

Dear Licensing Authority,


At the request of one of your licensees, I am submitting our request for continuing education approval for the programs, Do-It-Yourself SEO & Google Optimization for Funeral Directors and Do-It-Yourself Facebook & Social Media Marketing for Funeral Directors, presented by myself, on Wednesday, May 16, 2018.

This program has been approved by the Academy of Professional Funeral Service Practice. I have attached the Applications, Agendas, Approval Letter and my Curriculum Vitae.

If you require any further information, please do not hesitate to email me at [robin@funeralfuturist.com](mailto:robin@funeralfuturist.com) or call me at 1-800-810-3595 or on my cell at 250-686-4576.

Thank you for your consideration and please let me know if you have any questions.

Sincerely,

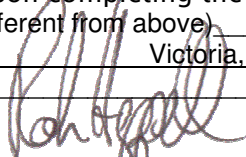
A handwritten signature in black ink, appearing to read "Robin Heppell". The signature is fluid and cursive, with the first name "Robin" and last name "Heppell" clearly distinguishable.

Robin Heppell, BComm, CFSP

Funeral Home Education, Consulting, Marketing, & Web Development  
Google AdWords Certified Partner  
[robin@funeralfuturist.com](mailto:robin@funeralfuturist.com)  
800-810-3595 | 250-744-3595

*Helping Funeral Homes serve more client families since 1998*

# PROVIDER/SPONSOR CONTINUING EDUCATION REQUEST APPROVAL FORM

<b>Program Provider/Sponsor:</b> Robin Heppell, CFSP, of FuneralGurus.com <b>Email:</b> robin@funeralfuturist.com		<b>Phone:</b> 250-744-3595 <b>Fax:</b> 250-483-5455	
<b>Program Provider's Address:</b> Box 8723		<b>City/State/Zip:</b> Victoria, BC, Canada, V8W 3S3	
<b>Program Title:</b> Do-It-Yourself SEO & Google Optimization for Funeral Directors		<b>Number of CE Hours Requested:</b> 3	
<b>Program Date(s):</b> May 16, 2018 and ongoing		<b>Program Locations:</b> Live / Online	
<b>Program Description:</b> (A program outline, including times for all portions of the program and any breaks must be attached.) See attached			
<b>Method of Instruction:</b> (check all that apply) <u>Self Study:</u> <input type="checkbox"/> audio <input type="checkbox"/> audio/video <input type="checkbox"/> exam <input type="checkbox"/> book/printed material <input type="checkbox"/> online (attach study materials and exam samples & procedures) <u>Classroom:</u> <input type="checkbox"/> lecture <input type="checkbox"/> panel discussion <input checked="" type="checkbox"/> video/teleconference <input type="checkbox"/> workshop (indicate # of hours for each section on outline)		<b>Course Evaluation Method:</b> <ul style="list-style-type: none"> <li>Registration</li> <li>Attendance Monitoring</li> <li>Participation in Online Polls</li> </ul>	
<b>Program Objectives:</b> See attached.			
<b>Program Facilitator/Instructor(s):</b> Robin Heppell, CFSP		<b>Faculty/Instructor Company, City, State, Phone #:</b> FuneralGurus.com, Victoria, BC 800-810-3595	
<b>Faculty/Instructor(s) Credentials:</b> (brief summary and/or attach bio or vita for each, including education and teaching qualifications) See attached.			
<b>Attendance is certified by:</b> <input type="checkbox"/> Sponsor <input checked="" type="checkbox"/> Instructor <input type="checkbox"/> Other: <i>(sample certificate of attendance attached with certifier's name and address)</i>			
<b>Describe method of attendance monitoring:</b> Registration, Attendance Monitoring, Poll Participation			
This course is approved for C.E. credit by another licensing/professional organization? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, who? _____ (attach documentation)			
Will this program be open to all licensees? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No    Fee Amount Charged: \$99.00			
To register contact: <b>Robin Heppell</b> at: (250) 744-3595 / (800) 810-3595 or visit <a href="http://www.FuneralGurus.com">http://www.FuneralGurus.com</a>			
<i><b>This form must be filed with the Board not less than sixty (60) days prior to the date of the program. Without adequate info., the Board cannot grant approval. Attach additional info. that would be helpful to the Board in determining approval. Any change in a program after approval is granted shall be approved by the Board. Failure to do so shall be grounds for revocation of approval.</b></i>			
<b>I certify information contained in this form including the attached documentation is complete and correct.</b> Name of person completing the application: (Please Print) <b>Robin Heppell, CFSP</b> Address:(if different from above) _____ City/State/Zip: _____ Victoria, BC _____ Date: February 26, 2018 Signature:  Phone: _____ Fax: 250-483-5455			

