



A flyer about the reasons why a customer should send us the plans for their project.

## 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/Masons

I want to ask you about the designs and plans for your upcoming project. We would like to have the opportunity to place a bid for the cast and cut stone for it, and we will need detailed plans to give you an accurate estimate, the more detailed the better we can serve you. However we can work from anything you have available, and we will consult with you to flesh out any questions we might have.

### Spin 2) End Users

I want to ask you about the designs and plans for the new building project you're designing. We would like to have the opportunity to place a bid for the cast and cut stone for it, and we will need detailed plans to give you an accurate estimate, the more detailed the better we can serve you. However we can work from anything you have available, and we will consult with you to flesh out anything not clearly specified. Let us help you build your dream home.