

Sasha Stricker Interview

Karen Wyatt: [00:00:00] Today I'm very happy to welcome my special guest, Sasha Stricker. Sasha is an entrepreneur, a creative thinker, and problem solver who is also the founder of Treulogy.ai, a tool built around one simple truth: only the people who loved someone can tell their real stories. When families are deep in grief and suddenly need to find the right words, Treulogy.ai gently walks them through their memories, the small memories, the inside jokes, the things that made that person them, and turns what they share into a eulogy, obituary, or memorial tribute they're proud to give.

And you can learn more about Treulogy and Sasha's work at the website treulogy.com, and Treulogy is spelled T-R-E-U-L-O-G-Y.com. So S- Sasha, welcome, and thanks for joining me today.

Sasha Stricker: Oh, Karen, thank you so much for having me on. I can't tell you, how grateful I am for this [00:01:00] opportunity, but just also to connect with you.

I've been listening to a whole bunch of your episodes in preparation for being on here, and I just, I really feel like we're kindred spirits, and I wanna support all the work that you do, because I think it's beautiful and important.

Karen Wyatt: Oh, thank you so much. And, I've been really excited about, about talking with you, 'cause for one thing- I'm fascinated by AI and using AI, and I had a chance to use Treulogy myself, and I can't wait to talk about it, but I'm gonna save that a l- t- a little bit later on in our conversation. So we have a l- a lot to talk about, and I'm really curious to know just your own story and what inspired you to wanna create a tool that people could use for writing eulogies?

Sasha Stricker: Oh. the story actually started a few years back when my father-in-law passed away. he was the first one [00:02:00] in that generation to go, so my generation was not prepared for what happens, after someone passes away, and oh my God, it's a lot in a very short period of time. And I just, as we were going through it, I kept thinking, "Oh my God, there has to be an easier way.

there has to be a way to make all of this work easier for people." So that's when the seed started, was planted. And then, fast-forward a few more years, and that's when I started to use AI personally more so for myself. And then I realized that was the missing link in that connection, that people had these great, wonderful stories to tell about the people that they loved, but the hard part was actually putting it into the words, and that's what AI does so beautifully.

It can tell the words, but it doesn't have the [00:03:00] stories. It doesn't know the people. So with Treulogy, it's a whole process where you go through questions and just answer and tell stories about their life and get deep into their story, and then we give it to the AI, which turns it all just into a beautiful tribute and puts the words in the right order.

Because I think it's the stories that we leave behind that are the most important thing. and the other thing that inspired me too was years and years ago when my grandmother passed away, our entire family, and it was a big family, crowded into my aunt's living room, and we just started telling stories.

And the purpose was for the eulogy, but beyond that, I felt like it was a, like a he- part of my healing journey to be able to hear what effect that she had on other people, and their experience was different than [00:04:00] mine. But it was just all of these people in this one room sharing love for this woman that connected us all, and that's what I wanted to build into Treulogy.

I wanted to recreate that, for everyone that doesn't get a chance to experience that.

Karen Wyatt: That's really beautiful. I'm such a believer in the power of storytelling too, but I'll admit, for most of my adult life, I undervalued eulogies. I went to so many funerals where oftentimes the eulogies seemed to be very generic.

It seemed like the person giving it didn't really know the person who died that well. And I, I remember just so often tuning out because it didn't seem like, like there was anything to gain from listening to it. But it wasn't until my cousin died and there were a number of people who spoke who knew her so well, who told beautiful stories, and suddenly sitting there, I finally saw the power of the [00:05:00] eulogy and that it actually is, it is an important storytelling time for everyone who's gathered together to to celebrate and mourn the, life of someone they've loved.

Sasha Stricker: Oh, absolutely. I, and I agree with you. The eulogy, is this great opportunity to share the stories, but also the best ones that I've heard, I learn another facet of that person, something I didn't know before or something from their history, and it just brings you that much closer. And I think that's the beauty of telling the stories is you get to know, something you didn't know about that person or a different angle or a different side to them that you didn't see when you were together, and that's what we leave behind.

