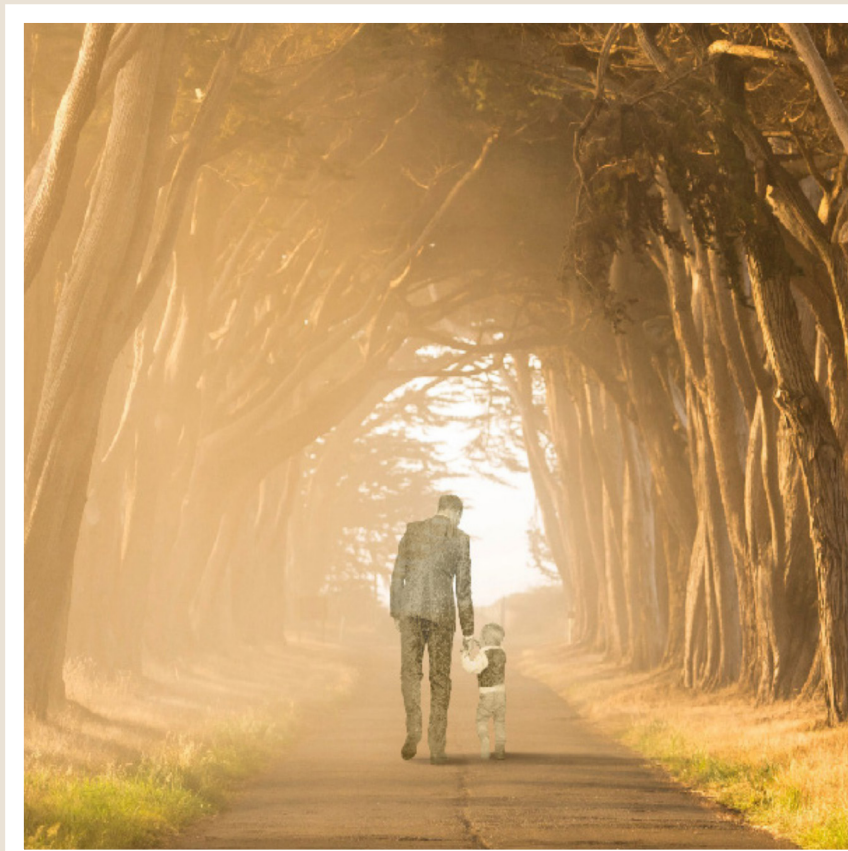


# Give the Gift of a Lifetime

## Your Magical Life Story - Our Storytelling Magic

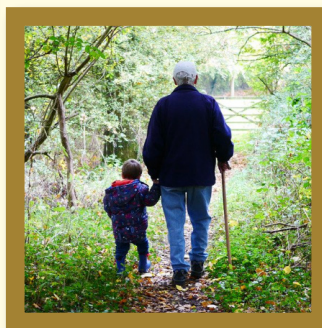
WELCOME TO:



## Where Life Stories of Loved Ones Live Forever!

What's the purpose of a legacy memoir?  
To celebrate and preserve a loved one's life story  
so family members today and future generations understand their family's history.  
By doing so, each family better understands why they are the way they are.

# You Have Had an Amazing Life. Isn't it Time to Preserve Your Legacy?



73% of Retirees, and 85% of Young Adults agree,  
per a recent study by financial firm Edward Jones,

Passing On Stories, Memories & Advice  
is More Important than Gifting Money

# Think Thanksgiving Storytelling



Let your mind wander to a typical Thanksgiving Day. No matter how delicious the turkey, stuffing, and cranberry sauce are, isn't the best part of the festivities "storytelling time"?

Memoir Lane's real-life memoirs capture the joy and spontaneity of our families' favorite classics, told time and again around the holiday table, so future generations can hear your stories in all their glory.

