

<b>Social Media Profile Information Worksheet</b>		
<b>Username:</b>	<b>Username:</b>	<b>Password:</b>
Personal	Corporate	You can use the same one if you want.
Checker: <a href="http://namechk.com/">http://namechk.com/</a> max 15 characters		Min 8 characters
<b>Contact Information</b>		
<b>First Name:</b>	<b>Last Name:</b>	
<b>Address:</b>	<b>Current Town / City:</b>	
<b>Postal Code:</b>	<b>Country:</b>	
<b>Phone Number:</b>	<b>Mobile Number:</b>	
<b>Email:</b>	<b>Website URL:</b>	
<b>Security Question &amp; Answer:</b>	<b>Time Zone:</b>	
<b>Personal Information</b>		
<b>Birthdate:</b>	<b>Sex:</b>	<b>Marital Status:</b>
<b>Political Views:</b>	<b>Religious Views:</b>	
<b>Bio / Description / About Me (160 characters max):</b>		
<b>Interests:</b>		
<b>Favorites (Music, TV, Books, Movies):</b>		
<b>Education &amp; Work Information</b>		
<b>College &amp; Year:</b>	<b>High School &amp; Year:</b>	
<b>Degrees Earned:</b>		
<b>Job Title:</b>	<b>Company:</b>	
<b>Current Position &amp; Description:</b>		
<b>Groups &amp; Associations:</b>		
<b>Honors &amp; Awards:</b>		

## Idea Brainstorming Sheet: Articles & Newsletters

### Funeral Related Topics:

- Cremation
- Burial
- Natural Burial
- Funeral Trends:
  - Green
  - Celebrations
- Client Family Benefits for
  - Embalming
  - Viewing
  - Funerals
  - gatherings
- Celebrity funerals
- Local spin on national topic

### Article Formats:

- 4-Mat: Why, What, How, & What If
- P-A-R: Problem, Action, Result (Case Study)
- FAQs: Frequently Asked Questions
- Ask the Director
- The List
- Press Release
- How To's
- Checklists
- Guidelines / Templates
- Interview Format

### Seniors' Related Topics:

- Seniors Guide
- Estate Planning
- Nursing Homes
- End-of-Life
- 55+
- Elder Care
- Hospice

### Seniors' Interests:

- Comfort Food Recipes
- Digital Photography Tips
- Food Gift Baskets
- Gardening Tips
- Genealogy
- Motorized Scooters
- Scrapbooking / Crafts

### Action Plan:

- Upload to Blog / Website
- Submit link on Facebook
- Engage Readers to Comment
- Respond to Comments
- Bookmark with Social Bookmarks

### Tips:

- Write as if you were having a one on one conversation
- Use their words, not 'funeral lingo'
- 400 - 700 words is a good rule of thumb
- Close will invitation to see more articles at:
  - [www.YourFuneralChapel.com/articles](http://www.YourFuneralChapel.com/articles)

<b>Social Media Strategy — Quick Start</b>	
<b>Where You Need To Be</b>	<b>How To Grow Your Network</b>
<b>Blog:</b> <input type="checkbox"/> Create Blog — wordpress.com <input type="checkbox"/> Create blogging schedule that you can stick to	<b>Blogosphere:</b> <input type="checkbox"/> End blog posts with a question <input type="checkbox"/> Comment on other blogs & link back to yours
<b>Facebook:</b> <input type="checkbox"/> Personal Profile <input type="checkbox"/> Company Page	<b>Facebook: - (Request Friend)</b> <input type="checkbox"/> Check friends of most popular friends (right-click) <input type="checkbox"/> Check groups: Local, Business+ Friend's Groups
<b>LinkedIn</b> <input type="checkbox"/> Personal Account <input type="checkbox"/> Company Account	<b>LinkedIn: - (Invite to Connect)</b> <input type="checkbox"/> Check "Classmates" tab <input type="checkbox"/> Search & Check Local Groups
<b>Twitter</b> <input type="checkbox"/> Personal Account <input type="checkbox"/> Company Account <input type="checkbox"/> Obit Account	<b>Twitter — (Follow — don't need to be invited)</b> <input type="checkbox"/> "Find People" Search: City / Town / Airport Code <input type="checkbox"/> Right Column Search: live in (Your Town / Code) <input type="checkbox"/> Twellow.com — Check "Twellowhood"
<b>Option 1: Connect Profiles Together:</b> <input type="checkbox"/> Personal: Facebook > Twitter > LinkedIn <input type="checkbox"/> Company: Facebook > Twitter <b>Option 2: Ping.FM</b> <input type="checkbox"/> Connect All Personal Accounts <input type="checkbox"/> Connect Facebook & Twitter	<b>Notes: For all 3 services, use "Find Friends / Contacts" + you can upload a CSV file from Outlook or CRM program. After Completing Profiles, go to:</b> <a href="http://twitter.grader.com">http://twitter.grader.com</a> <a href="http://facebook.grader.com">http://facebook.grader.com</a> <b>Remember: Respond to mail and direct messages</b>
<b>What To Talk About</b>	<b>How To "DO" Social Media</b>
<input type="checkbox"/> Watch Tutorial: Information Efficiency <a href="http://www.funeralfuturist.com/create-your-own-wire-service/">http://www.funeralfuturist.com/create-your-own-wire-service/</a> <input type="checkbox"/> Create "Information Dashboard" <ul style="list-style-type: none"> <li>• Seniors Guide</li> <li>• Estate Planning</li> <li>• End of Life</li> <li>• Nursing Homes</li> <li>• Hospice</li> <li>• Elder Care</li> <li>• Grief</li> <li>• Your Town, State / Prov.</li> </ul>	<b>Heppell's 4 Quarters Strategy - Facebook</b> 25%: Personal Updates (Facebook or Ping.FM) <ul style="list-style-type: none"> <li>• Show that you are a family person, good member of the community, add photos of local events</li> </ul> 25%: Liking, Commenting on Others <ul style="list-style-type: none"> <li>• Congratulate, Birthday Wishes</li> </ul> 25%: Disseminating Useful Information <ul style="list-style-type: none"> <li>• Use "Information Dashboard"</li> </ul> 25%: Business Updates & Event Promotions <ul style="list-style-type: none"> <li>• Use an indirect tone when talking about work</li> <li>• Use Facebook Ads to promote Events</li> </ul>

