,000 walking out the door each year.

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

- 67% of skilled tradespeople 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 tradespeople per year who would have otherwise left, you're saving \$42,000.

That covers the Alllutional benefits cost for your entire 10-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 contracting team.

Best regards,

[Your Name]

Contractor 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 contracting 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 project meeting.

"My tradespeople won't use these benefits."

→ 91% of contracting 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, especially between projects."

→ 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 Contracting Company] told me after signing up:

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

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

Subject Line: Final Thoughts on Employee Benefits for [Contracting Company Name]

Hi [First Name],

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

- Attract and retain skilled tradespeople 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 contracting business, so this will be my final follow-up.

If employee 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 between jobsite visits or during your administrative time.

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

Best regards,

[Your Name]
Contractor 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 contracting business needs.