



A small flyer telling a customer if they get their approvals back early they might benefit, while showing them if they are late returning the documents, they may pay a similar penalty.

## 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) Customers who want to get delivery early

I recall our conversation recently where we discussed ways to get your product delivered as soon as possible. There is an opportunity for us to move your production window up. We need to get your approval documents signed and returned to us, along with the required payment, and we will get your project moving. Call us with any questions.

### Spin 2) Customers who are late getting approval documents back

I was recalling our conversation recently, thinking about the sense of urgency you have about getting your stone delivered and your project completed. We have an opportunity to get started on your project very soon, as someone else has not returned their approval documents. If you can get your documents signed and returned to us, with the required payment, then we can begin production of your stone. Call us with any questions.