<b>Event Promotion Checklist</b>				
<b>Event:</b>		<b>Date(s):</b>		
<b>Location:</b>		<b>Coordinator:</b>		
<b>Event Details &amp; Description:</b>				
Why should people attend (What problem are you solving):				
What are they going to learn (How will it benefit attendees):				
What is your desired outcome (Leads, Appointments, etc.)				
Days	Date	Task	Assigned to	Completed
90		Set the Date		
60		Write Related Article		
45		Create Facebook Event		
45		Create Press Release (Convert Article)		
40		Circulate: PR, Promo Poster, & Cover Letter to Churches, etc.		
28		Submit & Post Article: Online PR sites, Local Media, Your site		
21		Place Announcements on Craigslist, Kijiji, UsedEverywhere		
21		Phone Churches & Groups to see if they need more Posters		
15		Create Facebook Ad for Targeted Demographic		
5		Social Media Mentions		
<b>0</b>		<b>Event Day: All participants know their roles</b>		
1		Write Recap of Event: Post on Website, Facebook		
1		Send Thank You cards to presenters, organizers, facilitators		
2		Start editing video — upload as soon as possible		
7		Repurpose Video segments to YouTube, Facebook		
<b>Other Duties</b>				
<b>Video Record Presentation:</b>			<b>Take Photos:</b>	
<b>Edit Video &amp; Upload:</b>			<b>Take Photos:</b>	

<b>10 X 10 Q &amp; A Formula</b>	
<b>Most Frequently Asked Questions (Ask The Director)</b>	<b>Questions Client Families Should Ask (They don't know what they don't know)</b>
1. How much is a funeral?	1. What is the benefit of viewing the body?
2. Do I need a casket with cremation?	2. What is the difference between corporate and family owned funeral homes?
3. How do I know that I get Mom's ashes back?	3. Can I have a reception even if Dad didn't want a service?
4. Why are funerals expensive?	4. Does the funeral home own their own crematory?
5. Do you have to be embalmed if you are cremated?	5. What are the drawbacks to using my own container vs. a cremation urn provided by the funeral home?
6. Dad never attended church; do we have to have a minister to have a funeral service?	6. Do you video record the service?
7. Can family members participate in the service?	7. Does your funeral home offer a "No Hidden Fee" guarantee?
8.	8.
9.	9.
10.	10.
<b>What You Need...</b>	<b>What To Do...</b>
<input type="checkbox"/> Write out all of the Questions and Answers	<input type="checkbox"/> Record the Videos
<input type="checkbox"/> Create 3 or 4 PowerPoint slides for each question	<input type="checkbox"/> Upload to Video Sharing Sites via TubeMogul
<input type="checkbox"/> Screen capture software (Camtasia / Jing)	<input type="checkbox"/> Title videos: Funeral Questions [City]   [Question]
<input type="checkbox"/> TubeMogul.com account for Video Sharing	<input type="checkbox"/> Place URL at the beginning of each description
<input type="checkbox"/> Purchase URL [City]FuneralFacts.com	<input type="checkbox"/> Repurpose written FAQs as articles / blog posts

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<input type="checkbox"/> Purchase URL [City]FuneralFacts.com	<input type="checkbox"/> Repurpose written FAQs as articles / blog posts

### Online Video Marketing Strategy for Funeral Homes

**Main Topic:** Funeral Planning, Download Guide

**Destination URL:** <http://www.YourFuneralChapel.com/pre-planning>

Not necessarily your home page, if video is a specific topic, direct to related page on website

**Video Titles:** Keywords 1st, Use " | " Pipe to Separate, then Firm name if appropriate, 60 Characters Max., have 1 or 2 at 32 char.

