

This sample script was for a DVD produced for a National Funeral Directors Ass'n (NFDA) Convention.

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2004 NFDA Convention: Keepsake Book

Script:

The cultural unease surrounding the funeral industry means that selling a pre-need program requires a sound strategy and an especially effective delivery channel. Without a comfortable introduction, engaging a family or an individual in a personal setting, and establishing that critical face-to-face contact, can feel a lot like trying to open a locked door to which you have no key.

BerylMartin's Keepsake Book *is* that key. This well-designed, after-service memento opens the door through which you can establish meaningful contact with the family you've just served.

BerylMartin's Keepsake Book is a personalized, hardcover and hand stitched tribute that complements the current registry book being used throughout the country. As part of the keepsake product, BerylMartin provides a traditional, three-ring registry binder for use during the service. This binder is enhanced with personalized information about the funeral service, and comes equipped with a full complement of sign-in and informational inserts.

After the service, BerylMartin takes scanned images of the pages that were signed by the guests and converts the traditional registry book into a pictorial keepsake book that can include additional text or stories that celebrate the life of the deceased.

This family historical tribute will change the way that families remember their loved ones forever. Favorite photographs scattered throughout the book are accompanied by text that can be written to re-enforce the stories and memories portrayed by the photographs, or can be selected from our library of poetry, songs and scripture. The outside cover and inside pages can reflect any of BerylMartin's 41 design themes.

Given as a *gift* to the family, this book of life will open their eyes, their ears and their hearts, and provide you an opportunity to talk with them, in a natural setting, about the benefits of entering into a pre-need agreement.

The Keepsake Book is without question the *key* to unlocking the door to a long-term relationship – a relationship with a whole family, instead of just an individual. A relationship that will generate continuing revenue for your funeral home and increase your pre-need sales, while providing a remembrance that will be genuinely appreciated for generations.