

# A Service for Your Hospice That's Powerful, Simple, New



**NICHE CUSTOM PUBLISHING** works with successful hospices that seek to raise the bar on their bereavement support, to address their compliance challenges, and to gain more powerful marketing and outreach tools that will make their hospice stand out. *Our vehicle:* customized bereavement newsletters.

When you sign on with **NICHE**, you discover a simpler, more organized bereavement-support system, great value that improves your bottom line, and huge benefits in time returned to front-line bereavement staff and marketing. Plus, you'll see it's almost shockingly simple to get onboard.

Naturally, you ask: **Is NICHE really so different?**

We aren't just different or better. We're unique . . .

and my use of that word *unique* isn't marketing hype. I brought more than three decades as a feature writer, copy-editor, editor, print designer and publisher to **NICHE**, eight years working with hospice. We give you thorough start-to-finish service that manages complex logistics; powerful marketing tools; ease of service; and, most of all, a rich presentation of varied, useful, readable content to *every* bereaved family you serve. Here's what you get:



1. **Your brand** — Your bereavement newsletter is carefully branded to your hospice. Even the newsletter's name is your choice.
2. **Everything is done for you** — Once the surprisingly simple startup is complete, EVERYTHING is done almost automatically – design, writing, printing, logistics, mailing(!). Your team has no programs to learn, no projects to launch and sustain, nothing to write, no information to collect and organize.
3. **Timed BOTH to the season AND each family's grief phase** — We've worked out some complex logistics! The **NICHE** package includes **HOSPICE** and **TRANSITION** issues that are delivered to you ready to distribute, plus **FOUR QUARTERLY ISSUES** that we mail. **That's right. We take care of all of the mailing of these issues.**

These 6 issues present a carefully planned blend of timeless articles, features that address matters relevant to the season AND articles addressing each family's phase in the year of bereavement — from newly bereaved to the 1st anniversary of their loved one's passing.

4. **Marketing & outreach** — **NICHE** adapts issues into content-rich **COMMUNITY**, **SUPPORT/OUTREACH** and **SPECIAL HOLIDAY ISSUES** that your marketing and outreach people will be itching to get their hands on.

It will expand your hospice's brand, build partnerships, and improve education and outreach.

5. **Site-specific** — If you have multiple sites, each family's copy presents the contact information for their local site.
6. **Great value** — The core 6-newsletter set (Hospice & Transition Issues and 4 Quarterlies mailed directly to each family), a full year-plus of bereavement support, costs your hospice at most **\$7.15 per family**.

**NEED TO SEE ALL THIS MORE VISUALLY?** Our website presentation takes you step by step through how we partner with you to make your hospice bereavement newsletter a reality. Visit [nichecustom.com](http://nichecustom.com) to learn more.

**NICHE** approaches bereavement-support publishing in a comprehensive, integrated way not done before. So I assume you'll have questions. Call or write me. My direct phone line and email are below.

Thank you for your interest in **NICHE**. I hope your reading this letter is the start of a long, fruitful partnership.

Matthew Kiell  
Founder, NICHE Custom Publishing