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| **BESPOKE UNDERTAKINGS**  **STORY ANGLES FOR JOURNALISTS** |

*Six angles for covering America's first post-cremation consultancy. Each includes a hook, context, and interview opportunities.*

## 1. The Permanence Problem

*"For Now Does Not Have to Mean Forever"*

Here is what happens after cremation: A family brings ashes home. Maybe it is temporary. Maybe it is "for now" until they figure out what comes next. Except "for now" becomes five years. Ten years. Twenty.

An urn sits on a bookshelf. In a closet. In a drawer. No permanent place. No record. No resolution. When ashes have no permanent place, the person has no permanent record. Genealogists cannot find them. Future descendants do not know where to honor them. The family does not have closure.

## 2. The Genealogy Gap

*"Did They Exist If There Is No Record Of Where They Rest?"*

Genealogists spend hours researching family history. Cemetery records. Burial dates. Headstones. But cremation families? Often there is no trail.

If ashes are scattered with no ceremony recorded, there is no paper. If they sit in an urn at home, there is no official placement. Future descendants will not know where their ancestor's remains are, when they were placed, or who made the decision.

## 3. The Scheduling Problem

*"Someday Is Hard To Schedule"*

Most families want to do something. 95% say honoring their loved one is important. But more than a third keep remains at home indefinitely. Why? Because "someday" is not a date.

Families are not rejecting ceremony. They are rejecting the execution problem. When a funeral home is involved, execution is scheduled, coordinated, handled. When cremation happens, the family is supposed to coordinate the rest themselves. But they are grieving. They are scattered. They are overwhelmed. So "someday" becomes "never."

## 4. The Veteran Story

*"They Served. They Earned This. Most Families Don't Know."*

Every eligible veteran has earned free burial at a VA national cemetery. Free grave. Free headstone. Free opening and closing. Military honors.

Most families simply don't know these benefits exist. The information is available but rarely presented at the right moment. The Earned Honor brand from Bespoke Undertakings exists specifically to ensure veteran families understand their benefits and receive the dignified placement their service earned.

## 5. The Founder Story

*"His Family's Legacy Missed the Gap. He Built the Answer."*

Joe Bell comes from three generations of funeral directors. 78 years of family funeral service heritage. Yet when a loved one in his own family died with a clear plan, they could not execute it. Not because of incompetence. Because nobody's job was to execute it. That realization became a business.

## 6. The Business Story

*"A New Category in an Established Industry"*

Cremation is 63% of U.S. dispositions and rising. Yet dedicated post-cremation guidance has never existed as a standalone service category.

Traditional funeral homes are structured around pre-cremation services. Crematories focus on the cremation itself. Cemeteries sell burial plots. No one was focused exclusively on what happens after cremation when families already have remains at home. Bespoke Undertakings occupies that space.

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