

## Email 1: Introduction & Problem Statement

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

Hi [First Name],

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

1. Licensed plumbers are harder than ever to find and keep (with fierce competition for skilled talent)
2. Traditional health insurance is becoming unaffordable for plumbing companies operating on service-call revenue

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

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

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

- 28% higher retention of journeyman plumbers
- \$3,700+ savings per employee compared to traditional insurance
- Healthier teams with fewer missed service calls

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

Would you be open to taking a look?

Best regards,

[Your Name]  
Plumbing 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 Plumbing Company] Solved Their Plumber Retention Problem

Hi [First Name],

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

Did you know that plumbing companies with some form of health benefits retain licensed plumbers 35% longer? In an industry where replacing a journeyman plumber costs approximately \$15,000, that's significant savings.

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

"We were losing good plumbers to larger mechanical contractors with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have. Alllutional's solution costs us less than \$40 per plumber per month, and our team loves the telehealth access that doesn't require missing service calls or emergency jobs." - [Owner Name], Owner

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

- 24/7 telehealth access for plumbers and their families (perfect for after-hours and weekend emergencies)
- 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 [Plumbing Company Name]?

Best regards,

[Your Name]  
Plumbing Industry Benefits 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 Licensed Plumber (And How to Stop It)

Hi [First Name],

When a licensed plumber leaves your company, it costs approximately \$15,000 to replace them.

For a plumbing business with 6 plumbers and an industry average turnover rate of 20%, that's \$18,000 walking out the door each year.

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

- 67% of plumbers 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 service calls (especially important with your emergency service schedule)

Alltional'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

Alltional Benefits: Starting at just \$39.95 per employee/month

### ROI CALCULATION:

If you retain just 2 licensed plumbers per year who would have otherwise left, you're saving \$30,000.

That covers the Alltional benefits cost for your entire 6-person team for over 8 years!

Take 5 minutes to see how it works: [Custom link to alltional.com]

I'm happy to answer any questions you might have about implementing this for your plumbing team.

Best regards,

[Your Name]

Plumbing 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 plumbing 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 plumbers can enroll between service calls.

"My plumbers won't use these benefits."

→ 91% of plumbers 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 service calls.

"We've looked at benefits before and they're too expensive."

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

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

"I was skeptical at first, but my team started using the telehealth service immediately. One of my licensed journeyman plumbers was considering leaving for a larger mechanical 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]  
Plumbing 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 [Plumbing Company Name].

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

**Subject Line:** Final Thoughts on Plumber Benefits for [Plumbing Company Name]

Hi [First Name],

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

- Attract and retain licensed plumbers in a competitive market
- Provide valuable healthcare access without insurance costs
- Reduce missed service calls and improve customer satisfaction
- Save thousands compared to traditional benefits

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

If plumber 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 Allutional works.

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

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps between service calls or during your administrative time.

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

Best regards,

[Your Name]  
Plumbing 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 Allutional could work for your specific plumbing business needs.