

THE ROCKING CHAIR

A family brings an obituary and a shoebox. Every tribute still looks like everyone else's



WHAT YOU'LL LEARN

PP 2-3 The leftover chair

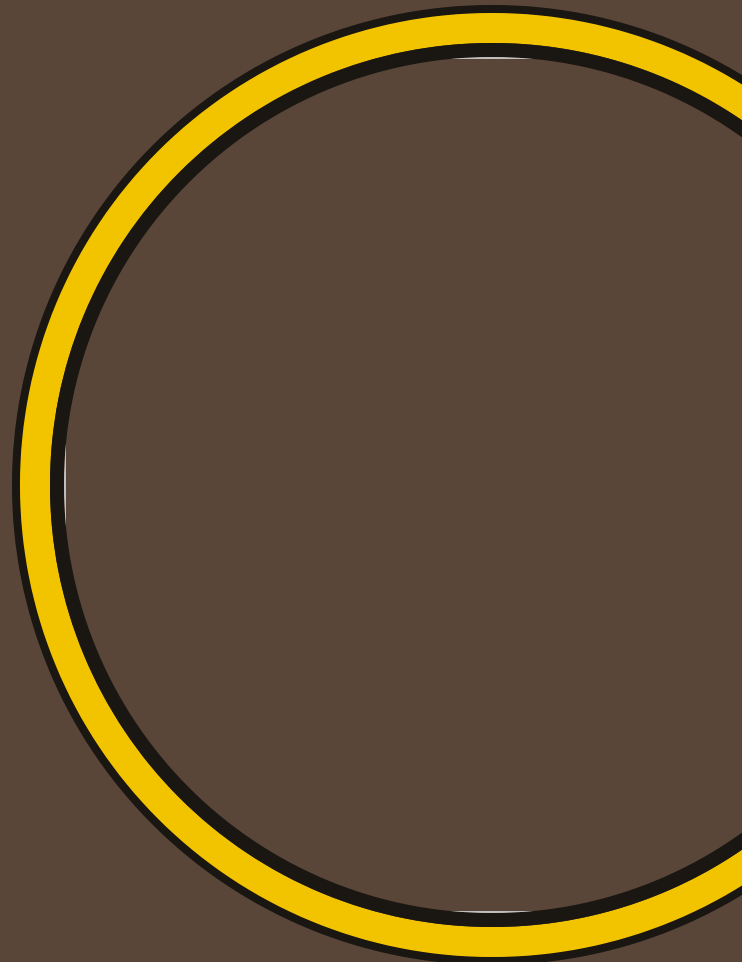
PP 4-5 They bless it

PP 6-7 What the blessing changes

P 8 How do I start?

BONUS Office facts

PREPARED FOR
FUNERAL HOMES THAT STILL SIT WITH A
FAMILY AND A SHOEBOX



THE CHAIR

What sits on the desk

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. The box is already on the desk. The chair is the look they have to bless.

This is leftover paper, not a second system. The leftover paper is a

printed rocking-chair picture, not furniture. A person sits with the family until they say that's us.

Nobody here is a villain. Grief is specific and quiet. The film does not name a funeral home, and it does not invent traction. Pre-revenue. In pilots. Day-of delivery is still the edge we haven't built.

THE NUMBERS

An obituary and a shoebox. One rocking chair that could only be theirs. One film, scored to their song.

WORTH KNOWING

If they do not bless the chair, nothing is built. The engine does not bless it for them.

THE TAKEAWAY

The question is never "should there be a film". It is "did this family bless the chair, or did someone pick a generic print".

BOXES & CHAIRS

That's the leftover paper.

OFFICE FACT: THE CHAIR The chair is the look they bless. Nothing is built until they do.

THEY BLESS IT, THEN THE FILM

What actually runs

It reads who they were. One rocking chair that could only be theirs. The family sits with the printed picture and blesses it. Then the film is cut to their song, and the programs match that look.

The board ends on the family's film, not on the gate box. The gate is the blessing. The outcome is the film.

We never claim keepsakes in the mail. We never sell a monogram. We never name a funeral home. A person still sits with them.

THE NUMBERS

One family's shoebox. One rocking chair. One film, scored to their song.

WORTH KNOWING

Pre-revenue, in pilots. Day-of physical delivery is still the edge. Do not invent traction to make a neater page.

THE TAKEAWAY

The film follows that look. Who blesses the chair stays a person.

BLESS & FILM

The blessing is the job.

OFFICE FACT: THE BLESSING Nothing is built until they bless it. Do not bless it for them to make a neater page.

EVERY STEP IS NAMED

And the last one is a person

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.

IF THEY DO NOT BLESS THE CHAIR

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

IF YOU WANT TO MAIL KEEPSAKES

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

IF YOU WANT TO INVENT TRACTION

Pre-revenue. In pilots. The page refuses.

IF YOU WANT TO NAME THE HOME

The client is blinded. The film refuses.

They bring a shoebox. I put it on a screen. That's what we have.

ON THE RECORD, OFF THE LOT: Betty Lavoie is a character from the Mr. Wilson field film — written from the funeral dive and played by an actor. A composite of what the research found. Not a client, and not a customer testimonial.



Betty Lavoie

SITS WITH THE FAMILY AND THE
SHOEBOX (BLINDED)

What do they bring you?

— A shoebox. Photos. Sometimes a tape. A song. That is the leftover job, sitting on the desk.

What can you do with it today?

— Put it on a screen. Or send them to an agency. There is nothing in between.

What does the engine change?

— It derives one look for that one person. Not off a shelf. They sit with the print and pick.

And if they don't pick?

— Nothing renders. I would not want that any other way.



AND FROM THE OTHER SIDE OF THE DESK

"They pick the print. Then it stops until they do. That part is not automated, and it is not going to be."

MRS. WILSON · SHE RUNS THE
SHOP · ALSO A CHARACTER

SO HOW DO I ACTUALLY START?

The audit is free and it sits with the family over the chair they already have to bless. Here is what runs once they do:

- 1 Reads who they were** Obituary, photos, some home video, a song. They write it, or they confirm a draft.
- 2 Makes one rocking chair** One printed picture that could only be theirs. Not a generic print.
- 3 Leaves the blessing** The family sits with the chair. If they do not bless it, nothing is built.
- 4 Leaves you the film** Cut to their song. Programs match that look. Day-of delivery is still the edge. A person still sits with them.

One fix at a time. You keep the keys.

MRWILSON.TECH

