

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your Landscaping Crew Retention?

Hi [First Name],

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

1. Reliable crew members are harder than ever to find and keep (especially during your peak season)
2. Traditional health insurance is becoming unaffordable for landscaping companies with seasonal revenue

I work with landscaping businesses across [region/country] who tell me the same story - they want to offer benefits to attract and retain good crew members, but the cost of traditional insurance is crushing their margins, especially during the off-season months.

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

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

- 40% improvement in seasonal worker return rates
- \$3,700+ savings per employee compared to traditional insurance
- Healthier teams with fewer missed workdays during peak season

I'd like to share a quick 3-minute video showing how landscaping companies like yours are using this solution to keep their best crew members while staying profitable year-round.

Would you be open to taking a look?

Best regards,

[Your Name]
Landscaping Business Solutions 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 Landscaping Company] Solved Their Crew Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your landscaping crews.

Did you know that landscaping companies with some form of health benefits retain 40% more of their seasonal workers year-over-year? In an industry where training new crew members costs valuable time at the start of each season, that's significant savings.

[Landscaping Company Name], a residential/commercial landscaping business in [nearby location] with [X] crew members, was struggling with the same issues you might be facing:

"We were losing good crew members to larger 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. Allutlional's solution costs us less than \$40 per crew member per month, and our team loves the telehealth access that doesn't require missing work during our busy mowing season." - [Owner Name], Owner

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

- 24/7 telehealth access for crew members and their families (perfect for after-hours and weekend 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 [Landscaping Company Name]?

Best regards,

[Your Name]
Landscaping Business Solutions 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 Reliable Landscaping Crew Member (And How to Stop It)

Hi [First Name],

When a reliable landscaping crew member leaves your company, it costs approximately \$8,500 to replace them.

For a landscaping business with 12 crew members and an industry average turnover rate of 50% per season, that's \$51,000 walking out the door each year.

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

- 67% of landscaping 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 missing work (especially important during your busy mowing 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 6 crew members per year who would have otherwise left, you're saving \$51,000.

That covers the Alllutional benefits cost for your entire 12-person crew 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 landscaping team.

Best regards,

[Your Name]
Landscaping Business Solutions 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 landscaping 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 crew can enroll during your next morning meeting.

"My crew members won't use these benefits."

→ 91% of landscaping 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 work.

"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 mower blade replacement.

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

"I was skeptical at first, but my crew started using the telehealth service immediately. One of my best equipment operators 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]
Landscaping Business Solutions 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 [Landscaping Company Name].

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

Subject Line: Final Thoughts on Crew Benefits for [Landscaping Company Name]

Hi [First Name],

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

- Attract and retain reliable crew members in a competitive market
- Provide valuable healthcare access without insurance costs
- Reduce missed workdays and improve route completion
- Save thousands compared to traditional benefits

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

If crew 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 crews head out or late afternoon when they return.

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

Best regards,

[Your Name]
Landscaping Business Solutions 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 landscaping business needs.