

Email 1: Introduction & Problem Statement

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

Hi [First Name],

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

1. Skilled arborists and climbers are harder than ever to find and keep (especially with the physical risks involved)
2. Traditional health insurance is becoming unaffordable for tree service companies with seasonal revenue fluctuations

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

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

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

- 35% fewer missed workdays due to minor injuries
- \$3,700+ savings per employee compared to traditional insurance
- Improved safety culture and crew retention

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

Would you be open to taking a look?

Best regards,

[Your Name]
Tree Service 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 alltional.com

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

Subject Line: How [Local Tree Service Company] Solved Their Crew Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your tree service crews.

Did you know that tree service companies with some form of health benefits retain skilled workers 35% longer? In an industry with one of the highest injury rates, that's not just about savings—it's about building consistent, safety-conscious crews.

[Tree Service Company Name], a residential/commercial tree service in [nearby location] with [X] crew members, was struggling with the same issues you might be facing:

"We were losing good climbers and arborists 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 crew member per month, and our team loves the telehealth access that doesn't require missing work." - [Owner Name], Owner

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

- 24/7 telehealth access for crew members and their families (perfect for job site injuries that don't require ER visits)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services (crucial for an industry with high injury rates)
- 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 [Tree Service Company Name]?

Best regards,

[Your Name]
Tree Service 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 Certified Arborist or Experienced Climber (And How to Stop It)

Hi [First Name],

When a certified arborist or experienced climber leaves your company, it costs approximately \$15,000 to replace them.

For a tree service business with 8 crew members and an industry average turnover rate of 35%, that's \$42,000 walking out the door each year.

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

- 67% of tree workers 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 3 skilled crew members per year who would have otherwise left, you're saving \$45,000.

That covers the Alllutional benefits cost for your entire 8-person crew for over 9 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 tree service team.

Best regards,

[Your Name]

Tree Service 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 tree service 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 crew can enroll during your next morning meeting.

"My crew members won't use these benefits."

→ 91% of tree service 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 work.

"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 chainsaw chain.

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

"I was skeptical at first, but my crew started using the telehealth service immediately. One of my certified arborists 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]
Tree Service 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 [Tree Service Company Name].

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

Subject Line: Final Thoughts on Crew Benefits for [Tree Service Company Name]

Hi [First Name],

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

- Attract and retain skilled arborists and climbers in a competitive market
- Provide valuable healthcare access without insurance costs
- Reduce missed workdays and improve safety culture
- Save thousands compared to traditional benefits

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

If crew 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 or use this direct link to see pricing for your team size: [Custom link to allutional.com]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps early morning before your crews head out or late afternoon when they return.

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

Best regards,

[Your Name]
Tree Service 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 tree service business needs.