



Dear friend,

I hope you're well. I'm writing to tell you more about, and earnestly seek your support for, my business venture *Front Porch Films*.

Last year I decided to apply for a self-employment and business training scheme called NEIS (New Enterprise Incentive Scheme). I was accepted and started the training mid- year.

My mission was creating authentic short films documenting people's life stories — their history, memories, successes and struggles, hopes and dreams.

Since then, I've been very active in promoting my business, including giving talks to Rotary clubs (both Perth and country), been on the radio, set up my website and Facebook presence, produced sample films, done targeted advertising, met with not-for-profit groups, cold called and spoken to as many people as I can. My 'product' has altered since my initial idea, which came about largely from all the interactions I've had, and feedback received, during this period.

People when I mention what I'm doing almost always respond positively — "that's a great idea". A stranger who I met the other day and told about what I was doing even said "God bless you!"

I truly believe that people's life stories and history, particularly the elderly, are precious. Take for example my grandfather, who died in a work accident well before I was born (in fact when my mother was just a young adult). How could she have known the morning she said goodbye as he left for work would be the last.

All that's left are her memories, some old photos and his wristwatch — the glass of which is smashed from the accident. I never understood as a child why her eyes welled up whenever I asked about him. Now, of course, I do.

There is time, we just don't know how much we have.

Please visit <http://frontporchfilms.com.au> and follow the links to 'life and family history'. Here you will see my 'life story e-book' which includes text, audio, photographs, web links, and professionally shot imagery all packaged together. As an introductory offer*, prices start at \$350 (normally \$500). A bit of research online will quickly show this is very good value for money (nb: I'm not in a position where I can do pro bono).

I truly believe in my product, and that a market exists, but raising awareness to the point where interest becomes sales (and I can eat) has been an enormous challenge. **Do you know of anyone who might be interested?** I will certainly put my heart and soul into it, and whoever engages me will realise it was well worth it.

Please feel free to contact me at info@frontporchfilms.com.au or 0438 738 054, or pass either of those details on.

Sincerely,

Richard Seale

* offer concludes 31/3/2020