I think that's one of the most important things that we leave behind is just our stories. I'm gonna say that a lot 'cause-

Karen Wyatt: Yes ...

Sasha Stricker: I think they're important.

Karen Wyatt: I agree with you so much, and it does seem like [00:06:00] the purpose of coming together for a funeral in some ways it is to remember the person who's died and to have different perspectives and different stories told.

that I imagine would be comforting and healing for everyone who comes, leaves the funeral knowing the person who, who has died so much better than they may have known them before.

Sasha Stricker: absolutely. and I think, that's one of the hardest parts about writing a eulogy too is because all of a sudden you have to sit down and you have that pressure of having to find the right stories and then figure out the right flow all when you're dealing with the paperwork and decisions and grief and feelings and emotions, and it's just, it feels like a cruel thing to do to people -

Karen Wyatt: Yeah

Sasha Stricker: in that moment.

Karen Wyatt: Yeah, and speaking from my own experience, my dad died traumatically of suicide, but it [00:07:00] was so shocking, so devastating. There's no way any of us in our family , could have sat down to write a eulogy. We were just numb, in shock, and just going through the motions. And it just wasn't possible for us to even do that.

And years later though, I'm a writer. I love to write. I like to speak. And years later, I felt this emptiness, an ache in a way that I never got the chance to tell some of my dad's stories. I never- I never had the chance to tell them in front of his friends and his family things that only I knew about him.

And it felt like a real loss that I didn't get to participate in that process. And I imagine so many people who are g- are grieving are in that same boat. Maybe they're not comfortable with writing, but also maybe they just cannot do it emotionally and mentally and physically at the time.

Sasha Stricker: Absolutely. And I think that brings up another point, is [00:08:00] sometimes there's tragedy and, around a death, and there's stories that you wanna tell but you don't want to tell.

So that's another part of what I baked into Treulogy, is, you don't have to worry about that. So in a case like a suicide or when something tragic has happened, you don't even have to tell us that information so it doesn't go in. It's one of the ways that we can do, one of the things that we do to protect families.

But-

Karen Wyatt: Yeah, which is, it, that's actually really important. And, I do remember always, for years, that's been one of the stumbling blocks for me, is how do I talk about my dad's death? What do I say about the suicide? How do I talk about it? How much do I talk about it? And obviously I talk about it all the time now, so I'm in a completely different place and comfortable with it, and I see the importance of being able to talk about it [00:09:00] now.

But, in my experience, the AI creates a safe space where you won't feel judged. You can even say- "I don't know how to say this. I don't know if I should say this. I don't know if it's all right for me to talk about this." You can even express that, but the AI has no judgment and, no opinions about what you're saying.

Sasha Stricker: Oh, absolutely. yeah, it is completely a safe space within that because, there's also another part of the process where you can go through after you've collected all of your stories and take out things that maybe you said in the heat of the moment, or thinking about it, you don't want it included.

it just, for me, it's almost like a dumping ground of stories where everything in your brain just gets dumped out and you don't have to worry about proper spelling or grammar or the logistics of making the words work. You can just... I found it a [00:10:00] very freeing experience.

Karen Wyatt: Yeah. Yeah. And I, wanted to mention, I know there are lots of people who are, opposed to AI, don't feel comfortable about AI, and I've heard some people saying that to use AI to write someone's eulogy is disrespectful to the person who has died.

And yet, I, it didn't feel that way to me at all when I, I tried out Treulogy in order to use it. It didn't feel that way to me at all. It felt like, in fact, I was getting some assistance at telling beautiful stories in the best possible way, and that felt like a great way of honoring my father.

Sasha Stricker: Absolutely. and I, thanks for bringing it up, because I think there is a lot of stigma and fear around AI. and some of it's justified, but some of it I don't, I think is just more fear-based of not understanding what it is. and, [00:11:00] we've all heard horror stories of badly written AI eulogies, and they exist.

