

## Email 1: Introduction & Problem Statement

**Subject Line:** [First Name], Are Rising Healthcare Costs Hurting Your Floral Shop's Staff Retention?

Hi [First Name],

As a floral shop owner, you're likely facing two major challenges right now:

1. Skilled floral designers are harder than ever to find and keep (especially with the seasonal nature of the business)
2. Traditional health insurance is becoming unaffordable for floral shops operating with seasonal revenue fluctuations

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

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

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

- 31% higher designer retention rates
- \$3,700+ savings per employee compared to traditional insurance
- Consistent quality and creativity through reduced turnover

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

Would you be open to taking a look?

Best regards,

[Your Name]  
Floral 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](http://alllutional.com)

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

**Subject Line:** How [Local Floral Shop] Solved Their Designer Retention Problem

Hi [First Name],

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

Did you know that floral shops with some form of health benefits retain designers 35% longer? In an industry where consistency and quality depend on experienced staff, that's significant for your shop's reputation and customer satisfaction.

[Floral Shop Name], a floral business in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good designers to larger shops with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have, especially during slower seasons. Allutlional's solution costs us less than \$40 per team member per month, and our staff loves the telehealth access that understands their physical demands from standing all day." - [Owner Name], Shop Owner

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

- 24/7 telehealth access for staff and their families (perfect for addressing the physical demands of the job)
- 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 [Floral Shop Name]?

Best regards,

[Your Name]  
Floral 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 Skilled Floral Designer (And How to Stop It)

Hi [First Name],

When a skilled floral designer leaves your shop, it costs approximately \$12,000 to replace them.

For a floral shop with 4 team members and an industry average turnover rate of 35%, that's \$16,800 walking out the door each year.

But what's driving them away? Our research with floral shop owners shows:

- 67% of floral designers would choose a shop 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 work (especially important during your busy holiday 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 designers per year who would have otherwise left, you're saving \$24,000.

That covers the Alllutional benefits cost for your entire 4-person team for over 10 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 floral team.

Best regards,

[Your Name]

Floral 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 floral shop. 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 between customer orders.

"My staff won't use these benefits."

→ 91% of floral 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 work.

"We've looked at benefits before and they're too expensive, especially during our slow seasons."

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

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

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best designers was considering leaving for a larger shop 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]

Floral 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 [Floral Shop Name].

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

**Subject Line:** Final Thoughts on Staff Benefits for [Floral Shop Name]

Hi [First Name],

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

- Attract and retain skilled designers in a competitive market
- Provide valuable healthcare access without insurance costs
- Maintain consistent quality through reduced turnover
- Save thousands compared to traditional benefits

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

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

Visit [alllutional.com](https://alllutional.com) or use this direct link to see pricing for your team size: [Custom link to [alllutional.com](https://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 shop's schedule.

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

Best regards,

[Your Name]  
Floral 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 floral shop needs.