

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your Pet Grooming Business's Staff Retention?

Hi [First Name],

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

1. Skilled pet groomers are harder than ever to find and keep (especially with the physical demands and specialized skills required)
2. Traditional health insurance is becoming unaffordable for grooming businesses operating with increasing overhead costs

I work with pet grooming businesses across [region/country] who tell me the same story - they want to offer benefits to attract and retain good groomers, but the cost of traditional insurance is crushing their margins.

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

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

- 37% higher groomer retention rates
- \$3,700+ savings per employee compared to traditional insurance
- Consistent quality and client satisfaction through reduced turnover

I'd like to share a quick 3-minute video showing how pet grooming businesses like yours are using this solution to keep their best groomers while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]
Pet 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

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

Subject Line: How [Local Pet Grooming Business] Solved Their Groomer Retention Problem

Hi [First Name],

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

Did you know that pet grooming businesses with some form of health benefits retain groomers 40% longer? In an industry where client relationships depend on consistent groomers, that's significant for your business's reputation and client retention.

[Grooming Business Name], a pet grooming business in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good groomers to corporate chains 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 understands their unique physical demands." - [Owner Name], Business Owner

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

- 24/7 telehealth access for staff and their families (perfect for addressing the physical strain of grooming)
- 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 [Grooming Business Name]?

Best regards,

[Your Name]
Pet 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 a Skilled Pet Groomer (And How to Stop It)

Hi [First Name],

When a skilled pet groomer leaves your business, it costs approximately \$15,000 to replace them.

For a grooming business with 4 team members and an industry average turnover rate of 40%, that's \$24,000 walking out the door each year.

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

- 67% of groomers would choose a business 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 their unique physical demands (especially important with the repetitive strain injuries common in grooming)

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 2 groomers per year who would have otherwise left, you're saving \$30,000.

That covers the Alllutional benefits cost for your entire 4-person team for over 12 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 grooming team.

Best regards,

[Your Name]

Pet 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 pet grooming 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 team can enroll between appointments.

"My staff won't use these benefits."

→ 91% of grooming 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 full groom.

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

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best groomers was considering leaving for a corporate chain 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]
Pet 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 [Grooming Business Name].

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

Subject Line: Final Thoughts on Staff Benefits for [Grooming Business Name]

Hi [First Name],

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

- Attract and retain skilled groomers in a competitive market
- Provide valuable healthcare access without insurance costs
- Improve client satisfaction through consistent grooming teams
- Save thousands compared to traditional benefits

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

If staff retention and offering affordable benefits is a priority for your business 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 slower time in your grooming schedule.

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

Best regards,

[Your Name]
Pet 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 pet grooming business needs.