

# Its your funeral; cry if you want to

<http://www.ocregister.com/articles/funeral-295099-want-plan.html>

February 16, 2012

I want good wine at my funeral. And great Broadway show tunes (I'm making a list). And funeral favors – you know, like maybe little picture frames with a photo of you-know-who.

Because my funeral is all about me, which is something Sue Kruskopf understands.

## ADVERTISEMENT

"Boomers are so used to having everything personalized, they are changing the death industry," says Kruskopf, a founder of [mywonderfullife.com](http://mywonderfullife.com), a website where you can plan your funeral and list your life treasures at no charge.

Q. Is this the last boomer frontier – the death business?

A. We don't want funerals like our fathers or mothers had. We want our own experience.

We still have funerals in churches, but a lot of people don't want to go to funeral homes.

Q. So what are boomers doing?

A. Well, everything is online, so why not plan your funeral online? Our site is open to whatever you want to plan. It's your funeral.

On our Facebook or Twitter page, you'll find we are theming funerals like weddings.

Q. But this is not a wedding – which is a happy event.

A. There are so many options available for funerals today.

For example, a lot of people are choosing white as their funeral color. Some people want to reflect environmental concerns.

More people, 70 percent of our members, want to be cremated, and that allows more time for preparing for the event, especially if it has been preplanned.

Sorry, this is ridiculous. Who is going to make sure your preplanned funeral occurs? Other preplan sites charge money.

A. You can designate "angels" to carry out your wishes. You can link to your life book that you write yourself.

Q. All this is free? Who pays you?

A. We are working with co-branding with funeral homes and insurance companies and also financial planners.

Our audience is age 40 to 60, with the majority being about 55. And we did a member survey. And 25 percent have faced life-threatening illnesses.

Q. Where are most of your members?

A. Well, a lot are from California because that is the most progressive state.

This is really so easy, even your mother can do it.

Q. There are many sites for funeral preplanning. What seems to make yours different is the personal book you can fill out. Is that right?

A. Yes, that's right.

That's how we make such good use of the Web. You can upload photos to your own book, write letters to deliver to your loved ones after you die. It's all up to you.

Q. And making it all happen according to my plan is the job of my angel or angels, right?

A. Yes. When you sign up for an account with [mywonderfullife.com](http://mywonderfullife.com), the angel receives an email with instructions. Of course, they may not need the link for years, so we send six-month reminder emails. When death occurs, the angel just needs to click on the link.

The link takes the angel to the final wishes page. Then they can download your pictures and letters and see your wishes. Then they can deliver the letters and fulfill those wishes.

Q. I have to say I'm impressed you don't ask for a fee for this service.

A. Like I said, it's your funeral.

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