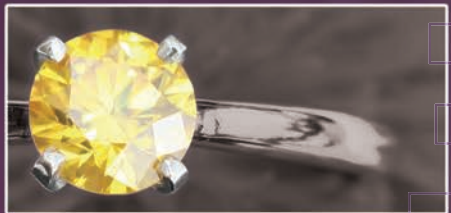
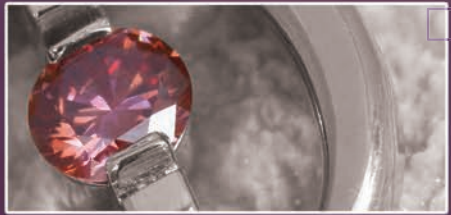




*because love lives on...*

# BUSINESS PARTNER MANUAL



# LifeGem Partner Benefits... helping you piece it all together!

Becoming a LifeGem partner is a win-win situation. You help us, and we help you! We understand that the LifeGem is a niche market. If you sell one or two a year, that would be awesome! That's what helps us. To help you, we pay top commissions on the sales of LifeGem diamonds while creating these other excellent benefits for your business.

## Benefit #1 - We Send Clients To You

Our marketing efforts and press coverage result in over **100,000 visitors per month to LifeGem.com!** As our business partner, you will get an average of 50 to 100 direct clicks per month on your website from our partner directory.

We already have over 4,000 partners in the US alone. Visit LifeGem.com and click on Store Locator to see who is already taking advantage of this **free perk**.

There is no charge to become an intro level LifeGem partner.

Become a Premier Partner and get even more benefits:

- Preferred listing ahead of other partners in your area
- Detailed description highlighting your other services
- "Featured Partner" link on main pages of our web site

Call today to get started - **(847) 299-5906**

## Benefit #2 - They Need Your Other Services

All this extra traffic sent to your site means additional clients for you! We know many of the people coming to you from our website won't buy a LifeGem, but they still need all your other services... cremations, burials, memorial services, etc. I think you get the point. We are glad to provide this benefit to our partners to keep you happy and to keep you handing out our brochures. It's just a numbers game. Soon enough, someone will come your way needing all your services AND a LifeGem diamond. It's been working this way for over 15 years!

## Benefit #3 - The Ultimate Ice Breaker

This is a hidden benefit you get from offering the LifeGem diamond to your clients. Talking about LifeGem diamonds is a great way to break the ice about memorial products as a whole, and once your clients know about the LifeGem diamond, all your other product offerings will seem very cost effective.

## Benefit #4 - Your Business Growth

Selling a LifeGem diamond means extra cash in your pocket, and that's what makes business grow. Especially when there is no inventory to carry, and the upfront cost for our intro level partner plan is \$0. So... no risk and plenty of reward. **What are you waiting for... get signed up today! (847) 299-5906**

Call today to become an intro level partner.  
It's FREE. (847) 299-5906

# How to Order LifeGem diamonds... in 4 simple steps.

A typical example...

A family orders one Option 5 Yellow and one Option 2 Blue LifeGem. The total is \$10,398 (from multiple pricing of \$6,299 for the Yellow and \$4,099 for the Blue LifeGem diamond).

Collect the 50% deposit of \$5,199 and send in the order. We will collect the balance prior to delivery and send you \$1425 in commission.

The following four steps explain this process in detail.

Don't forget to call for your free EASY SHIPPING KIT!

This kit includes the remains container, bubble wrap, return box, tape, and the return address form. Everything you need to easily return your order to our office.



## 1<sup>ST</sup> Assist the family in completing the LifeGem order form in the brochure

Customer Info: Add the family's contact information and the full name of the decedent / hair donor.

Order Specifics: Enter the size (carat weight), cut, color and fill in the price for each LifeGem ordered.

Payment Info: Sum up all of the LifeGem diamonds ordered. A 50% deposit is required.

Signature: Have a family member sign and date the order form.

Partner Info: Add your Business Partner ID (primary phone number of your business).

## 2<sup>ND</sup> Separate the cremated remains or collect the lock of hair

If creating LifeGem diamonds from cremated remains, place NO MORE THAN 8 ounces (~ 1 cup) of the processed cremated remains from a STANDARD CREMATION in a sealed heavy plastic bag, temporary urn, or our free shipping kit. (Call 866-543-3436 to request one... It's free!)

If creating LifeGem diamonds from a lock of hair, we need only the amount of hair collected during a routine haircut, or approximately the amount that you can hold in the palm of your hand. Although if necessary, we can work with less.

## 3<sup>RD</sup> Accept the customer deposit (50%)



Have the customer make their deposit check payable to LifeGem or write their credit card information on the order form. We accept MasterCard, Visa, Discover, or American Express.