1. Funeral Planning Victoria BC | Free Planning Guide

3. Free Funeral Planning Guide Victoria

2. Free Planning Guide | Funeral Planning Victoria BC

4. Victoria Funeral Planning Free Guide

#### Description:

Suggested length: 200 characters or less, use keyword phrases, always start with your URL including the http://, call to action at end if poss.

<http://www.YourFuneralChapel.com/pre-planning>

Thinking about planning your funeral services in advance? Visit the link above for your free Guide To Planning Funerals in Victoria, or call 250-744-3595.

**Tags:** Use 6 keywords to describe video; last 2 or 3 should be somewhat unique to you & to be used in all other videos to link them together.

Funeral, Planning, Victoria, Cremation, Guide, YourFuneralChapel

#### Video File Name:

**Format:** MP4 (H.264 encoding) preferred (others: avi, wmv, mov, mpg) - **Length:** 10 mins. max, 2 – 3 mins. preferred - **Size:** less than 100 MB

#### Uploading Your Video...

Use [Traffic Geyser \(preferred\)](#) or [TubeMogul](#)

Video Sites	Social Bookmark
<a href="#">YouTube</a> <a href="#">DailyMotion</a> <a href="#">Yahoo</a> <a href="#">MySpace</a> <a href="#">Metacafe</a> <a href="#">Rever</a>	<a href="#">Blip.TV</a> <a href="#">Veoh</a> <a href="#">Viddler</a> <a href="#">Vimeo</a> <a href="#">HowCast</a> <a href="#">5min</a> <a href="#">Del.icio.us</a> <a href="#">Digg</a> <a href="#">Diiigo</a> <a href="#">Google Bookmarks</a> <a href="#">Kaboodle</a> <a href="#">StumbleUpon</a>

#### Promoting Your Video...

- Have friend view, rate, & comment video
- Promote it with Facebook / Twitter
- Tag it with Social Bookmarking Sites
- Link to it from other sites if possible
- Create the next Video

<h3>Online Video Marketing Strategy for Funeral Homes</h3>		
<b>Main Topic:</b>		
<b>Destination URL:</b>		
Not necessarily your home page, if video is a specific topic, direct to related page on website		
<b>Video Titles:</b> Keywords 1st, Use "   " Pipe to Separate, then Firm name if appropriate, 60 Characters Max., have 1 or 2 at 32 char.		
1.	3.	
2.	4.	
<b>Description:</b>		
Suggested length: 200 characters or less, use keyword phrases, always start with your URL including the http://, call to action at end if poss.		
http://www.		
<b>Tags:</b> Use 6 keywords to describe video; last 2 or 3 should be somewhat unique to you & to be used in all other videos to link them together.		
<b>Video File Name:</b>		
Format: MP4 (H.264 encoding) preferred (others: avi, wmv, mov, mpg) - Length: 10 mins. max, 2 – 3 mins. preferred - Size: less than 100 MB		
<b>Uploading Your Video...</b>		<b>Promoting Your Video...</b>
Use <a href="#">Traffic Geyser (preferred)</a> or <a href="#">TubeMogul</a>		<input type="checkbox"/> Have friend view, rate, & comment video <input type="checkbox"/> Promote it with Facebook / Twitter <input type="checkbox"/> Tag it with Social Bookmarking Sites <input type="checkbox"/> Link to it from other sites if possible <input type="checkbox"/> Create the next Video
<b>Video Sites</b>	<b>Social Bookmark</b>	
<a href="#">YouTube</a> <a href="#">DailyMotion</a> <a href="#">Yahoo</a> <a href="#">MySpace</a> <a href="#">Metacafe</a> <a href="#">Rever</a>	<a href="#">Blip.TV</a> <a href="#">Veoh</a> <a href="#">Viddler</a> <a href="#">Vimeo</a> <a href="#">HowCast</a> <a href="#">5min</a>	
<a href="#">Del.icio.us</a> <a href="#">Digg</a> <a href="#">Diigo</a> <a href="#">Google Bookmarks</a> <a href="#">Kaboodle</a> <a href="#">StumbleUpon</a>		