<b>For Board Use Only</b>		<b>State Board:</b>	
	Activity/Program #:	Provider #:	<b>Checklist:</b>
	On Agenda for:		Complete Application
	Approved for:	hours in category:	Instructor/s Credentials/Vita
	Disapproved – Reason:		Agenda/Outline
			Measurement Criteria
			Sample Certificate (if applicable)
			Fee enclosed (if applicable)
	Signed:	Date:	Roster Received after Program
	(authorized board staff/reviewer)		Other:

**See next page for additional CE application info required by specific state boards with each application.**

## Additional Continuing Education Application Information Required by State Boards

<b>Arizona:</b> Indicate the number of hours and what part of program for EACH of the following categories : _____ A. Mortuary Science – _____ B. Legal Compliance/Ethics – <u>   3   </u> C. Professional/Individual Development –
<b>Arkansas:</b> 30 day notice
<b>Connecticut, Delaware, Maryland, New Mexico, Oklahoma, South Carolina:</b> Activities approved by the Academy of Professional Funeral Service Practice will be granted credit by these states. Provide necessary documentation along with copy of approval letter from the Academy
<b>Florida:</b> Apply for CE on Florida's website. \$200 Annual Application Fee due June of each year
<b>Georgia:</b> \$250.00 Annual Application Fee due March of each year
<b>Kansas:</b> If approved, do you want this program to appear on our C.E. List? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Maine:</b> Use Maine's CE request form.
<b>Minnesota:</b> Programs being held in different locations, but having identical curriculum and faculty, are considered one program. Programs that differ in either substance or faculty must apply as separate programs.
<b>North Carolina:</b> Use North Carolina's CE request form.
<b>Ohio: Type or print one activity per application.</b> Do not list 2 different activities/2 different months on the same application. <b>60 day notice required</b> <b>Check one:</b> Application is submitted for <input checked="" type="checkbox"/> <b>Prior Approval (prior to activity)</b> <input type="checkbox"/> Individual Request <input type="checkbox"/> Post Approval (submitted by individual licensee within (30) days after completion of an out-of-state activity)
<b>Pennsylvania:</b> 60 day notice required, \$100 fee per course, \$100 Annual application fee. No business. No Distance Learning. No Home Study. No need to reapply for repeat courses.
<b>Tennessee:</b> 60 day notice required, Requires 1 copy of this form per course.
<b>Texas:</b> Indicate <i>what portion and the amount of hours</i> in your program pertains to <u>ethics</u> : Use Texas CE request form. <u>Texas Law Updates or Texas Vital Statistics?</u> none \$50.00 fee per course/\$250.00 annual fee
<b>Vermont:</b> Continuing education topics shall be directly related to maintaining competence in essential issues of public protection and welfare. Use Vermont CE form and required outline form. Send 1 original and 4 copies of CE request. Continuing education shall be for whole hours only, with a minimum of fifty minutes constituting one hour. Contact hours may not include travel time, lunch or breaks. Approval will be granted for continuing education for a funeral director and/or embalmer. <b>60 day notice required</b>
<b>West Virginia:</b> It is the responsibility of the requesting organization to certify a licensee's attendance at an approved program. Board attendance forms must be used for attendance certification. <i>Indicate the number of hours and what part of program is considered for the <u>OSHA/Health Education Category</u> (all others will be considered General Education).</i> \$100 Application Fee due each year. <b>45 day notice required.</b>
<b>Wisconsin:</b> Describe under EACH subject category, those areas of the program which are educational for funeral directors. Itemize the number of educational hours for each part of the program. Automatic approval with Academy approval. <b>Failure to provide required info. will delay processing.</b> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <u>1. Grief Psychology/Communications</u>  <u>2. Professional Conduct/Ethics</u> </div> <div style="width: 48%;"> <u>3. Business Management/Delivery of Services – 3 hours</u>  <u>4. Technical/Sciences</u> </div> </div>
<b>National Approval Authority</b>
<b>Academy of Professional Funeral Service Practice:</b> It is the responsibility of the requesting organization to certify a licensee's attendance at an approved program. <b>30 day notice requested</b> For home study approval, include two (2) copies of each program or electronic copy and a one-time \$50 fee. Providers are required to pay an annual fee of \$250 and submit programs for annual review. If approved, do you want this program to appear on the APFSP CE list? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