**Remember, there is NO SALES TAX unless you are ordering in the state of Illinois.**

## 4<sup>TH</sup> Send the order to LifeGem

Mail the cremated remains or lock of hair, the original signed order form, and if paying by check, the 50% deposit to:

**LifeGem (Attn: Orders)  
836 Arlington Heights Rd. #311  
Elk Grove Village, IL 60007**

*Send to LifeGem via U.S. Priority Mail Express. All of the necessary shipping items, box, tape, etc. are included in our free shipping kit. (Call 866-543-3436 to request one free!)*

When completed, the LifeGem will be delivered according to the delivery instructions from the client.

## Current Retail Prices and Partner Commissions

(Always check LifeGem.com for the most current retail pricing. Commissions affected by sale prices.)

### THE BLUE LIFE GEM



	<u>CARAT RANGE</u>	<u>RETAIL EACH</u>	<u>QTY 2 OR MORE</u>
Petite	.10 - .19	\$1,999	\$1,799/ea
Classic	.20 - .29	\$2,399	\$2,099/ea
Elegant	.40 - .49	\$3,399	\$3,099/ea
Grand	.50 - .69	\$5,599	\$5,199/ea
Stunning	.75 - .89	\$6,999	\$6,499/ea
1.0Ct +	1.00 & Up	\$12,999	call
1.5Ct +	1.50 & Up	\$14,999/ea	call
2.0Ct +	2.00 & Up	\$18,599/ea	call
3.0Ct +	3.00 & Up	\$32,299/ea	call

### THE COLORLESS LIFE GEM



	<u>CARAT RANGE</u>	<u>RETAIL EACH</u>	<u>QTY 2 OR MORE</u>
Petite	.10 - .19	call	call
Classic	.20 - .29	call	call
Elegant	.40 - .49	\$3,099	\$2,999/ea
Grand	.50 - .69	\$3,899	\$3,399/ea
Stunning	.75 - .89	\$4,999	\$4,499/ea
1.0Ct +	1.00 & Up	\$9,999	call
1.5Ct +	1.50 & Up	\$11,999/ea	call
2.0Ct +	2.00 & Up	\$14,899/ea	call
3.0Ct +	3.00 & Up	\$28,599/ea	call

(Prices and commissions shown in this table apply to both Blue and Colorless LifeGem diamonds.)

### THE PINK/RED LIFE GEM



	<u>CARAT RANGE</u>	<u>RETAIL EACH</u>	<u>QTY 2 OR MORE</u>
Petite	.10 - .19	call	call
Classic	.20 - .29	call	call
Elegant	.40 - .49	\$3,099	\$2,999/ea
Grand	.50 - .69	\$3,899	\$3,399/ea
Stunning	.75 - .89	\$4,999	\$4,499/ea
1.0Ct +	1.00 & Up	\$9,999	call
1.5Ct +	1.50 & Up	\$11,999/ea	call
2.0Ct +	2.00 & Up	\$14,899/ea	call
3.0Ct +	3.00 & Up	\$28,599/ea	call

### THE COLORLESS & BLUE LIFE GEM FAMILY PLANS

	<u>PETITE</u> (.10 - .19)	<u>CLASSIC</u> (.20 - .29)	<u>ELEGANT</u> (.40 - .49)
Family Plus (minimum purchase - 2)	\$1,699/ea	\$1,999/ea	\$2,999/ea
Family Complete (minimum purchase - 3)	\$1,599/ea	\$1,899/ea	\$2,899/ea
Family Extended (minimum purchase - 4)	\$1,399/ea	\$1,699/ea	\$2,699/ea

### THE PINK / RED LIFE GEM FAMILY PLANS

	<u>ELEGANT</u> (.40 - .49)
Family Plus (minimum purchase - 2)	\$2,899/ea
Family Complete (minimum purchase - 3)	\$2,799/ea
Family Extended (minimum purchase - 4)	\$2,699/ea

Partner commissions are 10%  
of total LifeGem order!





## Business Contact Information

Company Name \_\_\_\_\_  
Primary Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Website \_\_\_\_\_  
Number of locations \_\_\_\_\_ (if more than 3, please see "Additional Locations" section of this page.)

## Lifegem FREE Marketing Material Request

The Lifegem sales and marketing approach works best when the brochures are readily available from the display stand in the primary gathering area of your facility. Would you like an **additional** arrangement room display stand as well (**displays are always free with the Intro and Premier plans**)    **Yes**    **No**

Lifegem partners have been most successful when each family they serve receives an aftercare package including a Lifegem brochure. Lifegem brochures are ALWAYS FREE.

