

## Email 1: Introduction & Problem Statement

**Subject Line:** [First Name], Are Rising Healthcare Costs Hurting Your Massage Center's Therapist Retention?

Hi [First Name],

As a massage therapy center owner, you're likely facing two major challenges right now:

1. Skilled massage therapists are harder than ever to find and keep (especially with the physical demands of the profession)
2. Traditional health insurance is virtually impossible for massage therapists working as independent contractors

I work with massage centers across [region/country] who tell me the same story - they want to offer benefits to attract and retain good therapists, but traditional insurance simply isn't designed for the massage industry's contractor model.

What if you could offer your therapists valuable health benefits without the complications of insurance?

Alllutional has created a non-insurance benefits package specifically designed for massage therapy centers like yours. Our massage center clients are seeing:

- 39% higher therapist retention rates
- Consistent appointment availability for clients
- Therapists who choose your center over competitors

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

Would you be open to taking a look?

Best regards,

[Your Name]  
Massage 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 Massage Center] Solved Their Therapist Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your massage therapists.

Did you know that massage centers with some form of health benefits retain therapists 40% longer? In an industry where client relationships and rebookings depend on therapist consistency, that's significant for your center's reputation and revenue.

[Massage Center Name], a center in [nearby location] with [X] therapists, was struggling with the same issues you might be facing:

"We were losing good therapists to larger spas or they were going completely independent. Traditional insurance wasn't even an option with our contractor setup. Allutlional's solution costs us less than \$40 per therapist per month, and our team loves the telehealth access that understands their unique physical demands." - [Owner Name], Center Owner

Here's what Allutlional's non-insurance benefits package includes for your massage therapists:

- 24/7 telehealth access for therapists and their families (perfect for addressing their own musculoskeletal concerns)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum participation requirements (works perfectly with booth rental models)
- 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 [Massage Center Name]?

Best regards,

[Your Name]  
Massage 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 Massage Therapist (And How to Stop It)

Hi [First Name],

When a skilled massage therapist leaves your center, it costs approximately \$18,000 in lost bookings and client relationships.

For a massage center with 6 therapists and an industry average turnover rate of 45%, that's \$48,600 walking out the door each year.

But what's driving them away? Our research with massage center owners shows:

- 67% of therapists would choose a center with benefits over one with slightly higher commission splits
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor who understands their unique physical demands

Alllutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

### COST COMPARISON:

Traditional Insurance: Not even available for independent contractors

Alllutional Benefits: Starting at just \$39.95 per therapist/month

### ROI CALCULATION:

If you retain just 3 therapists per year who would have otherwise left, you're saving \$54,000.

That covers the Alllutional benefits cost for your entire 6-therapist team for over 15 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 massage center.

Best regards,

[Your Name]

Massage 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 massage center. Most of the center owners I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration with independent contractors."  
→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your therapists can enroll between appointments.

"My therapists won't use these benefits."  
→ 91% of massage therapists 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 complicated with our booth rental structure."  
→ Unlike insurance, Alllutional starts at just \$39.95 per therapist per month with no minimum participation requirements and works perfectly with independent contractors.

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

"I was skeptical at first, but my therapists started using the telehealth service immediately. One of my best therapists was considering going completely independent, 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]  
Massage 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 [Massage Center Name].

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

**Subject Line:** Final Thoughts on Therapist Benefits for [Massage Center Name]

Hi [First Name],

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

- Attract and retain skilled therapists in a competitive market
- Provide valuable healthcare access to independent contractors
- Maintain consistent appointment availability for clients
- Save thousands compared to traditional benefits

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

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

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

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

Best regards,

[Your Name]  
Massage 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 massage center needs.