

Email 1: Introduction & Problem Statement

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

Hi [First Name],

As a painting contractor, you're likely facing two major challenges right now:

1. Experienced painters are harder than ever to find and keep (especially with the physical demands and seasonal nature of the work)
2. Traditional health insurance is becoming unaffordable for painting companies with seasonal revenue

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

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

Allutlional has created a non-insurance benefits package specifically designed for painting businesses like yours. Our painting contractor clients are seeing:

- 34% improvement in off-season crew retention
- \$3,700+ savings per employee compared to traditional insurance
- Consistent quality and productivity through reduced turnover

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

Would you be open to taking a look?

Best regards,

[Your Name]
Painting 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 allutlional.com

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

Subject Line: How [Local Painting Company] Solved Their Painter Retention Problem

Hi [First Name],

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

Did you know that painting companies with some form of health benefits retain experienced painters 35% longer? In an industry where consistency and quality depend on crew stability, that's significant for your reputation and bottom line.

[Painting Company Name], a residential/commercial painting business in [nearby location] with [X] painters, was struggling with the same issues you might be facing:

"We were losing good painters to larger contractors 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 painter per month, and our team loves the telehealth access that understands their chemical exposure concerns." - [Owner Name], Owner

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

- 24/7 telehealth access for painters and their families (perfect for addressing chemical exposure and physical demands)
- 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 [Painting Company Name]?

Best regards,

[Your Name]
Painting Industry 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 an Experienced Painter (And How to Stop It)

Hi [First Name],

When an experienced painter leaves your company, it costs approximately \$10,000 to replace them.

For a painting business with 8 painters and an industry average turnover rate of 40%, that's \$32,000 walking out the door each year.

But what's driving them away? Our research with painting contractors shows:

- 67% of painters would choose a company 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 who understands chemical exposure and physical demands (especially important in your industry)

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 4 experienced painters per year who would have otherwise left, you're saving \$40,000.

That covers the Alllutional benefits cost for your entire 8-person team for over 8 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 painting team.

Best regards,

[Your Name]

Painting Industry 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 painting business. Most of the contractors 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 painters can enroll during your next morning meeting.

"My painters won't use these benefits."

→ 91% of painting 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 slow 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 gallon of premium paint.

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

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best painters was considering leaving for a larger contractor 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]
Painting 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 [Painting Company Name].

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

Subject Line: Final Thoughts on Painter Benefits for [Painting Company Name]

Hi [First Name],

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

- Attract and retain experienced painters 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 painting business, so this will be my final follow-up.

If painter 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 or use this direct link to see pricing for your team size: [Custom link to 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 crews head out or late afternoon when they return.

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

Best regards,

[Your Name]
Painting 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 Allutlional could work for your specific painting business needs.