## CONTINUING EDUCATION OBJECTIVES & OUTLINE

### Do-It-Yourself SEO & Google Optimization for Funeral Directors

#### **Robin Heppell: Do-It-Yourself SEO & Google Optimization for Funeral Directors (3 hours)**

##### **Description:**

As Google continues to update and improve their "Search Engine" to provide better results for customers - people searching with Google - and when coupled with the trend of more client families using the Internet (and mainly Google) to search for funeral homes and cremation providers, knowing how to be found at or near the top of Google is very important for funeral homes to win first calls and stay in business. The problem is that Google updates their algorithm approximately 500 - 600 times per year so you need to make sure that you or someone on your staff knows what strategies work and what ones don't work any longer. To make matters worse, many Search Engine Optimization (SEO) Consulting companies - you know, the ones that fill your Contact Us form - continue to use out-of-date or Black Hat strategies that can actually hurt your Google rankings instead of helping them.

Robin Heppell, CFSP has been using, studying and testing Google and Search Engine Optimization since even before Google was born - since 1998. With his expertise, he has successfully increased the Google rankings for his websites as well as his client firms.

This continuing education session will answer these 3 main questions: Why should funeral homes be concerned about their Google rankings? What strategies and activities can funeral homes employ to maintain and increase their rankings - and what ones to avoid? How to execute an ongoing SEO initiative with the maximum effect with the minimum effort?

##### **Objective:**

The objective of this training session is to introduce and educate the individual funeral director to the importance and the impact of Google and other Search Engines and how it affects the reputation and promotion of the funeral home.

After completing this training session the attendee will have a better understanding of what they can do to help their funeral homes improve their Google rankings and maintain and /or improve their online reputation. They will learn what affects Google rankings and apply a variety of strategies to improve any areas that are weak and implement best practices to continually improve their online reputation.

Attendees will be equipped with free online tools, systems and algorithms to perform benchmarks and a number of worksheets and step-by-step checklist to make any improvements necessary. These include the Funeral Home's Google Rankings Quick-Start Guide, Online Obituary Promotion Checklist and Standard Operating Procedure To Cultivating Positive Reviews. They will also receive a list of resources including free tools, apps, browser extensions and websites to help in facilitating in-house SEO analysis and activities for your funeral home.

Funeral home's that register their funeral directors for this program, and after their attentive participation, can be confident that their director will be able to conduct some ongoing SEO initiatives or at least have foundational knowledge to be able to conduct research and communicate with potential vendors of these services and track their effectiveness.

#### **Agenda (Times noted are in Pacific Daylight Time)**

8:00 am	to	9:25 am	Part 1: The Foundation of Google Rankings and SEO for Funeral Homes Part 2: The Essentials of Google Rankings and SEO for Funeral Homes
9:25 am	to	9:40 am	Break
9:40 am	to	11:15 am	Part 3: Live Demonstration of How To Conduct SEO Analysis and Strategies for Your Funeral Home

Program Facilitator/Instructor(s):  
**Robin Heppell, CFSP**

Faculty/Instructor(s) Company, City, State, Phone #:  
**c/o Robin Heppell  
Box 8723, Victoria, BC, V8W 3S3 – (250) 744-3595**

