

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Healthcare Costs Hurting Your Tattoo Studio's Artist Retention?

Hi [First Name],

As a tattoo studio owner, you're likely facing two major challenges right now:

1. Talented artists are harder than ever to find and keep (especially with the rise of independent studios)
2. Traditional health insurance is virtually impossible for tattoo artists working as independent contractors

I work with tattoo studios across [region/country] who tell me the same story - they want to offer benefits to attract and retain good artists, but traditional insurance simply isn't designed for the tattoo industry's contractor model.

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

Allutlional has created a non-insurance benefits package specifically designed for tattoo studios like yours. Our tattoo studio clients are seeing:

- 41% higher artist retention rates
- Consistent booking availability for clients
- Artists who choose your studio over competitors

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

Would you be open to taking a look?

Best regards,

[Your Name]
Tattoo 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 Tattoo Studio] Solved Their Artist Retention Problem

Hi [First Name],

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

Did you know that tattoo studios with some form of health benefits retain artists 45% longer? In an industry where client relationships and bookings depend on artist consistency, that's significant for your studio's reputation and revenue.

[Tattoo Studio Name], a studio in [nearby location] with [X] artists, was struggling with the same issues you might be facing:

"We were losing good artists to larger studios or they were opening their own shops. Traditional insurance wasn't even an option with our contractor setup. Alllutional's solution costs us less than \$40 per artist per month, and our team loves the telehealth access that understands their unique occupational exposures." - [Owner Name], Studio Owner

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

- 24/7 telehealth access for artists and their families (perfect for addressing ink and bloodborne pathogen concerns)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum participation requirements (works perfectly with booth rental models)
- 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 [Tattoo Studio Name]?

Best regards,

[Your Name]
Tattoo Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. You can see the full benefits package and pricing at alllutional.com

Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

Subject Line: The Real Cost of Losing a Talented Tattoo Artist (And How to Stop It)

Hi [First Name],

When a talented tattoo artist leaves your studio, it costs approximately \$30,000 in lost bookings and client relationships.

For a tattoo studio with 5 artists and an industry average turnover rate of 40%, that's \$60,000 walking out the door each year.

But what's driving them away? Our research with tattoo studio owners shows:

- 67% of artists would choose a studio 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 who understands their unique occupational exposures

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 independent contractors

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

ROI CALCULATION:

If you retain just 2 artists per year who would have otherwise left, you're saving \$60,000.

That covers the Alllutional benefits cost for your entire 5-artist team for over 20 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 tattoo studio.

Best regards,

[Your Name]

Tattoo 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 tattoo studio. Most of the studio owners 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 artists can enroll between clients.

"My artists won't use these benefits."
→ 91% of tattoo artists 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 appointments.

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

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

"I was skeptical at first, but my artists started using the telehealth service immediately. One of my best artists was considering opening their own studio, 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]
Tattoo 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 [Tattoo Studio Name].

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

Subject Line: Final Thoughts on Artist Benefits for [Tattoo Studio Name]

Hi [First Name],

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

- Attract and retain talented artists in a competitive market
- Provide valuable healthcare access to independent contractors
- Maintain consistent booking availability for clients
- Save thousands compared to traditional benefits

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

If artist retention and offering affordable benefits is a priority for your studio 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 studio schedule.

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

Best regards,

[Your Name]
Tattoo 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 tattoo studio needs.