

The 3-Minute Guide to The Rocking Chair

ONE SHOEBOX,
ONE ROCKING CHAIR,
AND A BLESSING BEFORE ANYTHING IS BUILT



The Paper

A CHAIR ON THE DESK

Job breakdown: A family brings an obituary, a shoebox of photos, some home video, and a song. Every tribute still looks like everyone else's. That is the leftover job:

1

THE SHOEBOX

Obituary. Photos. Some home video.
A song. What they already have.

2

THE ROCKING CHAIR

One printed picture that could only
be theirs. The leftover paper.

3

THE BLESSING

Not a generic print. The family
blesses the chair before anything
else is built.

The Big Fix difference: They bless the rocking chair. The film follows that look, cut to their song.

1





The Chair

ONE PICTURE THAT COULD ONLY BE THEIRS

Chair breakdown: The chair is the look they bless. Nothing is built until they do:

1

WHAT THEY BROUGHT

Obituary, photos, some home video, a song. They say who they were, or they confirm a draft.

2

THE CHAIR

One printed picture. Not furniture. Not a generic print. For this family and no other.

3

THE BLESSING

They sit with it. They say that's us. A person sits with them.

What it costs: If nobody blesses the chair, nothing is built. Day-of delivery is still the edge we haven't built.

2





The Film

WHAT ACTUALLY RUNS

Workflow breakdown: It does not bless it for them and it never builds first. When they bless the rocking chair, the film is cut to their song:

1

IT READS

Who they were. Then one rocking chair that could only be theirs.

2

IT STOPS

If they do not bless it, nothing is built. A person sits with them.

3

IT DOES NOT CLAIM

Keepsakes in the mail. A monogram.
Traction. A named funeral home.
Pre-revenue, in pilots.

The outcome: The film comes out in that look, cut to their song. A person still sits with them.

3





The Gate

THE SEQUENCE, IN FULL

Gate breakdown: Every step is named, and the last one is a person. This is the whole chain, in order — there is no step after the signature and no way to skip to it:

1

THE FAMILY BRINGS THE SHOEBOX

Obituary, photos, some home video, a song. What they already have.

2

THEY SAY WHO THEY WERE

Personality, hobbies, sayings. They write it, or they confirm a draft.

3

THEY BLESS THE ROCKING CHAIR

One printed picture that could only be theirs. Nothing is built until they do.

4

THE FILM FOLLOWS THAT LOOK

Photos captioned in their voice, cut to their song. The family picks the home-video moments.

5

THEY CHOOSE WHAT'S PART OF THE DAY

On one page. Day-of physical delivery is still the edge we haven't built.

The rule: Nothing sends, files or closes itself. The workflow prepares the decision; a named person makes it.



When It Is Wrong

BECAUSE SOMETIMES IT WILL BE

Failure breakdown: Every workflow is wrong sometimes. What matters is whether it tells you, and whether it can act on its own while it is wrong. Ours is built so the answer to the second is no:

1

**IF THEY DO NOT
BLESS THE
CHAIR**

Stop. Nothing is built. Do not bless it for them.

2

**IF YOU WANT TO
MAIL KEEPSAKES**

Day-of physical delivery is still the edge. Do not claim it.

3

**IF YOU WANT TO
INVENT
TRACTION**

Pre-revenue. In pilots. The page refuses.

4

**IF YOU WANT TO
NAME THE HOME**

The client is blinded. The film refuses.

Why this page exists: We could not find a competitor in this trade publishing a failure path. We would rather print ours than have you discover it.

5

Thanks for reading.

THE WORKFLOW FILM, THE SPEC SHEET AND THIS GUIDE ALL PRINT FROM ONE BRIEF.

PRODUCED BY

mrwilson

FOR

FUNERAL HOMES THAT STILL SIT WITH A FAMILY AND A SHOEBOX

The audit is free, and it produces this guide again for your shop — your records, your obligations, and the one thing worth fixing first.

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