

Email 1: Introduction & Problem Statement

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

Hi [First Name],

As a funeral home owner, you're likely facing two major challenges right now:

1. Qualified funeral directors and assistants are harder than ever to find and keep (especially with the emotional demands and irregular hours)
2. Traditional health insurance is becoming unaffordable for funeral homes operating with increasing overhead costs

I work with funeral homes 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 funeral home team valuable health benefits without the crushing cost of insurance?

Allutlional has created a non-insurance benefits package specifically designed for funeral homes like yours. Our funeral service clients are seeing:

- 36% higher retention of funeral directors and assistants
- \$3,700+ savings per employee compared to traditional insurance
- Improved family satisfaction through consistent service teams

I'd like to share a quick 3-minute video showing how funeral homes 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]
Funeral Service 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

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

Subject Line: How [Local Funeral Home] Solved Their Staff Retention Problem

Hi [First Name],

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

Did you know that funeral homes with some form of health benefits retain directors and assistants 35% longer? In an industry where community trust depends on consistent service providers, that's significant for your reputation and family relationships.

[Funeral Home Name], a funeral service provider in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good funeral directors to corporate funeral groups with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with rising overhead costs. Allutlional's solution costs us less than \$40 per team member per month, and our staff loves the telehealth access that works with their unpredictable schedules." - [Owner Name], Funeral Home Owner

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

- 24/7 telehealth access for staff and their families (perfect for their irregular hours and on-call schedules)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services (crucial for addressing compassion fatigue)
- 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 [Funeral Home Name]?

Best regards,

[Your Name]
Funeral Service 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 Licensed Funeral Director (And How to Stop It)

Hi [First Name],

When a licensed funeral director leaves your funeral home, it costs approximately \$25,000 to replace them.

For a funeral home with 4 team members and an industry average turnover rate of 20%, that's \$20,000 walking out the door each year.

But what's driving them away? Our research with funeral home owners shows:

- 67% of funeral directors would choose a funeral home 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 that works with their unpredictable schedules (especially important with their on-call hours)

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 1 funeral director per year who would have otherwise left, you're saving \$25,000.

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 funeral home team.

Best regards,

[Your Name]

Funeral Service 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 funeral home. Most of the funeral directors 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 services.

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

→ 91% of funeral home 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 with our overhead 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 floral arrangement.

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

"I was skeptical at first, but my team started using the telehealth service immediately. One of my licensed funeral directors was considering leaving for a corporate funeral group 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]

Funeral Service 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 [Funeral Home Name].

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

Subject Line: Final Thoughts on Staff Benefits for [Funeral Home Name]

Hi [First Name],

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

- Attract and retain qualified funeral directors in a competitive market
- Provide valuable healthcare access without insurance costs
- Improve family satisfaction through consistent service teams
- Save thousands compared to traditional benefits

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

If staff retention and offering affordable benefits is a priority for your funeral home 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 quieter time in your schedule.

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

Best regards,

[Your Name]
Funeral Service 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 funeral home needs.