



An Article on the history and uses of Cast Stone, by Richard Carey

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/General Contractor/Builder/Mason

Stone Legends Owner/General Manager, Richard Carey produced an article on the history, technology, and the many uses of cast stone that I thought you might appreciate. We are certain that this article will help you consider cast stone as a beautiful and extremely durable architectural building material, and will help you see the quality of our product line. Let us see your plans and we will produce a line item bid for your project.

Spin 2) End User

I would like to give you an article that our Owner/General Manager, Richard Carey wrote for the magazine “Traditional Building”. Mr. Carey discusses the history, and the many uses of cast stone. I wanted to show you this so you can understand the beauty, classic style, and durability of our products. You can see the quality and attention to detail that we put into every piece we manufacture. Let us see your project’s plans, and we will create a detailed line by line estimate showing you exactly what we will produce for you, and exactly what each cost will be.