



## ABOUT JUSTIN ZABOR

Justin Zabor is, "The Director of Death who Speaks the Language of Life" for you and your organization. He is a third-generation funeral director, professional speaker, trainer, and coach who helps associations, companies and individuals achieve greater levels of success in their personal and professional lives.

## EDUCATIONAL PROGRAMS

Three of Justin's most requested topics are:

### ***"The 'F-Words' of Funeral Service"***

This speech will address the seven "F-Words" (i.e. Flexibility, Fulfillment) that professionals must focus on for success. Justin will illustrate these critical points using humor and stories from his personal and professional experiences. Participants will walk away with practical ideas, helpful tips, and valuable insights on how to be more successful both personally and professionally.

"Justin's speaking style shares Todd Van Beck's wit, Norman Vincent Peal's eloquence, Joel Osteen's inspiration and Anthony Robbins's motivation. He is a true class act!" - SCOTT RAAB, FUNERAL DIRECTOR, PA

### ***"The Cremation of Sam McGee: A Profile of the Modern Cremation Consumer"***

Sam Mc Gee was a character in a popular 20th century poem by the late Robert W. Service, but his spirit is alive and well in today's consumer. In this presentation, Justin Zabor will paint a dynamic portrait of the 21st century cremation consumer. You will learn Who Sam Mc Gee is, What he expects, When you'll meet him, Where you'll find him, Why he is elusive, and most importantly, How we professionals can best serve him.

"Justin's material, delivery and content are all excellent. He gives a magnificent performance!"  
- FRANK DAWSON, FUNERAL HOME OWNER, OH

### ***"Business Lessons Learned from Modeling, Mortuaries, and Motivation"***

This is the story of the making of the first ever "Men of Mortuaries" national charity calendar and what one model/funeral director/professional speaker learned about the media, his community, and his business. You will learn how to write a press release for television and radio, how to interact with the media, how to plan and promote events, and how community relations can have a dramatic impact on the bottom line of your business.

## DETAILS

All programs can be delivered for any amount of time. They are excellent for conventions, mid-winter conferences, CEU seminars, funeral service education programs, leadership meetings, retreats, etc.

## CLIENTS

- The National Funeral Directors Association's National Convention (NFDA)
- NFDA's Professional Women's Conference
- The Funeral Service Association of Canada (FSAC)
- The International Cemetery Cremation and Funeral Association (ICCFA)
- The International Order of the Golden Rule (OGR)
- The Funeral Service Education Program at Northampton Community College, PA
- The Funeral Directors Associations of: New Jersey, Ohio, Illinois, Kentucky, Indiana, Wisconsin, Oregon, New Mexico, Kansas and Los Angeles County

"You hit a homerun with your presentation! Our members couldn't stop talking about the excellent blend of entertainment and practicality you use in your speeches."  
- MARK ALLEN, CASKET AND FUNERAL SUPPLY ASSOC. IL



## CONTACT INFORMATION

Justin Zabor  
5680 Pearl Road  
Cleveland, Ohio 44129

Phone: 440.884.5035  
Fax: 440.842.0147  
Email: Justin@JustinZabor.com  
Website: www.JustinZabor.com