

How to get started and succeed with

Thirteen Folds

1.

Understand the Market.

Number of veterans who live in the United States as of September 2012.



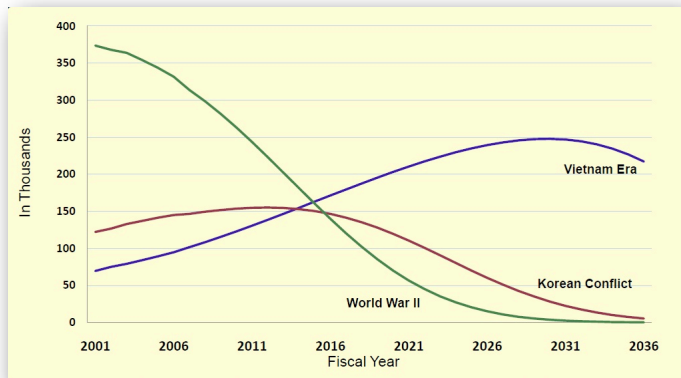
22,328,000

Percentage of veterans over the age of 55



55%

Projected Veteran Deaths for Selected Periods of Service: 2000 to 2036

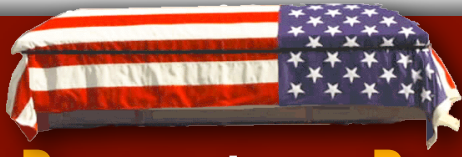


Source: Department of Veterans Affairs, Office of the Actuary, Veterans Population Projections Model (VetPop), 2007, Table 8D

Approximately
525,000
Veterans died in 2012

National Death Rate
2,468,435

1 in 5
deaths is a veteran.



BIG Market = BIG Opportunity!

2.

Define your service area.

Receive a demographic analysis of your area by zip code. We divide your market into segments, like veterans, and match the message to the market because **one size does not fit all**. It's about speaking the same language as your audience.

40%

of deaths in the United States are veterans and their spouses



Check the obituaries!

Veterans your competitor serves.

Veterans you serve.



How can you tip the scale in your favor in order to be "top of mind" for veterans in your community?

3.

Position your funeral home as the funeral home for veterans.



Receive a customized video illustrating why veterans call your funeral home to be placed on your social networks and website.

Include special veteran tributes in your service offerings → Use Atneed Delivery Model.

- Presidential Memorial Certificate
- Veterans' service decals for limousines
- Veterans Wall display



Send cards to the veterans in your community on **Veterans Day** and **Memorial Day**.



4.

Utilize direct mail to increase your market share.

Speak the language of the veterans in your community and educate them and their families on their entitled government benefits and savings as a result of their dedicated service to our country.



5.

Engage in more active programs to **supercharge** your veterans outreach

Provide seminars to members of the local VFW and American Legion



Host veterans at your funeral home to share & record memories of wartime.

Invite veterans and their families to a free meal and seminar rehashing the memories of childhood and wartime as you discuss the importance of preserving these memories and planning ahead.



Produce a memoir for the families of veterans and to be submitted to the Library of Congress's Veterans History Project.