***I certify information contained in this form including the attached documentation is complete and correct.***

Name of person completing the application: (Please Print) **Robin Heppell, CFSP**

Address:(if different from above) \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

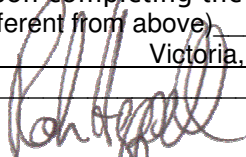
Date: February 26, 2018

Signature: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: 250-483-5455

# PROVIDER/SPONSOR CONTINUING EDUCATION REQUEST APPROVAL FORM

<b>Program Provider/Sponsor:</b> Robin Heppell, CFSP, of FuneralGurus.com <b>Email:</b> robin@funeralfuturist.com		<b>Phone:</b> 250-744-3595 <b>Fax:</b> 250-483-5455	
<b>Program Provider's Address:</b> Box 8723		<b>City/State/Zip:</b> Victoria, BC, Canada, V8W 3S3	
<b>Program Title:</b> Do-It-Yourself Facebook & Social Media Marketing for Funeral Directors		<b>Number of CE Hours Requested:</b> 3	
<b>Program Date(s):</b> May 16, 2018 and ongoing		<b>Program Locations:</b> Live / Online	
<b>Program Description:</b> (A program outline, including times for all portions of the program and any breaks must be attached.) See attached			
<b>Method of Instruction:</b> (check all that apply) <u>Self Study:</u> <input type="checkbox"/> audio <input type="checkbox"/> audio/video <input type="checkbox"/> exam <input type="checkbox"/> book/printed material <input type="checkbox"/> online (attach study materials and exam samples & procedures) <u>Classroom:</u> <input type="checkbox"/> lecture <input type="checkbox"/> panel discussion <input checked="" type="checkbox"/> video/teleconference <input type="checkbox"/> workshop (indicate # of hours for each section on outline)		<b>Course Evaluation Method:</b> <ul style="list-style-type: none"> <li>Registration</li> <li>Attendance Monitoring</li> <li>Participation in Online Polls</li> </ul>	
<b>Program Objectives:</b> See attached.			
<b>Program Facilitator/Instructor(s):</b> Robin Heppell, CFSP		<b>Faculty/Instructor Company, City, State, Phone #:</b> FuneralGurus.com, Victoria, BC 800-810-3595	
<b>Faculty/Instructor(s) Credentials:</b> (brief summary and/or attach bio or vita for each, including education and teaching qualifications) See attached.			
<b>Attendance is certified by:</b> <input type="checkbox"/> Sponsor <input checked="" type="checkbox"/> Instructor <input type="checkbox"/> Other: <i>(sample certificate of attendance attached with certifier's name and address)</i>			
<b>Describe method of attendance monitoring:</b> Registration, Attendance Monitoring, Poll Participation			
This course is approved for C.E. credit by another licensing/professional organization? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, who? _____ (attach documentation)			
Will this program be open to all licensees? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No    Fee Amount Charged: \$99.00			
To register contact: <b>Robin Heppell</b> at: (250) 744-3595 / (800) 810-3595 or visit <a href="http://www.FuneralGurus.com">http://www.FuneralGurus.com</a>			
<i><b>This form must be filed with the Board not less than sixty (60) days prior to the date of the program. Without adequate info., the Board cannot grant approval. Attach additional info. that would be helpful to the Board in determining approval. Any change in a program after approval is granted shall be approved by the Board. Failure to do so shall be grounds for revocation of approval.</b></i>			
<b>I certify information contained in this form including the attached documentation is complete and correct.</b> Name of person completing the application: (Please Print) <b>Robin Heppell, CFSP</b> Address:(if different from above) _____ City/State/Zip: _____ Victoria, BC _____ Date: February 22, 2018 Signature:  Phone: _____ Fax: 250-483-5455			

<b>For Board Use Only</b>		<b>State Board:</b>	
	Activity/Program #:	Provider #:	<b>Checklist:</b>
	On Agenda for:		Complete Application
	Approved for:	hours in category:	Instructor/s Credentials/Vita
	Disapproved – Reason:		Agenda/Outline
			Measurement Criteria
			Sample Certificate (if applicable)
			Fee enclosed (if applicable)
	Signed:	Date:	Roster Received after Program
(authorized board staff/reviewer)			Other:

