



Some of our best projects, with photos and CAD drawings and breakdowns of how some of the most impressive cast stone units were designed and constructed. Showcases for our Residential and Commercial projects.

## **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.*

*See below for the text to these spins*

**Spin 1) Architect/**

**Spin 2) General Contractor/Builder**

**Spin 3) Mason**

**Spin 4) End User**

## **Marketing Spins**

### **Spin 1) Architect/**

At Stone Legends we put a lot of attention into our Cad drawings. We produced these portfolios of several of our projects so we can show our customers how our parts and units go together. We have CAD drawings like those in these portfolios on virtually all of our catalog units and much more besides. Join our website membership at <http://www.stonelegends.com/register.asp> and you will have access to thousands of our complete CAD files you can drop into your plans. Let us make your job easier.

### **Spin 2) General Contractor/Builder**

I wanted to show some brochures we created that show a breakdown of some of our best Cast Stone projects. These Project Portfolios are samples of some of our completed projects that show how the stone parts went together. They have pictures and drawings of the complete project and closeups of selected details. This will show you what we can do for your projects. We make installation run smoothly, and we create custom units and artistic parts that few other manufacturers can approach. Take a look and see what we can do for you.

### **Spin 3) Mason**

We put together a set of Project Portfolios that show some of our most interesting projects and breaks the stone down to its constituent parts. You can see how we create these units from part and profiles and how they all go together. We design our stone so it goes together just like it's designed. When we ship our stone every part will be clearly identified as to where it is in the shipment and where it goes on the project. We also include many installation tips and techniques with every shipment, so we make every effort to make installing our stone as easy and trouble free as possible.

### **Spin 4) End User**

I wanted to send you a set of our project portfolios so you can see what we can do with your project. These portfolios show some of our projects and how the stone goes together to create an architectural style. Take a look and you can see the precise design and attention to details we put into every piece of stone we produce. Give us a chance and we can do the same for your home, landscaping or business property.