

Education for Cremation Families

- I. Nothing goes away as much as we might hope
 - A. Changes happen slowly over time
 - B. Cremation trends
- II. Why is the cremation arrangement so difficult?
 - A. There are many options
 - B. Families may not know how to cremate
 - C. People think they are saving family members
 1. Time and emotional stress
 2. Money
- III. What can you do to improve cremation arrangements experience for families?
 - a. Education
 - b. Minimize “Choice Overload”
 - c. Begin with the end in mind
 - d. Make choosing simpler
- IV. Where does education start?
 - A. The web
 - B. What are you doing on your website
 1. Videos
 2. Articles
 3. Resources
- V. Minimize “Choice Overload”-What is the arrangement process?
 - A. Statistical & biographical information gathered for DC & obit- *Have to have*
 - B. Products & Services-*Want to have*
 1. How many “want to have’s” are you willing to sit through?
 2. If you were making a major purchase; how do those providers approach it
- VI. Begin with the end in mind
 - A. Ask one question; Where will the final or permanent resting place be
 - B. Are you buying a new grave or using an existing cemetery lot for burial
 1. Second right of interment
 2. Columbarium placement
 3. Private family columbarium
- VII. Scattering
 - A. Irreversible option
 - B. Consider a keepsake
 - C. Consider a garden or specific location
 - D. Conduct a serviced of remembrance
- VIII. Make Choosing simple – logical packages
 - A. Make some decisions at your firm about what all cremations include;
 - B. All families are assumed to be going to the retort
 - C. What is the minimum temporary container
 - D. Minimize the number of decisions families have to make

Do something