**See next page for additional CE application info required by specific state boards with each application.**

## Additional Continuing Education Application Information Required by State Boards

<b>Arizona:</b> Indicate the number of hours and what part of program for EACH of the following categories : _____ A. Mortuary Science – _____ B. Legal Compliance/Ethics – <u>  3  </u> C. Professional/Individual Development –
<b>Arkansas:</b> 30 day notice
<b>Connecticut, Delaware, Maryland, New Mexico, Oklahoma, South Carolina:</b> Activities approved by the Academy of Professional Funeral Service Practice will be granted credit by these states. Provide necessary documentation along with copy of approval letter from the Academy
<b>Florida:</b> Apply for CE on Florida's website. \$200 Annual Application Fee due June of each year
<b>Georgia:</b> \$250.00 Annual Application Fee due March of each year
<b>Kansas:</b> If approved, do you want this program to appear on our C.E. List? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Maine:</b> Use Maine's CE request form.
<b>Minnesota:</b> Programs being held in different locations, but having identical curriculum and faculty, are considered one program. Programs that differ in either substance or faculty must apply as separate programs.
<b>North Carolina:</b> Use North Carolina's CE request form.
<b>Ohio: Type or print one activity per application.</b> Do not list 2 different activities/2 different months on the same application. <b>60 day notice required</b> <b>Check one:</b> Application is submitted for <input checked="" type="checkbox"/> <b>Prior Approval (prior to activity)</b> <input type="checkbox"/> Individual Request <input type="checkbox"/> Post Approval (submitted by individual licensee within (30) days after completion of an out-of-state activity)
<b>Pennsylvania:</b> 60 day notice required, \$100 fee per course, \$100 Annual application fee. No business. No Distance Learning. No Home Study. No need to reapply for repeat courses.
<b>Tennessee:</b> 60 day notice required, Requires 1 copy of this form per course.
<b>Texas:</b> Indicate <i>what portion and the amount of hours</i> in your program pertains to <u>ethics</u> : Use Texas CE request form. <u>Texas Law Updates or Texas Vital Statistics?</u> none \$50.00 fee per course/\$250.00 annual fee
<b>Vermont:</b> Continuing education topics shall be directly related to maintaining competence in essential issues of public protection and welfare. Use Vermont CE form and required outline form. Send 1 original and 4 copies of CE request. Continuing education shall be for whole hours only, with a minimum of fifty minutes constituting one hour. Contact hours may not include travel time, lunch or breaks. Approval will be granted for continuing education for a funeral director and/or embalmer. <b>60 day notice required</b>
<b>West Virginia:</b> It is the responsibility of the requesting organization to certify a licensee's attendance at an approved program. Board attendance forms must be used for attendance certification. <i>Indicate the number of hours and what part of program is considered for the <u>OSHA/Health Education Category</u> (all others will be considered General Education).</i> \$100 Application Fee due each year. <b>45 day notice required.</b>
<b>Wisconsin:</b> Describe under EACH subject category, those areas of the program which are educational for funeral directors. Itemize the number of educational hours for each part of the program. Automatic approval with Academy approval. <b>Failure to provide required info. will delay processing.</b> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <u>1. Grief Psychology/Communications</u>  <u>2. Professional Conduct/Ethics</u> </div> <div style="width: 48%;"> <u>3. Business Management/Delivery of Services – 3 hours</u>  <u>4. Technical/Sciences</u> </div> </div>
<b>National Approval Authority</b>
<b>Academy of Professional Funeral Service Practice:</b> It is the responsibility of the requesting organization to certify a licensee's attendance at an approved program. <b>30 day notice requested</b> For home study approval, include two (2) copies of each program or electronic copy and a one-time \$50 fee. Providers are required to pay an annual fee of \$250 and submit programs for annual review. If approved, do you want this program to appear on the APFSP CE list? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No



## CONTINUING EDUCATION OBJECTIVES & OUTLINE

### Do-It-Yourself Facebook & Social Media Marketing for Funeral Directors

#### **Robin Heppell: Do-It-Yourself Facebook & Social Media Marketing for Funeral Directors (3 hours)**

##### **Description:**

As Facebook and other Social Networks have matured and have been adopted by funeral homes to varying levels for communications and networking, it is now more important than ever for the funeral director to understand when and how to use these tools.

