

got into this business because I lost friends back-to-back. The interesting thing about it is one friend had NOTHING while the other friend had EVERYTHING done.

I witnessed first hand what it's like to NOT have final arrangements done in advance.

Many of you have heard my story of why I got into this business. You have a story of why you got into this business. Use your story. Stories are great inside a sales letter. Stories are impactful. Stories are true. Anytime you hear the words, "let me tell you a story", you'll perk up and listen.

By the way, a long testimonial from a happy customer would be a great story you can use in your sales letter. Testimonials are great to add to a sales letter. Below are a few testimonials I've received:

Dear David,

We would like to say "thank you" on many accounts. You have made our pre-planning easy. You have taken the burden off our families allowing everyone to focus on the more important things in life. Additionally, You helped us enormously when Nancy's mother passed. We were able to see some of our pre-planning in action. Words don't express the comfort we felt with you coordinating our pre-arranged requests.

Thank you again for making a difficult part of life easier. Please feel free to share this note. We highly recommend that all work with you. You have done an excellent job for this community.

Sincerely,
Steve & Nancy

In the interests of full disclosure I took out Steve & Nancy's full name, city, and state. I've also done the same with all of the comments (testimonials) I've re-printed on the next page.

Be sure you have full name, city, and state on your testimonials. I cannot emphasize this enough. Do not make up testimonials. And for Pete's sake, do not use

initials instead of names. In other words, don't fake anything when it comes to testimonials.

Dear David,

Sue and I would like to thank you again for making the purchasing of cemetery plots as easy as possible. It was a pleasure working with you, and we thank you for the way you explained everything to us as simple as possible. You handled the financial explanation just as easily and that was big help.

Sincerely,
Sue & Harvey

**Testimonials must be TRUE,
testimonials are easy just ASK,
and you shall receive**

Dear David,

Thank you for making a difficult experience easy to experience. Your knowledge, experience and demeanor were invaluable. We truly appreciate your guidance and we know that our children will appreciate your efforts on our behalf in the future. You have lifted off of our shoulders what would have been an extremely heavy burden.

Sincerely,
Jeff & Merle

**Never use initials
use full names,
city and state.**

Dear David,