

Business Focus

» **NOMINATIONS:** Have a business or business person you would like to see profiled? Let us know at sshultz@denverpost.com.

Memoirs by Design, Lakewood

WRITER HELPS CLIENTS LEAVE LEGACY

Profile

Business: Memoirs by Design
Address: Home-based in Lakewood
Hours: Vary
Founded: 2006
Contact: 303-885-3790, memoirsbydesign.com
Employees: 1

Interview with Nanette Randall, owner

Q: How did you get involved in this business?

A: For more than 20 years, I worked in the human resources profession. When I lost my job in 2005, I decided to use my interviewing and writing skills to help individuals, seniors, families and business owners tell their stories. Doing that kind of work made me more than a writer — it made me a personal historian.

Q: What distinguishes you from other businesses in your category?

A: My goal is to build trust and create a comfortable atmosphere where people enjoy sharing their stories. I prepare my clients ahead of time by working with family members and asking them to collect pictures, letters and scrapbooks in anticipation of the interview. When we're finished talking, and after I've recorded our conversations, I move on to the next phase of the project, which is as transcriber and ghost writer. Next, after final editing and approval, we self-publish.

Q: What do you like best about your line of work?

A: The myriad of stories and modern-day American history shared has been truly amazing. I've been fortunate to have written stories for WWII, Korean and Vietnam veterans. Every story is one of bravery, courage and service, and I am so proud to be a partner to these men and



Top: Nanette Randall of Memoirs by Design shows Harry Schack his finished book June 1 in the library at Lakeview Senior Living in Lakewood. Seth A. McConnell, YourHub

women. I especially like helping families and businesses capture the essence of their life's experiences, dreams, work and learned lessons, especially before they disappear. I enjoy helping others leave a light footprint. The beauty of an oral history and book is that it can be read, listened to and passed down. Just think about how many times you've wished you could get the story from someone special in your life

but who is gone now. When you tell a story, you share history and leave a legacy.

Q: What is your business' biggest challenge?

A: The biggest challenge is helping people understand that their stories matter, and that there is value to buying this service. When you hire a personal historian, you're paying that person to oversee the project from start to finish. This is not daunting

work! Because budgets vary, the scope and size of a personal history project varies, too, but it is always affordable. If you've ever had a thought to tell your story, don't wait.

Q: Something people might be surprised to learn about you or your business:

A: I can help anyone with any writing project, including taking old letters and pic-

tures and creating a legacy book, transcribing old tapes and converting them into stories or even publishing whimsical picture books about life with a beloved pet (Wag-A-Tale Pet Stories). At Memoirs by Design, there is something for everyone. I offer a free initial phone consultation, and together we decide if you have what it takes to tell your story.