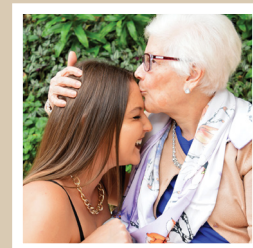


# One of the Most Exhilarating and Profound Things You Can Do is **Narrate Your Life Story.**

In fact, many in healthcare now embrace memoirs, calling them Narrative Medicine and Reminiscent Therapy.

Why?

Miraculous things happen when we walk down Memoir Lane. The experience triggers endless, purposeful memories, joy, health benefits, emotional epiphanies, and family connection.



# 7 Benefits of Sharing a Family Memoir



## 1. For Seniors

Taking a stroll down memory lane is truly a magical, purposeful experience. Neuroscience reveals how reminiscing literally transports us back in time, triggering cherished memories and relationships that were long forgotten. Incredibly, this activity can improve a senior's health and outlook on life, especially when we see how family members rejoice at hearing our life stories.

We discover a renewed purpose.

## 2. For Children

The benefits associated with legacy storytelling aren't limited to seniors. Research reveals that children who know and understand their family's history are generally happier, better adjusted to cope with life's ups and downs, and more likely to become successful adults. Just as important, children love to hear their favorite family stories again and again. Can you relate?

## 3. For Future Generations

Preserving your family's oral history empowers future generations to intimately know relatives they will never get a chance to meet in person. By getting to know the stories of their ancestors, future generations get to know themselves better too.

**Legacy storytelling is the gift that gives forever.**

## 4. For Family

Sharing stories is proven to strengthen family bonds, and is a tradition that never grows old. In fact, many senior care experts now refer to senior life storytelling as Narrative Medicine. What's more, by getting to know our loved ones more intimately, each of us gets to know ourselves better, too. After all, each of us is a byproduct of our genes, our families, and our experiences together.

## 5. For Midlifers

Mid-life memoirs can help minimize a mid-life crisis. By recapping the past, you can move forward with enlightening new perspectives. Not only do you capture your memories and stories while they are still sharp in your mind, you gift yourself "Legacy Insurance." You have life, home, and car insurance because sh\*t happens. Doesn't it make sense to preserve your life story now just in case something unexpected happens to you? Wisdom has taught us to expect the unexpected.

## 6. For Loved Ones Facing Health Issues

If a loved one is seriously ill or suffering from memory loss, narrative memoirs provide purpose and closure for the storyteller and the entire family. That is why more and more hospice, palliative, and senior care specialists refer to end-of-life storytelling as Narrative Medicine and Reminiscence Therapy. There is no greater gift than to ease your loved one's suffering through a process that gives so much to the entire family.

## 7. For An Easy and Wonderful Experience

91% of people who begin work on a personal memoir fail to finish it. Not surprisingly, it's traditionally a daunting, stressful task. At Memoir Lane, we remove stress, replace it with joy and wonderment, and get it done for you and your family to cherish.



*The best-loved stories  
are not from books or films,  
but those from our  
own families.*

*-Jane McGarvey*



## BONUS BENEFIT

# MULTIMEDIA

At Memoir Lane, you do not have to choose between a memoir book, audiobook, or video. You can have all 3 in one of our Trifecta Gift Sets.

Offering a variety of formats – audio, visual, and kinesthetic (a book in your hands) – in which family members can experience their family's story ensures that everybody is included equally in this deep, meaningful, and fulfilling journey.

**Today, we can be entertained and learn anywhere we go:** we can listen to podcasts and audiobooks in the car, on nature walks, or while washing the dishes; we watch the television screen in the bathroom, beach, or 30,000 feet in the sky; we read books and ebooks wherever and whenever the opportunity arises.

With your memoir, each media delivers a very different experience.



