



**Potential Income Streams
for byDesign Media / Face Cozy International
Distributors**



The following are suggestions for marketing the byDesign Media / Face Cozy International products.

Products presently available for distribution:

- Face Cozys
- Sleep Cozys
- Cozy Capes (in production) mainly for wheelchair and bed-ridden individuals
- My Life Legacy Journals - Three editions:
 - Faith-Based
 - Generic
 - Canada 150th Anniversary Edition
(contains the Funeral and Estate Planning Guide)
- Funeral and Estate Planning Guides
- Legacy Quilts (custom quilts with photos of personal ancestors or family)
- 9 Predator-Proof Your Family booklets (see <http://bydesignmedia.ca/books/child-sexual-abuse>)
- Commissions available on byDesign Media design and publishing services

Retirement Homes

- These are always looking for speakers and people to liven up the lives of the residents.
- If you simply book a speaking engagement at one of these places without any guarantee of a number of book sales, you may be disappointed. You can require a speaking honorarium and request a guarantee of x number of books (enough to make your time worthwhile). You can suggest that if the residents do not purchase the minimum number of journals and the institution is left with an overage, they can use them as welcoming gifts to new residents or samples to be previewed prior to your next visit.
- You could offer to do a series of workshops if the institution guarantees to supply every person in the class with a Journal. Activities geared to intellectual exercises can be greatly assisted through the use of the journals – something vitally and personally interesting to everyone.
- When residential organizations include the Legacy Journal in the welcome package given to every new resident, they demonstrate interest in the individuality and ongoing value of new arrivals. A microscopic increase in residents' fees to cover the cost of the journals gives them something of enormous value and operating budgets do not suffer.
- Asking residents to purchase the journals one by one does not work, because until they have the encouragement and assistance of family, volunteers or staff, their motivation is often largely gone and they don't understand the value of what they have to offer. The only way the journals can really be effective tools is if they are incorporated into the workings of institutions.

Hospices

- End of life care agencies are always looking for speakers and people to liven up the lives of the residents. If they cannot afford to supply each of their clients with a Journal, suggest that they partner with a complementary agency such as the VON and co-customize the journals as part of their brand. When organizations such as hospices partner with complimentary groups such as the VON it's great for enabling them to incorporate the journals into their programs. Customizing the Journals with organizational logos gives ongoing advertising.

Community Service Organizations

- Community service organizations are always looking for tools to broaden the scope of their effectiveness.
- Life Legacy journals are wonderful tools for community programs that offer companionship for seniors to reduce isolation and help them stay in their homes. They are a great help to companions who try to establish relationships and make their visits meaningful.

Fundraisers

- Schools and organizations are always looking for new fundraisers. We are presently developing tools to assist in these endeavours. If you need them urgently, let me know and I'll make those a priority.

Home Parties

- Home parties with games are always a fun outing. You could offer a free journal to a hostess for guaranteeing sales of a minimum of 10 journals.

Student Community Service Hours and School Projects

- My Legacy Links Student Volunteer Projects
Guidelines can be found at: <http://bydesignmedia.ca/my-legacy>
- This is a program that provides a way to bridge the generations, enabling seniors and ability-challenged adults to share their knowledge, wisdom and values - the true wealth of their lives - with young people.
- It is a special program designed to link students with seniors and the physically challenged. Society has become increasingly segregated as a result of specialized schools and institutions, parental work obligations and senior housing developments. The barriers between people have robbed every age group of the benefits of inter-generational, inter-ability interaction. Unless we take steps to strengthen the links, the new ways people communicate will widen the gap irretrievably.
- Many schools recognize the Legacy Links project for the application of Student Community Service. You can go to School Boards with a sample letter of recognition from an Ontario School Board to encourage them to approve the program for their schools.
- Pairing students with seniors or designated individuals for a mutual exchange of insights can break down the superficiality and be an enriching experience for both. In the process of assisting someone to complete a workbook, the student has the opportunity to receive insights on life from those who have the most experience.

- A few more benefits include:
 - the opportunity for students to help seniors with the development of social media skills
 - the opportunity to minimize isolation (possibly of both)
 - the opportunity to revitalize the sense of worth and ongoing value of everyone
 - the encouragement of transgenerational communication and understanding
 - and the opportunity for bonding in a special relationship

Volunteer Organizations

- Well-meaning volunteers often become discouraged without the tools needed to sustain interest. All kinds of volunteer organizations will welcome you as a speaker with open arms. You could suggest that they equip all their volunteers with Journals to help all their clients complete. The use of the Journals renews a sense of self-worth to clients who previously may have felt no one wants to hear what they have to say anymore.
- While volunteers have the best of intentions, visits can be stilted and dead-ended. The Legacy Journal changes all that. When one is left in a specific place in the resident's room, it can be accessed by a variety of volunteers easily from visit to visit. At the end of the process, the resident has a wonderful treasure to give to his or her family for Christmas or another special occasion.
- Even for someone with dementia, the journals are excellent tools for volunteers or staff to use in engaging the person in conversation. Where volunteers engage people in generalities, rather than trying to get them to remember events or facts, the person with dementia is often able to participate. Because the journals focus on recording insights, values, wisdom and reflections, they can serve nicely for those who are unable to recall specifics.

Family Groups Associated with Retirement Homes

- Families of retirement home residents and nursing homes usually have a family association that acts as a support group / information group / buffer between the administration and staff and their loved one. They often find it difficult to engage an elderly or ability-challenged family member in conversation and so are always looking for ideas for enriching the lives of their loved ones or tools to help them stay connected. You could contact these groups and set up workshops or speaking engagements.
- You could ask how many would be expected and base your honorarium on the cost of supplying each family with one journal plus your travel and time costs.
- Family visits can be strained when someone is no longer functioning in the activities of the outside world. Families need tools to help them engage their loved ones in a genuine way. By making the completion of the journal an ongoing family project, valuable information can be recorded for the oncoming generations and the resident shines with the knowledge that the family still wants something that only they can give. They have a renewed sense of worth and the families feel a greater sense of purpose in the visits.

Church Mentoring Tools

- For those looking for a mentoring tool, the Life Legacy Journals are functional tools for communication. The hope is that many young people will spend time with a mentor, recording their time-tested wisdom.

Funeral Homes

- When Funeral Providers include a Life Legacy Journal as part of a pre-planning package to those planning funerals, the focus shifts from death to the value of Legacy.

Insurance Companies

The 40-page “Funeral and Estate Planning Guide” that tucks neatly into the back of the Legacy Journals is a useful companion tool for organizing directions for one’s funeral and necessary information for the time of death. It is a great gift for organizations such as insurance companies to give to their clients - possibly customized for their brand.

Corporations

- Rather than giving the cliché baskets of fruit at Christmas, organizations that customize and distribute the Legacy Journal make an invaluable contribution to the days and years ahead.

The following are suggestions for marketing the Face Cozy products:

Wherever you go with the Legacy products, you can take the Cozy products as the market is often overlapping.

Sleep Cozys - take to corporations and introduce them to the benefits of power napping for their employees.