

## Email 1: Introduction & Problem Statement

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

Hi [First Name],

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

1. Trained technicians are harder than ever to find and keep (especially with the physical demands of the job)
2. Traditional health insurance is becoming unaffordable for pressure washing companies with seasonal revenue

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

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

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

- 32% higher employee retention year-over-year
- \$3,700+ savings per employee compared to traditional insurance
- Healthier teams with fewer missed jobs during peak season

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

Would you be open to taking a look?

Best regards,

[Your Name]  
Pressure Washing Business 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](http://allutlional.com)

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

**Subject Line:** How [Local Pressure Washing Company] Solved Their Technician Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your pressure washing technicians.

Did you know that pressure washing companies with some form of health benefits retain technicians 32% longer? In an industry where expertise prevents property damage, that's significant for your reputation and bottom line.

[Pressure Washing Company Name], a residential/commercial pressure washing business in [nearby location] with [X] technicians, was struggling with the same issues you might be facing:

"We were losing good technicians 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 technician per month, and our team loves the telehealth access that doesn't require missing jobs." - [Owner Name], Owner

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

- 24/7 telehealth access for technicians and their families (perfect for addressing the physical demands of the job)
- 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 [Pressure Washing Company Name]?

Best regards,

[Your Name]  
Pressure Washing Business Specialist  
[Your Phone]  
[Your Email]

P.S. You can see the full benefits package and pricing at [allutlional.com](https://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 Trained Pressure Washing Technician (And How to Stop It)

Hi [First Name],

When a trained pressure washing technician leaves your company, it costs approximately \$9,000 to replace them.

For a pressure washing business with 5 technicians and an industry average turnover rate of 40%, that's \$18,000 walking out the door each year.

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

- 67% of technicians 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 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 2 trained technicians per year who would have otherwise left, you're saving \$18,000.

That covers the Alllutional benefits cost for your entire 5-person team for over 6 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 pressure washing team.

Best regards,

[Your Name]

Pressure Washing Business 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 pressure washing 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 technicians can enroll during your next morning meeting.

"My technicians won't use these benefits."

→ 91% of pressure washing 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 jobs.

"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 pressure washing job.

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

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best technicians 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]

Pressure Washing Business 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 [Pressure Washing Company Name].

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

**Subject Line:** Final Thoughts on Technician Benefits for [Pressure Washing Company Name]

Hi [First Name],

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

- Attract and retain trained technicians in a competitive market
- Provide valuable healthcare access without insurance costs
- Reduce missed jobs and improve customer satisfaction
- Save thousands compared to traditional benefits

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

If technician 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](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 early morning before your technicians head out or late afternoon when they return.

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

Best regards,

[Your Name]  
Pressure Washing Business 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 pressure washing business needs.