Also, recently, Facebook founder, Mark Zuckerberg announced changes to how businesses' content through their pages will not be seen as many people. This will result in a huge waste of time and/ or money if funeral homes continue to share content on their Facebook page as they did prior to 2018.

Robin Heppell, CFSP has been using, studying and testing Facebook and Social Media Marketing since 2007 and has developed social media strategies for funeral homes to get the maximum benefit with the minimum effort and cost needed to be effective.

This continuing education session will answer these 3 main questions: Why should funeral homes have a social media presence? What strategies and activities should funeral homes employ with social media - and what ones to avoid? How to execute a funeral home social media with the maximum effect with the minimum effort?

##### **Objective:**

The objective of this training session is to introduce and educate the individual funeral director to importance and impact of Facebook and Social Media and how it affects the reputation and promotion of the funeral home.

After completing this training session the attendee will have a better understanding of what they can do to help their funeral homes have a consistent presence online and utilize the various social networks to grow and communicate with their online community. They will learn how to collect and analyze results and how to compare them with other traditional marketing initiatives.

Attendees will be equipped with a number of worksheets and step-by-step checklist so that if they wish they can easily implement the strategy shared during the session. These include the Funeral Home's Social Media Quick-Start Guide, Online Brand Consistency Checklist and Sample Weekly Social Media Publication Schedule. They will also receive a list of resources including free tools, apps, browser extensions and websites (such as site where you can download royalty-free and public domain images) and to help in facilitating a social media marketing strategy for your funeral home.

Funeral home's that register their funeral directors for this program and after their attentive participation, can be confident that their director will be able to conduct some ongoing social media marketing initiatives or at least have foundational knowledge to be able to conduct research and communicate with potential vendors of these services and track their effectiveness.

#### **Agenda (Times noted are in Pacific Daylight Time)**

12:15 pm	to	1:40 pm	Part 1: The Foundation of Social Media Marketing for Funeral Homes Part 2: The Essentials of Social Media Marketing for Funeral Homes
1:40 pm	to	1:55 pm	Break
1:55 pm	to	3:30 pm	Part 3: Live Demonstration of How To Use Social Media for Your Funeral Home

Program Facilitator/Instructor(s):  
**Robin Heppell, CFSP**

Faculty/Instructor(s) Company, City, State, Phone #:  
**c/o Robin Heppell**  
**Box 8723, Victoria, BC, V8W 3S3 – (250) 744-3595**

***I certify information contained in this form including the attached documentation is complete and correct.***

Name of person completing the application: (Please Print) **Robin Heppell, CFSP**

Address:(if different from above) \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Date: February 26, 2018

Signature:  Phone: \_\_\_\_\_ Fax: 250-483-5455



## Academy of Professional Funeral Service Practice

PO Box 1160  
Buchanan, GA 30113-1160

February 26, 2018

SENT BY E-MAIL: robin@FuneralFuturist.com

Provider Number: 1067  
Robin Heppell, CFSP  
FuneralGurus.com  
Box 8723  
Victoria, BC V8W 3S3  
Canada

Dear Rob:

The following is approval for continuing education from the Academy of Professional Funeral Service Practice. Evaluation of the material indicates eligibility for the following:

---

<b>Course Title:</b>	<b>Do-It-Yourself Facebook &amp; Social Media Marketing for Funeral Directors</b>		
Event Number:	18-7944	Contact Hours:	3
Event Date:	OPEN	APFSP Category:	A
Event Type:	Instructor Led/Web	APFSP CEUs:	0.3

---

Please include the Course Number (18-7944) and your Provider Number 1067 on all Certificates of Attendance or verification sheets or the following statement:

This course is approved by the Academy of Professional Funeral Service Practice, Inc., for 3 Contact Hours (APFSP Category A, 0.3 CEUs). Course Number 18-7944 is presented by FuneralGurus.com, Provider Number 1067.