**How many brochures would you like to start with?**    **25**    **50**    **75**    **100**    **Other** \_\_\_\_\_

Become a **Premier level Lifegem Partner** for only \$9.95/mo. (per location)

- Includes preferred listings ahead of other partners in your area     **Yes I want the Premier level**
- Detailed listings highlighting your other services
- "Featured Partner" link on main pages of our web site.     **No, only free intro level for now**

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

## Additional Location Information

(IMPORTANT - Clients search Lifegem.com by Zip Code)  
If more than 3, please point us to your online directory.

Location Name \_\_\_\_\_  
Primary Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Location Name \_\_\_\_\_  
Primary Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

# Sign up now... it's FREE!

Just fax this page back or sign up instantly online. Even better, call us now to immediately begin enjoying all of your FREE intro level LifeGem Partner benefits!

Fax: 847-299-5966

Online: [LifeGem.com/partners](http://LifeGem.com/partners)

# Partner Testimonials

## PARTNER EXPERIENCE #1... BERCEUSE FUNERAL AND CREMATION TRADITIONS

It was October 2002, NFDA San Antonio, when I first spoke to Dean at LifeGem about their diamonds. After a few months of research, we decided this was an intriguing idea, but we wondered if LifeGem would be worth the time.

In January 2004, we helped a young lady, whose mother died, with the first LifeGem in Virginia. When the two diamonds arrived, I was taken back by their beauty. So sparkly and clear they seem to just jump out at me. Not being a gemologist, I took the two LifeGems to a reputable jeweler in my area. He said, "The brilliance is absolutely beautiful."

The next day I called Jennifer to bring her mother's LifeGem to her. The drive took 1 ½ hours, and Jennifer called me every 15 minutes for an update. With each call you could tell by her voice her excitement was intensifying. As I walked up her sidewalk, the porch door swung open, and she met me at her bottom step yelling out "You're here!" I removed the two LifeGems, each mounted in a pendant, and gave them to Jennifer. She held them in her hand. What was once nervous excitement was now comfort and peace... Yes. It was worth the time.

*Kevin B. Smith, Owner, Berceuse Funeral and*

*Cremation Traditions, Hampton, VA*

## PARTNER EXPERIENCE #2... BUNURONG MEMORIAL PARK

Last Thursday John and I made the trip to Western Australia to deliver Australia's first LifeGem Memorial Diamond. We met Linda Bruce and her children at the television studio where they did a story on LifeGem while John presented Linda with the diamond. She was shaking, crying, and thought the memorial was just beautiful. We all had tears in our eyes.

Whilst John and I were driving Linda and her two sons (aged 11 and 14 yrs) back to their hotel, I heard her youngest boy say, "Mum, show me dad again". He then kissed the ring... tears all around - again!

The segment was aired that same night, and we have received a number of enquiries from W.A already. The segment will be shown throughout the rest of the country soon.

I spoke with Linda on the phone (the next day) and she said she has become the 'Town Celebrity'. Everyone has recognized her, the hairdresser, the baker etc. All the children from her sons' school rushed up to them the following morning and asked lots of questions but more importantly wanted to look at the ring. Linda has been asked by the hospice unit that cared for her late husband to give a talk to all the staff today, and of course, to explain LifeGem. Great news.

*Michelle Sabau, Bunurong Memorial Park,*

*Cemetery and Crematorium, Australia*

# Over 10,000 LifeGems delivered to date!

## Customer Testimonials

Thanks soooooo much for sending Hannah's diamonds! They are so beautiful. We want to thank you for giving us this gift just before the one year anniversary of Hannah's birthday into Heaven. God bless you.

*S. Rowley*

Some of the qualities I appreciate about your excellent customer service are the genuine concern for each customer's loss of a loved one, your careful handling of the loved one's cremated remains, and your professionalism and expertise in creating a lasting tribute in the form of a LifeGem.

*L. Andreini*

Thank-you! Thank-you! They are wonderful. What a great service. I love you all for giving us all the effort and care. Our mom and dad forever! God bless to all.

*L. Coultrap*



## The LifeGem Team... Who, What, When.

LifeGem was founded in June of 1999 to develop and promote the LifeGem Memorial Diamond. The idea presented itself after years of serious discussion over the concept of death and mortality between the inventors of LifeGem. Founding member Rusty VandenBiesen sparked this debate with his now famous words, "I am not afraid of dying, I'm afraid of being dead!"

Since releasing the LifeGem diamond to the world in August of 2002, LifeGem has grown into a successful worldwide corporation.

Brothers Dean and Rusty VandenBiesen along with Greg Herro and dozens of employees around the world are committed to creating high quality memorial diamonds from the carbon of a loved one and providing the service that your clients expect and deserve. At LifeGem we offer an exclusive product that will remain a treasured family heirloom for generations to come, enhancing not only your business, but your relationship with your clients. Everything you need to know to get started is right here at your fingertips, and as always, we are just a phone call away.

