

Heardable.com Sponsors Transmedia Content Series Featuring Singer/Actress Joss Stone



The Funeral Planner video series now available on Amazon.com.

Traditional book publishing turned on its head as Heardable, Inc. joins GoDaddy and 1800Flowers.com in an exciting cross-media sponsorship deal.

Oct 21, 2010 -- Heardable, Inc. (heardable.com) joins GoDaddy and 1800Flowers.com in an exciting cross-media sponsorship deal for Lynn Isenberg's The Funeral Planner series. In one fell swoop, a trilogy of stories are released in multiple mediums (e-book, digital video and social media) at the same time -- with corporate sponsors like Heardable underwriting a portion of the publishing expenses via product placement advertising and ad inserts.

The Funeral Planner is a digital series and trilogy of novels that make you laugh and re-think how to celebrate a life. The hero, Maddy Banks, is a serial entrepreneur inspired by the lack of personalization at her best friend's funeral to launch Lights Out Enterprises™ (LightsOutEnterprises.com) to create meaningful Life Celebrations. The new Digital Series features Grammy Award-winning singer Joss Stone. The Book Trilogy features "The Funeral Planner" and "The Funeral Planner Goes to Washington" with "The Funeral Planner Goes Global" debuting this fall. And a new social media network has been launched to make it easy to honor loved ones on The Tribute Network (TheTributeNetwork.com). A feature-film in the works with award winning comedy director Donald Petrie (Miss Congeniality, How to Lose a Guy in Ten Days) and with Producer Karen Waldron.

"We are excited to support a transmedia narrative opportunity like The Funeral Planner that breaks from the traditional publishing paradigm and ventures into untested territory that empowers small publishers, consumers and sponsoring brands to participate in a new type of 'storyselling,' said Jon Samsel, Chief Executive Officer of Heardable. "The Internet makes it possible for the disconnected to become connected -- for small tales to blossom into large digital experiences that previously would not have seen the light of day due to the previously restrictive

nature of traditional publishing. We are excited to support Lynn Isenberg and her efforts to promulgate great stories through diversified mechanisms of telling."

Isenberg's books and series are brought to you by the Dignity Memorial Network, Legacy.com, Eternal Image, SOYJOY; plus brand integrated ads, some with value added promo codes, featuring 1800Flowers.com, GoDaddy.com, Heardable.com, Forethought Financial Group, LLC, Echo Sign, National Hospice Foundation, DNA2Diamonds, First Capital Funding; and plot-related restaurants Got Kosher Inc., Andiamo's Italia, BTB Burrito, Eagles Nest, and Cadillac Travel Agency.

The Funeral Planner Digital Series featuring Joss Stone is available at: www.amazon.com/The-Funeral-Planner/dp/B003QP6WMQ. The Funeral Planner Novels are available at: Amazon.com, Kindle, Scribd.com/FocusMedia, BN.com, and where Adobe eBooks are sold.

About Heardable, Inc.:

Heardable.com measures the effectiveness of any online brand in less than 30 seconds, allowing users to instantly compare businesses by industry or local zip code. Type in any URL and start your scan. The higher the score, the better you're doing. And yes, it really is that simple. With over 1 million+ brand profiles already stored in our database and hundreds of new companies added each day, Heardable's vast data repository can be utilized by any [business](#) looking for ways to optimize their online performance, boost brand awareness, and increase revenue. Heardable, Inc. is a privately held company based in Los Angeles, CA.