We look forward to hearing from you in the future as you schedule continuing education programs. If you have any questions, please do not hesitate to call me at (770) 646-8988.

Sincerely,

Patty S. Hutcheson, CFSP  
Executive Director



## Academy of Professional Funeral Service Practice

PO Box 1160  
Buchanan, GA 30113-1160

February 26, 2018

SENT BY E-MAIL: robin@FuneralFuturist.com

Provider Number: 1067  
Robin Heppell, CFSP  
FuneralGurus.com  
Box 8723  
Victoria, BC V8W 3S3  
Canada

Dear Rob:

The following is approval for continuing education from the Academy of Professional Funeral Service Practice. Evaluation of the material indicates eligibility for the following:

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<b>Course Title:</b>	<b>Do-It-Yourself SEO &amp; Google Optimization for Funeral Directors</b>		
Event Number:	18-7945	Contact Hours:	3
Event Date:	OPEN	APFSP Category:	A
Event Type:	Instructor Led/Web	APFSP CEUs:	0.3

---

Please include the Course Number (18-7945) and your Provider Number 1067 on all Certificates of Attendance or verification sheets or the following statement:

This course is approved by the Academy of Professional Funeral Service Practice, Inc., for 3 Contact Hours (APFSP Category A, 0.3 CEUs). Course Number 18-7945 is presented by FuneralGurus.com, Provider Number 1067.

We look forward to hearing from you in the future as you schedule continuing education programs. If you have any questions, please do not hesitate to call me at (770) 646-8988.

Sincerely,

Patty S. Hutcheson, CFSP  
Executive Director

# Robin Matthew Heppell, CFSP

Tel.: (250) 744-3595 - Fax: (250) 483-5455

Email: [robin@funeralfuturist.com](mailto:robin@funeralfuturist.com)

---

## Business Management and Consulting

- Owns and operates successful funeral planning and consulting company: [FuneralFuturist.com](http://FuneralFuturist.com)
- Develops and improves effective business process solutions for funeral home operations and cemeteries
- Facilitated and managed multi-million dollar trust rollovers
- Consults for companies in marketing and promotion (both funeral and cemeteries)
- Contributes thought-provoking articles for Mortuary Management & the Canadian Funeral News
- Presents 'In-Person' Continuing Education seminars for funeral directors in the areas of Business & Pricing Strategies, Preneed, Technologies, and Marketing throughout North America
- Holds Bachelor of Commerce Degree (Entrepreneurial Management), Royal Roads University
- Formerly instructed Business Management courses at the Canadian College of Funeral Service

## Advance Funeral Planning Sales and Management

- Successful pre-need experience in both management and sales of funeral plans and cemetery lots
- Rated in the Top 10 in sales in North America for NSM's Monumental Life Plan every year and no. 1 in 1997 despite having the lowest cost per funeral average of all participants (75% cremation)
- Performs analysis and audits of pre-need programs for various funeral homes
- Formerly supervised and trained funeral directors, sales reps and support staff in all areas of funeral home and cemetery pre-need

## Funeral Home and Cemetery Marketing

- Operates FuneralFuturistWebsites.com (division of FuneralFuturist.com) that provides website development, support and training of funeral home and cemetery websites
- Familiar with all forms of marketing media: direct mail, print, radio, television, banner, pay per click, etc.
- Websites built with Ease of Use, Search Engine Optimization, Social Engagement, Mobile Responsiveness and Lead Generation as key success factors
- Experience in column / article writing and press release submission
- Former Funeral Sector Member of the Funeral Profession Coalition Council of Canada
- Former Canadian component of NSM pre-need marketing group for 4 years
- Formerly held marketing position for McCall Bros. Funeral Directors Ltd. ([www.mccallbros.com](http://www.mccallbros.com))
- Formerly instructed Marketing courses for cemeterians and funeral directors at the ICCFA University
- Speaker in the areas of Strategy, Competition, Marketing and Technology for ICCFA & NFDA Conventions as well as numerous conferences for Provincial and State Associations
- Creator and facilitator of the Funeral Marketing Blueprint program and 2 day workshop

