



## How should I initially approach AdmiredLife in my Business?

First a piece of advice: Don't make it harder than it really is. We have industry leading designers that made the system very easy to use. Please consider adopting the AdmiredLife platform as an extension of physical Memorialization. This is a great way to enable your families to "tell more of the story". So here is what we suggest as an initial approach:

1. **Ask us for a Sample Memorial.** Complete it for a deceased family member. Get to know what it looks like inside and how easy it is to complete. Know that you can keep it unpublished until you're ready to put it out there and in the meantime you can publish it to look at it and then un-publish it right after. **Hint:** Use a personal e-mail address when creating an **End User** account to claim your sample memorial.
2. Access your **Affiliate Account** in the AdmiredLife system. We'll send information on how to access it when we create your sample memorial. From within your Affiliate account, you'll see your sample memorial in your account. This is how your "**Provided By**" information will be linked and included on the memorial. Take a moment and look around, change your password and review and complete your company information.
3. Use our **GPS and Map Tutorials** to set your sample memorial to the actual gravesite of the person you created the sample memorial for. Or, another suggestion would be to set it to a location in your yard or near your building. A nice feature about the system is that you may set the memorial's GPS location and move it as often as you'd like.

**Note on Setting GPS Locations:** First of all, a GPS location is not necessary for the complete operation of the AdmiredLife memorial. The memorial, when published, can always be found from the home page of AdmiredLife by simply searching with the person's name.

We created the system with the Memorialist in mind. It's our thinking that the Memorialist would attempt to set the GPS location at the same time as the Monument is being set in the cemetery. This would be a great service for the family.

We also realize that some setting crews may not have a smart phone in which to set the AdmiredLife memorial's location. In that case we've made it possible to easily enter the GPS coordinates from within your Affiliate account if your setting crew used a handheld or other GPS device to capture the gravesite location. And last, we've also provided simple location instructions on the **Redemption Certificate** that you give to the family. In the end, they can set the memorial or move it if they wish.

4. Get them into the hands of your customers. They'll tell you what they think of it. We're sure it will make them happy to have this resource available to them.

Please consider sharing your thoughts with us as you integrate **AdmiredLife** into your product mix.