**Road Map for Increasing Obituaries: Key elements and dates**

1. Determine Market size

• Population\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• Death rate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• # Obituaries sold\_\_\_\_\_\_\_\_\_\_\_

• Percentage uptake (# obits/Population x Death ratex100)\_\_\_\_\_\_\_\_\_\_

• Average price (total revenues/#obits) \_\_\_\_\_\_\_\_

• Number of funeral home \_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Research potential vendors, select technology

• Order entry for funeral homes -> print and online

• Memorial sites

• Cost comparison

• Features comparison

1. Meet with funeral homes – fact finding mission
2. Set pricing

• Obits sold via homes\_\_\_\_\_\_\_\_\_\_

• Obits sold in-house \_\_\_\_\_\_\_\_\_\_\_\_

• Memorial sites \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Create other incentives for homes

• Free logos

• Free links

1. Launch plan

• Workshops internally

• Workshops for funeral homes

1. Add private party self-serve order entry