# You are Unlike Any Other Person in History.

Our Memoir Set is Designed to Uniquely Capture Your Legacy

*“If you don’t recount your family history,  
it will be lost.*

*Honor your own stories and tell them too.*

*The tales may not seem very important,  
but they are what binds families  
and makes each of us who we are.”*

*-Madeleine L’Engle*





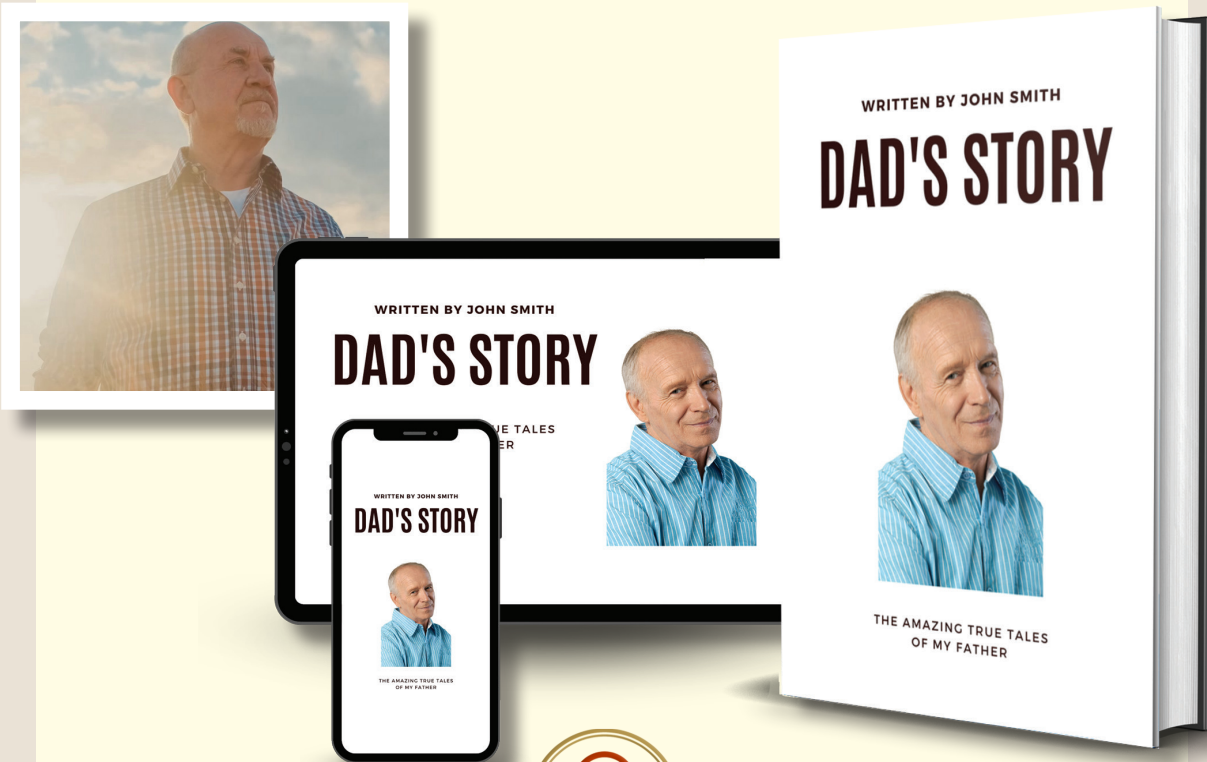
# Authenticity is Everything

In our overly air-brushed and “auto-corrected” media, homogeneity rules. That’s why our memoir sets feature your own words... your real voice and true emotions.

At Memoir Lane, we believe the true essence of both the story and the storyteller are enriched with some “imperfections.” It’s the pauses, the laughter, the intonation, and even the tears that make memoirs so beautifully unique.

Our goal is to capture what makes each storyteller recognizable and relatable to those who know and love them.

## Legacy Memoir Gift Set



[memoirlanestudio.com](http://memoirlanestudio.com)

# Give Your Family A Special Gift Today!

Celebrate with A Memoir Lane Gift Certificate for \$200!

[Click here to learn more about packages](#)



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