

# **"I put the Fun, back into Funerals"**

**by Joe Russell**

## **George Masters:**

I don't know how to put this, but I'm afraid to say he died. Aha. Yes. Passed away. That's right. Dead. Correct, yep. Gone! You know, up with the fairies. Swimming with the fish. Dead as a doornail... Dead!

<<awkward silence>>

Thank you, Mrs Chambers. Sorry for your loss.

May I add... Oh no, sorry I mustn't. Oh, are you sure? You insist... Okay, in that case... We have a special on at the moment, two for one on all coffins. Aha... right... Who would have the second coffin? Why, you of course Mrs. Chambers. Hello... hello...

*Hangs up the phone.*

Perhaps, a little too morbid!

*Turns to the audience.*

One day she'll need it, that's for sure. I mean, we all do die at some point. What best way, than to be prepared, right? Sorry, I forgot to introduce myself, I'm George Masters. This is my life, the life of a Funeral Director. Problem is, there's too much competition nowadays. You have 'Slaughter and Sons', 'Resurrection Funerals', 'AM-I-Gone Funerals' and not forgetting, my favourite 'It's Too Late, or is it, Funerals'. They provide an In-House Psychic that promises reconnection with your loved one!

The only way to overcome the competition, is to up-sale on the customers you do have. Specials, like the 2-4-1 on coffins, Early-Bird bookings (usually reserved for our more "terminal" patients), The "If Not, Why Not Policy" – this being when someone has too much money than they know what to do with, just pay for your funeral. Get's it done! Then, there's the "Oops, sorry – we Jumped the Gun policy" for the accidental deaths. You know, twist your ankle and fall into an incoming car and BOOM! Dead! This policy saves you money because, I mean really – who wants an open casket for that!

Yeah, it's a tough life really. Being a Funeral Director. But, it's a service that's needed. I may have a twisted view on it, but at least – I put the Fun back into Funerals!

So, sign the dotted line and we'll measure you up now!