

## Email 1: Introduction & Problem Statement

**Subject Line:** [First Name], Are Rising Healthcare Costs Hurting Your Veterinary Clinic's Staff Retention?

Hi [First Name],

As a veterinary clinic owner, you're likely facing two major challenges right now:

1. Qualified vet techs and assistants are harder than ever to find and keep (with turnover rates exceeding 35%)
2. Traditional health insurance is becoming unaffordable for veterinary clinics operating with increasing overhead costs

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

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

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

- 38% higher retention of vet techs and assistants
- \$3,700+ savings per employee compared to traditional insurance
- Reduced compassion fatigue and burnout through better work-life balance

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

Would you be open to taking a look?

Best regards,

[Your Name]  
Veterinary Practice 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 Veterinary Clinic] Solved Their Staff Retention Problem

Hi [First Name],

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

Did you know that veterinary clinics with some form of health benefits retain vet techs and assistants 40% longer? In an industry with a national shortage of qualified technicians, that's significant for your clinic's continuity of care and client satisfaction.

[Veterinary Clinic Name], a practice in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good vet techs and assistants to corporate veterinary groups with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with rising overhead costs. Allutonal's solution costs us less than \$40 per team member per month, and our staff loves the telehealth access that understands their exposure to zoonotic diseases." - [Doctor Name], Practice Owner

Here's what Allutonal's non-insurance benefits package includes for your veterinary team:

- 24/7 telehealth access for staff and their families (perfect for addressing their unique occupational exposures)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services (crucial for addressing compassion fatigue)
- 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 [Veterinary Clinic Name]?

Best regards,

[Your Name]  
Veterinary Practice Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. You can see the full benefits package and pricing at [allutonal.com](http://allutonal.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 Vet Tech (And How to Stop It)

Hi [First Name],

When a trained veterinary technician leaves your clinic, it costs approximately \$20,000 to replace them.

For a veterinary clinic with 5 technical staff members and an industry average turnover rate of 35%, that's \$35,000 walking out the door each year.

But what's driving them away? Our research with veterinary practice owners shows:

- 67% of vet techs would choose a clinic 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 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: \$450-700 per employee/month

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

### ROI CALCULATION:

If you retain just 2 vet techs per year who would have otherwise left, you're saving \$40,000.

That covers the Alllutional benefits cost for your entire 5-person team for over 13 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 veterinary team.

Best regards,

[Your Name]

Veterinary Practice 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 veterinary clinic. Most of the veterinarians 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 team can enroll between appointments.

"My staff won't use these benefits."

→ 91% of veterinary teams 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 with our overhead costs."

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

Here's what [Doctor Name] from [Similar Local Veterinary Clinic] told me after signing up:

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best vet techs was considering leaving for a corporate practice 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]  
Veterinary Practice 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 [Veterinary Clinic Name].

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

**Subject Line:** Final Thoughts on Staff Benefits for [Veterinary Clinic Name]

Hi [First Name],

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

- Attract and retain qualified vet techs and assistants in a competitive market
- Provide valuable healthcare access without insurance costs
- Reduce compassion fatigue and improve staff wellbeing
- Save thousands compared to traditional benefits

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

If staff retention and offering affordable benefits is a priority for your clinic 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 during your lunch break or after appointment hours.

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

Best regards,

[Your Name]  
Veterinary Practice 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 veterinary clinic needs.