## Funeral Directing and Embalming

- Over twenty years experience as a licensed funeral director and embalmer
- Extensive background in all facets of the funeral and cemetery industry
- Fourth generation funeral director

## Work Experience

Owner / Consultant	Heppell Media Corporation (Victoria, BC)	1998 – Present
Sales Representative	Aldor Solutions Corporation (Frisco, TX)	2002 – 2006
Funeral Director / Embalmer	McCall Bros. Funeral Directors Ltd., (Victoria, BC)	1986 – 1998
Funeral Assistant	Egan Funeral Home Ltd., (Bolton, ON)	1986
Cemetery Crew	Laurel Hill Cemetery (Bolton, ON)	1986

# Robin Matthew Heppell, CFSP

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## Education & Certification

Academy of Professional Funeral Service: Certified Funeral Service Practitioner 2006

PO Box 2275, Westerville, OH 43086-2275 · tel. 1-866-431-2377 · [www.apfsp.com](http://www.apfsp.com)

- Successful candidates for certification in the Academy of Professional Funeral Service Practice may use the designation CFSP (Certified Funeral Service Practitioner)

Royal Roads University: Bachelor of Commerce (Entrepreneurial Management) 2002 – 2004

2005 Sooke Road, Victoria, BC V9B 5Y2 – tel. 250-391-2511 - [www.royalroads.ca](http://www.royalroads.ca)

- This is a two year on-line program which consists of: Business Communications, People At Work, Managerial Accounting & Control, Sustainable Development, Marketing, Entrepreneurial Expertise, Information & Technology Management, International Business, Finance & Investments, Organizational Change, Business Strategy, plus an Entrepreneurial Project
- Member of the four person Case Competition Team that represented Royal Roads at their International Case Competition in the Spring of 2004. This involved reading and analyzing a case study then creating a recommendation within a three hour time period, after which the recommendation was proposed to a simulated board of directors of the particular company

In-Sight Institute: Certified Celebrant 2003

PO Box 42467, Oklahoma City, OK 73123 - tel: 800-658-9262 - [www.insightbooks.com](http://www.insightbooks.com)

- A Celebrant is a person who has been trained and certified through the In-Sight Institute to meet the needs of families during their time of loss. They serve by providing a funeral service or tribute that is personalized to reflect the personality and lifestyle of the deceased.

CAIFA (Canadian Assoc. of Insurance & Financial Advisors): IFATC 101, 102, 103 1999 – 2000

41 Lesmill Road, North York, ON M3B 2T3 - tel. 800-563-5822 - [www.caifa.com](http://www.caifa.com)

- These courses are the necessary requirements to become a Level II Life Insurance Broker

Advanced Education & Training (B.C.): Funeral Directing & Embalming Apprenticeship 1987 – 1989

- Two year apprenticeship with two months of in class instruction and twenty-two months of correspondence courses and on-the-job training (at McCall Bros. Funeral Directors)

## Leadership & Community Involvement

Confederation Lodge (Freemason): Member 1992 – Present

650 Fisgard Street, Victoria, BC V8W 1R6 - tel. 250-384-5724 - [www.confederationlodge.com](http://www.confederationlodge.com)

- Held an office every year since joining (1992) and served as Worshipful Master (head of lodge) in 1997-98 & 2004-05
- Served two terms as President of Victoria Masters & Wardens Assoc. (representing 15 lodges) 1997-98, 2004 - present
- Served as District Education Officer 2000-01

St. Andrew's Presbyterian Church: Member 1993 - 2006

Courtney Street, Victoria, BC V8W 1C1 - tel. 250-384-5734 - [www.standrews.pacificcoast.net](http://www.standrews.pacificcoast.net)

- Served as Elder (1997 - 2005) and Roll Clerk (2002 - 2005)
- Also served as Usher Co-ordinator and on a number of church committees