



A PDF brochure that explains the various elements of a set of submittal documents

## 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) Architects, General Contractors/Builders and Masons

Here is an explanation of our submittal documents. It will show you how the information is laid out in our standard submittal package. We are sending you this sample to minimize any possible confusion when your submittal arrives. We will need this document returned to us with a signature on every page before we can begin production of your stone, or our production schedule may be thrown off. Help us to keep all your deadlines met. Return the submittals ASAP, and be sure to call us with any question of matter of uncertainty when you see them.

### Spin 1) End Users

I wanted to show you this little pamphlet, explaining how our final approval documents are set up. We will send you a submittal package, with an exact explanation of every single piece of stone we are going to produce for you, and where it fits into the project. When the submittal arrives you should examine it closely for anything not correct, as soon as we have the approved submittals and the final payment we will begin production. I hope this document helps you to prepare for the submittal package.