

INSTALLING THE ROCKING CHAIR

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

When a family blesses the rocking chair, photos get captioned in the loved one's voice and the film is cut to their song. Nothing is built until they do. A person still sits with them.

WHAT RUNS, IN ORDER

- 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 STEP THAT STAYS YOURS

The family blesses the rocking chair. Nothing is made until they do. They sit with the printed chair. They say that's us. That stays a person.

WHAT IT READS, AND WHAT IT DOES THE WORK WITH

- ◆ The shoebox — Obituary. Photos. Some home video. A song. What they already have.
- ◆ The rocking chair — One printed picture that could only be theirs. The leftover paper. Blessed before anything is built.
- ◆ What stays a person — Blessing the chair. Sitting with the family. Nothing is built until they do.
- ◆ What this film does not claim — Keepsakes in the mail. A monogram. Traction. A named funeral home. Day-of delivery is still the edge.

It touches the family's obituary · the shoebox of photos · the home video they brought · the song they brought. Nothing else.

WHERE IT IS WRONG, AND WHAT IT PRINTS INSTEAD**IF THEY DO NOT BLESS THE CHAIR**

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

IF YOU WANT TO INVENT TRACTION

Pre-revenue. In pilots. The page refuses.

IF YOU WANT TO MAIL KEEPSAKES

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

IF YOU WANT TO NAME THE HOME

The client is blinded. The film refuses.

FITTED TODAY — PILOT

The engine is real and has made films for real families. Pre-revenue, in pilots. Day-of physical delivery is still the edge we haven't built. This film is the rocking-chair job, not the keepsakes in the mail.

THE PROMISE THIS INSTALL MAKES

We only claim the rocking chair they bless and the film that follows that look. Pre-revenue, in pilots. Day-of physical delivery is still the edge we haven't built. We never invent traction. We never name a funeral home. We never put a private grief on screen as a pitch.

WHAT CHANGES ON YOUR SIDE

- ◆ The rocking chair is one picture that could only be theirs, not a generic print
- ◆ The family blesses it before anything else is built
- ◆ When they do, photos get captioned in the loved one's voice and the film is cut to their song
- ◆ A person still sits with them. The engine does not bless it for them

WHAT IT IS NOT

It files nothing and contacts no agency on your behalf. It is not legal or compliance advice, and it is not a guarantee. It reports what ran, when, and what it could not see — and a person decides what happens next.