

## Email 1: Introduction & Problem Statement

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

Hi [First Name],

As a rideshare fleet operator, you're likely facing two major challenges right now:

1. Reliable drivers are harder than ever to find and keep (with the gig economy offering endless alternatives)
2. Traditional health insurance is impossible for independent contractors in the rideshare industry

I work with rideshare fleet operators across [region/country] who tell me the same story - they want to offer benefits to attract and retain good drivers, but traditional insurance simply isn't designed for 1099 contractors.

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

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

- 42% higher driver retention rates
- Consistent vehicle availability for passengers
- Drivers who stay on your platform instead of multi-apping

I'd like to share a quick 3-minute video showing how rideshare fleet operators like you are using this solution to keep their best drivers while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]  
Rideshare Fleet 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 Rideshare Fleet] Solved Their Driver Retention Problem

Hi [First Name],

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

Did you know that rideshare fleets with some form of health benefits retain drivers 45% longer? In an industry where driver churn exceeds 90%, that's significant for your fleet utilization and passenger satisfaction.

[Fleet Name], a rideshare fleet in [nearby location] with [X] drivers, was struggling with the same issues you might be facing:

"We were losing good drivers constantly to other gig platforms. Traditional insurance wasn't even an option with 1099 contractors. Alllutional's solution costs us less than \$40 per driver per month, and our drivers love the telehealth access that works with their flexible schedules." - [Owner Name], Fleet Manager

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

- 24/7 telehealth access for drivers and their families (perfect for their unpredictable schedules)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum participation 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 your rideshare fleet?

Best regards,

[Your Name]  
Rideshare Fleet 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 Your 90%+ Driver Churn (And How to Stop It)

Hi [First Name],

When a rideshare driver leaves your fleet, it costs approximately \$5,000 in lost revenue and onboarding costs.

For a fleet with 20 drivers and an industry average churn rate of 90%, that's \$90,000 walking out the door each year.

But what's driving them away? Our research with rideshare fleet operators shows:

- 67% of drivers would choose a fleet 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 without missing driving hours (especially important with their income-focused schedules)

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 1099 contractors

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

### ROI CALCULATION:

If you reduce your driver churn by just 40% (the average our clients see), you're saving \$36,000 per year.

That covers the Alllutional benefits cost for your entire 20-driver fleet for over 3 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 rideshare fleet.

Best regards,

[Your Name]

Rideshare Fleet 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 managing your rideshare fleet. Most of the operators 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 drivers can enroll via their smartphones between rides.

"My drivers won't use these benefits with their unpredictable schedules."  
→ 91% of rideshare drivers with access to Alllutional's telehealth services use them at least twice per year, saving an average of 6 hours of productivity per use by not missing driving time.

"We've looked at benefits before and they're too complicated with 1099 contractors."  
→ Unlike insurance, Alllutional starts at just \$39.95 per driver per month with no minimum participation requirements and works perfectly with independent contractors.

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

"I was skeptical at first, but my drivers started using the telehealth service immediately. Our driver retention improved by 50% in the first three months, and we saw a 35% reduction in drivers multi-apping with competitors."

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]  
Rideshare Fleet 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 your rideshare fleet.

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

**Subject Line:** Final Thoughts on Driver Benefits for Your Rideshare Fleet

Hi [First Name],

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

- Dramatically reduce their 90%+ driver churn rates
- Provide valuable healthcare access to 1099 contractors
- Decrease multi-apping and improve driver loyalty
- Save thousands compared to traditional benefits

I understand you're busy managing your rideshare fleet, so this will be my final follow-up.

If driver retention and offering affordable benefits is a priority for your fleet 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 fleet 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 your administrative hours.

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

Best regards,

[Your Name]  
Rideshare Fleet 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 rideshare fleet needs.