

# 2010 MEDIA KIT BEGIN HERE: HELPING SURVIVORS MANAGE

Following the funeral, after everyone has left and you return to the empty residence of the departed, where do you begin? Begin here...

**Begin Here** is the only hands-on user's guide to help individuals (survivors) manage the day-to-day tasks after a death. It is categorized as self help manual for the death care industry.



**When someone dies, there are countless organizations around the world that offer grief support, but none that provides the product that we offer. *Helping Survivors Manage* was created on the foundation of most new ventures: a void in the market. We hope to fill that need with our experienced team of subject matter experts (those who have been through it, as well as funeral directors, professional organizers, hospice, health and death care professionals) to help others through this difficult time.**

Kat Reed has written the definitive book on what to do when a loved one dies based on her own experiences after her mom's death. She soon discovered the lack of resources available to help her and her predominantly deaf dad with these tasks; in turn, she created the user-friendly book *Begin Here* - the answer to "Where do I begin?" *Begin Here* guides survivors through the seemingly overwhelming practical and necessary tasks that remain after a death; from residential to financial to personal. Leveraging Reed's unique insights, invaluable suggestions, and organizational skills will help anyone simplify this process.

## BOOK SPECIFICATIONS:

### General

9" width by 7" height  
53 pages, excluding tabs  
wire-o bound

### Front and Back Covers

100# feltweave 4/0 process  
-with bleeds  
slit on front cover for business card  
ISBN with barcode on back cover  
custom pockets for storing loose items  
form letters provided in back pocket

### Tabs

100# feltweave 1/1 black/black  
-no bleeds  
eight tabs/sections

### Content

100# feltweave 1/1 black/black  
-no bleeds  
designated "fill in the blanks"

## WEB SITE ASSISTANCE: [www.HelpingSurvivorsManage.com](http://www.HelpingSurvivorsManage.com)

- o Interactive PDF downloads of form letters (that are provided in hardcopy in the back pocket of the printed book) are available now online at *no cost* on the HSM Web site. Most companies charge for these letters, but true to form, we are here to *help you manage*.
- o Visit the site for related links and support services. Because the site does not offer advertising opportunities, you can be assured that the organizations listed are those we know and trust.

## CURRENT CLIENTS<sup>1</sup>/PURCHASE OPTIONS<sup>2</sup>/TARGET MARKETS<sup>3</sup>:

Amazon.com<sup>2</sup>  
assisted and senior living facilities<sup>1,3</sup>  
attorneys<sup>1,3</sup>  
bookstores<sup>1,3</sup>  
ConnectingDirectors.com<sup>2</sup>

financial planners<sup>1,3</sup>  
funeral homes<sup>1,3</sup>  
funeral planners<sup>3</sup>  
hospice organizations<sup>1,3</sup>  
hospitals<sup>3</sup>

individuals<sup>1,3</sup>  
libraries<sup>1,3</sup>  
OnlineOrganizing.com<sup>2</sup>  
places of worship/clergy<sup>1,3</sup>  
professional organizers<sup>1,3</sup>

## MEDIA COVERAGE: interviews, features, and endorsements (full content on website under "Media"; most recent first)

Available for interviews, events or discussions about the book and/or the process. For arrangements, contact Kat at the email and/or phone number at the footer of this media kit.

- o June 2010 **The Phoenix Spirit**; book review – Minnesota
- o May 26, 2010 **The Villager**; article regarding book finalist "Names in then News" section – Minnesota
- o May 2010 **Mortuary Management with Funeral Monitor**; full page story – Michigan
- o May 2010 **MN GoodAge**; book review – Minnesota
- o April 2010 **Memorial Business Journal**; *The Notebook* section; article regarding book award finalist – New Jersey
- o March 2010 **2009 Book Award Finalist**; Midwest Independent Publishers Association, book finalist 12 state contest in Social Science category – Minnesota
- o March 2010 **Nomis Publications Funeral Home and Cemetery News**; article/review "Helping Survivors Manage by Kat Reed" – Ohio
- o February 2010 **Minneapolis Books Examiner**; article/review "Local author says Begin Here at Common Good Books" – Minnesota
- o February 2010 **Gorder Communiqué**; featured the December 2009 AWFDF article – Minnesota
- o January 3, 2010 **Pioneer Press**; article "Author turns experience into help for those in grief" [cover, top fold of Local Section, Sunday edition](#) – Minnesota
- o January 2010 **Mary Hunt Debt Proof Living**; article "How to plan a frugal exit" – California
- o December 1, 2009 **Association of Women Funeral Directors (AWFD)**; article/review "Begin Here: Helping Survivors Manage" – California
- o November 2009 **Gatehouse Media** picked up the story from the Galesburg Register Mail article and reprinted it in dozens of newspapers in their network
- o November 15, 2009 **Galesburg Register Mail**; article "Galesburg native's book a practical guide for death" – Illinois
- o November 4, 2009 **The Villager**; article "Names in the News" – Minnesota

HSM | PO Box 16058 | Saint Paul, MN 55116 USA  
Telephone: 612.293.6407  
[kat@HelpingSurvivorsManage.com](mailto:kat@HelpingSurvivorsManage.com)  
[www.HelpingSurvivorsManage.com](http://www.HelpingSurvivorsManage.com)

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### Praise for *Begin Here*

"My dad passed away five years ago, and as a list-driven person and lawyer (who is supposed to \*handle\* things), I could have used this resource so much. Absolutely wonderful and much-needed. This will be an excellent resource for estate planning attorneys too."

*Kathy Davis*  
Minneapolis, Minnesota

"When my dad died, we were prepared, have five siblings strong working on things, but still there were areas we had no clue about. Sadly, my family has had its fair share of deaths in the past 10 years. If there had been such a book for us to reference, it would have made such a difficult, emotional time so much easier."

*Nicki Presby*  
Costa Mesa, California

"When my mother died, we got some help from an Elder Care lawyer. She was very helpful personally, but I wish she'd been able to provide something like this book, it would have made what she was talking about so much clearer."

*Beth Beaty*  
Saint Paul, Minnesota



### Tabbed Chapters

Decedent Vital Statistics  
Support System Guidelines  
Residential, Financial, and Legal Tasks  
Calendar  
Notes  
Resources  
Form Letters (in back pocket)

### Additional Features

Spiral binding for ease of use  
Bound-in pockets for keeping loose papers  
Checklists to ensure tasks get completed  
Calendar pages for follow-up  
Tips on delegating

### Prices (valid through 2010):

End user price:  
\$20.00 each (+\$4.00 shipping and handling)

B2B prices (wholesale to businesses):

<u>Quantity</u>	<u>Price</u>
5-99	\$10.00 each
100-499	\$ 9.00 each
500+	\$ 8.00 each
1,000+	special pricing - please contact us

For more information for businesses and resellers please contact us at the contact info below.