



Brochure for introducing a potential customer to what we make, and what we will do for our customers. It contains a brief list of our services, along with many project photos.

## Marketing Spins

*Text for email to send with the flyer that tells a customer what he is looking at, written with different target audiences in mind.*

Spin 1) Architect

Spin 2) General Contractor

Spin 3) Mason

Spin 4) New Contact End User – Cold Call

Spin 5) New Contact End User – Web Member

*(See below for complete text)*

## Marketing Spins

### Spin 1) Architect

I'd like to show you some of the projects we've done. Also I want you to be aware of our many customer services. We also offer are a huge library of scale CAD drawings of our product line, ready to be dropped into your plans. Let us know if we can help you complete your projects easier.

### Spin 2) General Contractor

I'd like to show you some of the projects we've done in the past. This brochure shows a few of the many types of products we make. I have further images I can send you, or perhaps supply an address of a completed project near you. I also wanted to call attention to our many customer services, and the many ways we try to make installing our product trouble free. We would love to produce a bid for the cast or cut stone on one of your projects.

### Spin 3) Mason

I wanted to introduce our products and services. We are manufacturers of top quality cast stone, as well as cut stone suppliers. This brochure shows many of the projects we have completed. Our attention to detail during the design phase makes the most intricate stone assemblies go together just the way it was designed. We also make sure that every stone in the project is labeled and clearly located on the plans. Call us and let us place a bid for your next project.

### Spin 4) New Contact End User – Cold Call

We spoke the other day and you sounded interested in our product line. This brochure has photos of many residential projects we've done. We have many more styles and product groups we manufacture. If I know what you're most interested in I can send you more detailed materials on our products. Take a look at our website at [stonelegends.com](http://stonelegends.com), and you can see our online catalog and design guides to help you. And if you have a good idea what you need, send us your plans or your ideas, and we can send you a bid on the cast and cut stone needed to produce what you have in mind.

### Spin 5) New Contact End User – Web Member

Welcome to the Stone Legends website membership. This membership allows you access to many handy design tools and a huge library of professionally drafted CAD drawings of our products. I wanted to send you this brochure showing our standard services, along with many of the residential project we've done. I also want to point out the many customer services we provide. We will be there for you every step of the way. Let us know if you want to see something more or you are interested in any further information. If you have plans or only concepts, let us see them, and we can produce a bid for your cut or cast stone needs.