We look forward to working with you.



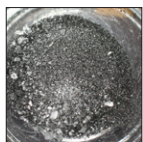
# The Patented LifeGem Diamond Creation Process



## Identification

Before the manufacturing process begins, LifeGem assigns a unique identification number to each set of remains to ensure traceability and guarantee the integrity of our process. This assures that the diamond

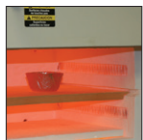
that is delivered is created from the loved one's remains. The identification number is actually engraved onto a specially designed crucible which secures the remains and carbon as it completes the purification process. Each crucible is used only once, and must withstand temperatures over 5400°F.



## Carbon Capture

The process begins by capturing carbon from the existing remains of any standard cremation. While this is still the most popular process for those who have lost a loved one, we can also capture carbon from a

lock of hair to create LifeGem diamonds for anyone choosing burial. We can capture enough carbon from an 8 ounce (or less) portion of the cremated remains to create multiple diamonds (or a lock of hair equal to that collected during a typical men's haircut). Our patented technology works in a high-nitrogen, low-oxygen environment.



## Purification

Once captured, this carbon is heated to 5000°F under special conditions. While removing the existing ash, this process converts a loved one's carbon to graphite with unique characteristics and elements that will create their one-of-a-kind LifeGem diamond.



## Certification

Finally, skilled diamond cutters polish and facet each LifeGem diamond, laser etch the unique identifier on the girdle, and certify it for authenticity. All LifeGem diamonds are individually inspected and graded by gemologists trained by the Gemological Institute of America (GIA).



LifeGem Production Lab - Chicago, IL

## LifeGem Diamond Creation

We place this graphite in one of our unique diamond presses replicating the awesome forces deep within the earth - 2500°F and pressure of 1,000,000 p.s.i. Under these conditions, the purified carbon (graphite) breaks down into individual atoms and crystallizes as a rough diamond. The more time in the press, the larger the resulting rough diamond crystal. LifeGem diamonds are molecularly identical to naturally occurring diamonds and possess the exact same hardness, brilliance, fire and luster.

*Call today to schedule your tour!*

# LifeGem Display Placement and Presentation

## DISPLAY PLACEMENT

Your LifeGem display should be placed in the main gathering area or lobby for maximum exposure and increased sales potential. In other words, outside of the arrangement room. The LifeGem brochures tend to be a topic of conversation at all memorial services. With your business ID in place on the brochure, you will receive commission for any LifeGem purchased as a result of brochures acquired from your facility.



If you would like to place a display in the arrangement room as well, please request an additional free display by calling 866-LIFEGEM (866-543-3436).

## BROCHURE PRESENTATION

**This is the most important information in this entire partner manual, so please read carefully!** Due to the intriguing nature of the LifeGem concept, presenting the LifeGem brochure to a family as informative reading material WILL generate interest and results. Although, not always immediately. That is why it is so important to write your partner ID on each order form. Many orders come in 6 to 12 months after the family first receives their brochure.



If you don't have the chance to discuss the LifeGem diamond option while providing your other services, please make sure the family receives a brochure in a care package when they leave your facility.

**Partner ID**

**Be sure to place your Business Partner ID here!**  
(It's your primary phone number)

## Success is a Numbers Game

We print thousands of brochures at a time, so give out as many as you can. Many orders come from service attendees who take brochures from your lobby, main chapel, or showroom. Its simple math really. The more brochures you give out, the more orders that come back in. And of course, you receive a commission for every diamond that you sell AND every order that comes to us with your PARTNER ID on the order form.

You'd be surprised how many commissions we pay our partners who weren't even aware they had a client!



## EASY SHIPPING KIT

We know you are busy, so we've done everything we can to make the LifeGem ordering process quick and easy.

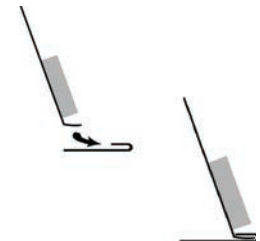
Our new shipping kit includes everything you need to package the remains and/or hair and mail through your local post office.

(Remains container, bubble wrap, shipping box, tape, and the return address form.)

## DISPLAY QUICK ASSEMBLY

Simply unpack the two parts and slide the "lip" of the brochure holder into the "clip" of the brochure base.

A slat wall adapter is included as well.







LIFE GEM

836 Arlington Heights Road #311

Elk Grove Village, IL 60007

866-LIFEGEM (543-3436)

847-299-5966 (fax)

[info@lifegem.com](mailto:info@lifegem.com)

[www.LIFEGEM.com](http://www.LIFEGEM.com)

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