

## Email 1: Introduction & Problem Statement

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

Hi [First Name],

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

1. Reliable technicians are harder than ever to find and keep (especially with the height work and physical demands)
2. Traditional health insurance is becoming unaffordable for gutter cleaning companies with seasonal revenue

I work with gutter cleaning businesses 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, especially during off-peak seasons.

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

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

- 27% improvement in seasonal worker return rates
- \$3,700+ savings per employee compared to traditional insurance
- Healthier teams with fewer missed appointments during peak fall season

I'd like to share a quick 3-minute video showing how gutter cleaning companies 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]  
Home Service Business 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 Gutter Cleaning Company] Solved Their Technician Retention Problem

Hi [First Name],

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

Did you know that gutter cleaning companies with some form of health benefits retain 27% more of their seasonal workers year-over-year? In an industry where fall peak season demands reliable crews, that's significant for your schedule and customer satisfaction.

[Gutter Cleaning Company Name], a residential gutter cleaning business in [nearby location] with [X] technicians, was struggling with the same issues you might be facing:

"We were losing good technicians to larger home service companies with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have, especially during winter months. Alllutional's solution costs us less than \$40 per technician per month, and our team loves the telehealth access that doesn't require missing appointments during our busy season." - [Owner Name], Owner

Here's what Alllutional's non-insurance benefits package includes for your gutter cleaning team:

- 24/7 telehealth access for technicians and their families (perfect for addressing height work injuries)
- 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 [Gutter Cleaning Company Name]?

Best regards,

[Your Name]  
Home Service Business Specialist  
[Your Phone]  
[Your Email]

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

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

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

Hi [First Name],

When a reliable gutter cleaning technician leaves your company, it costs approximately \$8,000 to replace them.

For a gutter cleaning business with 6 technicians and an industry average turnover rate of 45% per season, that's \$21,600 walking out the door each year.

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

- 67% of technicians 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 missing work (especially important during your fall peak season)

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 technicians per year who would have otherwise left, you're saving \$24,000.

That covers the Alllutional benefits cost for your entire 6-person team for over 6 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 gutter cleaning team.

Best regards,

[Your Name]

Home Service Business 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 gutter 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 during your next morning meeting.

"My technicians won't use these benefits."

→ 91% of gutter cleaning crews 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 appointments.

"We've looked at benefits before and they're too expensive, especially during our off-season."

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

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

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best technicians was considering leaving for a larger home 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]  
Home Service Business 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 [Gutter 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 [Gutter Cleaning Company Name]

Hi [First Name],

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

- Attract and retain reliable technicians in a competitive market
- Provide valuable healthcare access without insurance costs
- Reduce missed appointments during peak fall season
- Save thousands compared to traditional benefits

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

If technician 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 Allutlional works.

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

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps early morning before your technicians head out or late afternoon when they return.

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

Best regards,

[Your Name]  
Home Service Business Specialist  
[Your Phone]  
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Allutlional could work for your specific gutter cleaning business needs.