

LEGACY

Books for Future Generations

How do you want to be remembered?

How do you want your loved one to be remembered?

How do you want your organization to be remembered?

Steven Crandell

*T*hrough Legacy Books for Future Generations, Steven Crandell and his team create books of quality about remarkable people and organizations – researching, writing and managing all aspects of publication.

OUR GOALS:

- ☛ Honor the lives of our subjects with insight, discretion and thorough research
- ☛ Turn memories into a lasting, elegant narrative -- both in print and on the web
- ☛ Ensure excellence through Steven's direct involvement and oversight

Nota Bene: Unless a conscious effort is made to save life stories, death will wipe the slate clean. Sadly, it's only a matter of time before we lose everyone who remembers a certain person. Please consider acting now to save a life (story) for generations to come.

"Because he is a sensitive person as well as a talented writer, Steven is able to capture the essence of a life well-lived. What a gift for future generations! For when all is said and done, only the written word remains."

Anne Smith Towbes

BECOME THE ARCHITECT OF YOUR OWN LEGACY

Most lives end with an obituary in the newspaper, a memorial service and a reading of the will.

Life stories are thrown together quickly and shared only once – at a time of mourning.

Many people have no chance to contribute to a lasting legacy of their own.

But the telling of a life story shouldn't be restricted to a single day of farewell. By taking an active role in the creation of a professionally written book, you can tell the story you want to tell -- about yourself, your loved one, your family or your organization. And you can publish it in an elegant, long-lasting, high-quality edition.

Done this way, a memoir can become a celebration of how well a life has been lived.

*When you engage with your own history,
you become the architect of your own legacy.*

WHAT WE OFFER

A comprehensive service – dedicated to taking your project from initial concept to a printed book in less than a year.

Dedicated to excellence in writing, design and printing, we tailor each book in a unique way to meet the needs of the project.

Our service includes everything needed to create a book: concept development, outlining, design, printing and, most importantly, insightful writing designed to render a sympathetic and authentic portrait.

Additional options:

- ☛ *A Web Site dedicated to the Book*
- ☛ *A professionally produced video*
- ☛ *Marketing and Public Relations*

“Silver Tongue writer Steven Crandell shares Larry Crandell’s ability to laugh, love and make friends in minutes ... (The book) is a poignant read ... packed with inspirational and amusing vignettes.”

*J’Amy Brown,
Santa Barbara Independent*

AN ENDOWMENT OF WORDS

Most of us wouldn't think twice about taking steps to make sure we have provided for our financial legacy.

Isn't our personal legacy, our family legacy, or our organization's legacy at least as important?

A well-written book can change lives -- not just those of the subject, extended family and friends, but of any reader. Imagine the inspiration available to future generations. A legacy of this sort is an endowment of words, creating dividends for hearts and minds many years into the future.

THE ULTIMATE GIFT

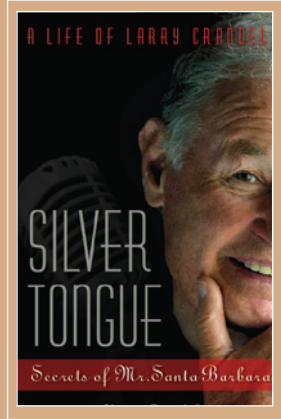
To truly touch someone you love, a gift must have personal meaning. We believe that few things in life have as much potential significance as a professionally written legacy.

You can take steps right now to find out how The Crandell Company might help you give such a gift.

AN EXAMPLE OF OUR WORK

*L*aunched just after Thanksgiving 2006, *Silver Tongue – Secrets of Mr. Santa Barbara* made an immediate impact.

- ☛ *More than 500 copies sold in two months*
- ☛ *Book launch attended by 120 people*
- ☛ *Signings at three local bookstores.*
- ☛ *\$8,055 donated to local charities so far. (All profits go to ten charities.)*
- ☛ *Extra-ordinary coverage in local media.*
- ☛ *More than 4,700 visits at website: www.larrycrandell.com*



“Silver Tongue is ... alternately touching, witty, and instructive as it explores themes of family and philanthropy and one man’s gentle gift for humor.”

Jerry Roberts,
Former Editor of the Santa Barbara News-Press

ORGANIZATIONAL ROOTS

Good books are good business. A handsome hardcover can become the ultimate calling card – providing quintessential class in marketing. Useful to board members, employees and clients, such legacy books preserve and energize institutional memory. The defining stories and the pivotal people of the past become accessible to anyone – bringing your organization’s heritage alive for people who use your services today.

“Soon after Hutton Foundation was established, we were presented with the opportunity to memorialize the lives and work of Betty and Harold Hutton in the form of a book. As the years pass, we have realized the value of this legacy to both current and future trustees, as we grapple with change and growth within the Foundation. The history constantly reminds us of original donor intent, mission and affectivity.”

Tom Parker, President, Hutton Foundation

PERSONAL LEGACY, PERSONAL GROWTH

*F*rom casual epiphany to deeper shifts in understanding, the subject of the book often finds the process is just as important as the product. Holding your own book in your own hands is a thrill. Helping to create it can be a revelation.

VANITY OR GENEROSITY ?

*S*ome people might shy away from creating a personal written legacy because they feel it is an act of ego. We strongly disagree. To invest in creating one's own written legacy, or the legacy of a loved one, is an act of generosity.

Imagine the child reading about the great-great-grandfather many years hence. Will that child think of the book as a selfish act? We think not. Rather, we believe future generations will look on the book as a far-sighted gift -- in essence, a magic portal to their own heritage.

*"Sound wisdom about a life well-lived
that rings and laughs true."*

Mark Whitehurst, *CASA Magazine*,
Reviewing "Silver Tongue – Secrets of
Mr. Santa Barbara"

BIOGRAPHY

Steven Crandell researched, wrote and had oversight on all aspects of the recent book, *Silver Tongue – Secrets of Mr. Santa Barbara*. He also managed its publication and marketing.



After growing up in Santa Barbara, Steven was Phi Beta Kappa at Stanford (B.A. English). He holds an M.A. in Creative Writing from the University of East Anglia (Norwich, England).

He has more than 20 years of experience as a journalist, including 10 producing the national news for Television New Zealand.

Former Director of Development and Public Affairs at the Nuclear Age Peace Foundation, he currently blogs at Huffingtonpost.com.

LEARNING MORE

Any undertaking involving a life and its legacy is necessarily ambitious. We would be honored to talk to you about embarking on such a journey together.

Initial consultation – Find out if your project is one that you'd like to pursue with us. We can give you a detailed estimate of costs – once we know what you want to do. There is no charge for this meeting.

