A Personal Note from Dr Bill Webster:

I invite you to take a few minutes to review a brand new concept in aftercare and grief support, the *Grief Journey Client Care Program*.

We are sending selected friends in funeral service this opportunity to access the most uniquely innovative and comprehensive grief support program available.

Imagine having more than the usual books, articles and newsletters to offer to your grieving clients and community. You, through our Client Care Program will be offering access to an “on demand 24/7 TV program entitled “Living with Loss”; “Let’s Talk” interactions; Meditations; Memorials; E cards; books and articles; all in a unique package which presents more choices to the grieving client.

We know they are going to be thrilled with the support you make available to them through this program, and all for less than ONE DOLLAR per month.

One funeral director at the Ottawa Trade Show, on seeing the program said to me, “Most displays at a trade show are the ‘same old, same old’, but this program has the “WOW!” factor for me.

I believe you will want to make this economical package available to your clients. Please take a look at a preview of our program by visiting [www.griefjourney.com/profbenefits.cfm](http://www.griefjourney.com/profbenefits.cfm).

I will look forward to being of service through our *Grief Journey Client Care Program*. Please contact me to become a part of this new and exciting initiative.

Sincerely,

Dr Bill Webster

[info@GriefJourney.com](mailto:info@GriefJourney.com)
Enhance Your Business
with a New Dimension of Client Service

Dr Bill Webster, author, counselor and well known speaker brings 15 years of experience to a new concept in aftercare and grief support, the Grief Journey Client Care Program.

Give your clients and community access to the most innovative and comprehensive grief support program available. Imagine having more than the usual books, articles and newsletters to offer your grieving clients. Your Client Care Program utilizes a wider range of media and offers more choices to the grieving client, including:

- "On demand TV" programs, 24/7: "Living with Loss"
  (Imagine how sleepless clients will appreciate THAT!!)
- A free "E-book": "I Didn't Plan for This"
- Dr Bill Webster's "Grief Journey Library" of informative articles
- Meditations: "Moments of Comfort and Hope"
- Participate in "Let's Talk" Interactive Message Boards.
- "People on the Journey": Inspiring Profiles of Grieving People
- Memorials: Place tributes to loved ones
- Send a free E card of sympathy or encouragement
- Monthly Newsletter to your Clients from Dr Bill Webster
- "Ask Dr Bill": Live teleconferencing with Dr Bill Webster
- Additional Features will be added regularly.
- The opportunity to purchase helpful resources such as books, videos, tapes to help understand the grieving process, as well as thoughtful "Gifts for Grievers" through our online store.

For a preview of some of these features, go to www.GriefJourney.com and click on Grieving People.
You have an opportunity to bring this crucial support service to your community and help to make a difference in the lives of your grieving clients.

We invite you to invest in a membership in the Grief Journey Client Care Program. For one low monthly fee, you will receive access to an ongoing comprehensive program providing high quality resources and offering supportive assistance to ALL your clients and employees, before, after and during any significant loss. This translates to PENNIES per client for this caring, supportive gift. The equivalent cost of ONE CUP OF COFFEE PER DAY gives you a highly appreciated resource to help support your clients and friends through their difficult times. If you thought it would help to ease their pain, would you not buy your friends a cup of coffee???

But that’s not all. In addition, you receive our professional newsletter, free, containing helpful information and continuing support to better equip you to handle these difficult situations more effectively. AND we offer innovative marketing strategies to enable you to offer your needed professional services to people at their time of need.

The hallmark of the successful business today is the ability to move quickly to meet the changing needs of clients. Your business will grow when clients feel you care and can provide the service they need at the appropriate time. The focus is to build client intimacy within business relationships. No longer can we simply provide a good product or service and expect client loyalty. Service studies show that client expectations about service have changed. People are looking for long-term relationships with trusted, knowledgeable professionals.

The role of the Centre is to help you provide high quality resources and offer supportive assistance to clients after a significant loss. Our materials cover grief issues that occur before and long after the loss, and set your business apart by personalizing these materials for your community. By providing this much needed and highly appreciated added service to both your clients and community contacts, which will long be remembered, you will greatly enhance your present relationships and attract future referrals.
Advantages to our GriefJourney™ Program

The cost of this program is under $1.00 a month per client.

The program is EASY: As effortless as handing over a personal gift: You simply give your clients your own distinctive “access code” and we do the rest.

Offer your clients MORE than just printed materials. At GriefJourney.com, people select from a comprehensive range of audio, visual and interactive resources, choosing what they need when they decide they need it.

The site is updated REGULARLY with new materials, fresh articles, ongoing video programs and constant continuing development of innovative grief resources.

You can offer this resource to community organizations and other “Centres of Influence” to enhance your reputation in the community.

We provide an ongoing record of how many clients access your site giving you continuing statistics and information about the effectiveness of the program.

YOU, the Funeral Director benefit directly from our professional site and marketing newsletter, bringing you innovative ideas and resources from marketing experts to assist you develop your business, as well as enhancing your business by offering this to clients.

For clients who do not have access to the internet, we provide resources in book, article, DVD and CD formats.

Clients can personally access and purchase their own books, tapes, videos and resources through our “on line store”.

Your alliance with the Centre for the Grief Journey gives you access to the most comprehensive “one stop shopping” resource centre available to support your clients, and professional support to help YOU through our marketing initiatives.

Contact us by e mail: info@GriefJourney.com
The Centre for the Grief Journey, 3243 Grassfire Cres. Mississauga, ON. L4Y 3J8
Telephone: 905 624 8080 Fax: 905 624 6742 www.GriefJourney.com
**Costs for our “Grief Journey” Program:**

**Silver:**
- Up to 100 Clients per year: $100.00 per month ($1.00 per client)

**Gold:**
- 100 to 250 Clients per year: $175.00 per month ($0.85 per client)

**Platinum:**
- 250 to 400 Clients per year: $250.00 per month ($0.60 per client)

**Ultimate:**
- 400+ Clients per year: $350.00 per month

* Payment is based on a ONE YEAR minimum commitment.
* Monthly payments IN ADVANCE can be made by direct deposit.
* OR pay in ONE ANNUAL FEE and receive a bonus Library Pack. ($99.00 value)
* If you exceed your package numbers, we will automatically upgrade your program.
* EXCLUSIVITY in your COMMUNITY is available. Contact the Centre for details.

**Hear it from one who has been there:**
"Following the loss of my husband, I felt emotionally overwhelmed. The smallest tasks seemed too hard. I will be forever grateful for the information and materials that I received from my funeral director. He introduced me to the resources at The Centre for the Grief Journey, and now I have some understanding of how to deal with my emotions, but more importantly, I have hope for the future.”  
Sandra (widowed at age 50.)

**Here’s what Zig Ziglar, well known author and motivational teacher says:**
“Dr. Bill Webster offers a unique and much-needed service. I believe that (professionals) are in a most unusual position to offer more than just the usual business direction, which, of course, is important. However, people who are grieving need more than someone who cares about their business. They need someone who cares about THEM in their grief. Dr. Bill Webster is well qualified to be that resource.”