I'm not denying that at all. But what I have done differently is, when you put, your stories into a chatbot and ask it to write a eulogy, is a different process than what I use through Treulogy. So the chatbot will go out onto the internet and maybe search for information to fill in the blanks that it doesn't have, and maybe some of that information isn't correct, maybe isn't a story that you wanted to share, or is completely wrong about someone else, and about someone else.

but within Treulogy, it's a closed system, so the only information is the stories that you provide, told in your words, and that is our highest priority, is keeping your words and your, your stories and your sentiments, and putting it all together [00:12:00] into that output so it does feel personal. Because I think that was, that's always been one of the biggest, challenges for AI, is it doesn't know the person.

It doesn't know their stories. It doesn't, it can't connect to them The way you, a human, can.

Karen Wyatt: So that's a really important distinction. This is not the same as, going online on a chatbot and asking the chatbot to create the eulogy. It, all of the input comes f- comes from the per- the user, and the AI has no means of getting any other outside information.

So it only uses what you put into it.

Sasha Stricker: No, absolutely. And we put very strict guardrails on it to keep that together. But there's also some other things that w- I built into the app for privacy reasons as well too, because I think that's a- another one of the fears, is people sharing their stories [00:13:00] and where are they going to go.

but also within it, I encourage you to use aliases or nicknames or placeholders so that information only lives within your s- collection of memories. So don't put their hometown in, just put hometown, and then when you print it off before you say it, fill it in. in fact, I don't even ask for their name.

I ask for what's the name that most people called them for. specifically the less personal information that I have, the l- the more protected you are, 'cause I don't need that information, only you do.

Karen Wyatt: yes. That makes so much sense. Yeah. And any of that could be added later to your own copy of the eu- eulogy that you wanted to go back to and add.

And so maybe we should talk through a little bit about how Treulogy works if someone decides they want to create a eulogy there kind of step by step.

Sasha Stricker: Absolutely. it's really easy to do. [00:14:00] go to treulogy.com, so it's Treulogy, T-R-E-U-L-O-G-Y.com. and actually, this is a good time to bring it up, Karen.

I would like to, show my support for the work that you are doing and, the, just the messages that you're getting out and supporting people. So anyone who does decide to purchase a pack of tributes through the link in your show notes, I'll buy you a coffee for every single one. It's just my way of, really supporting and making sure that these conversations keep happening.

Karen Wyatt: Oh, thank you. Thanks for keeping me-

Sasha Stricker: You're welcome ...

Karen Wyatt: caffeinated too. I love my coffee.

Sasha Stricker: yeah, I think it's important, and these stories are important. So anyways, so back to the website. So you go and, you w- purchase, hopefully, to support Karen as well too. but they, the, your first purchase comes with [00:15:00] three tributes, so you can use them for whatever you want or practice ones.

And then if you are, like in a professional, using it in a professional capacity, like a doula, you can also just purchase individual or packs of 10 down the road to share with your families But anyways, going back to the... I keep getting off of it. going back to the questions. So once you purchase, you get put into the app, where it takes you through a guided series of questions.

Everything from childhood to animals to, just questions to help remind you of their stories. Everything from the everyday little things that they did to the big events in life, like wedding days or, yeah. I, tried to cover the whole gamut of

questions. oh, and the other thing I want to say is don't ever feel like you [00:16:00] need to answer all of them.

I don't think you actually should answer all of them. But there's such a wide range of questions 'cause there's such a wide range of people, and not all of them are gonna apply. So I just say answer whatever comes easily to you, and it doesn't, it doesn't have to be a big War and Peace novel. It can just be simple little words like, "She hummed when she folded laundry," or, "He would crank his classic rock in the garage every Saturday fixing his car."

those are the things that make us smile, and those are the personal... That's what makes these stories unique.

Karen Wyatt: Yeah, and I, and so I notice there are sections where you go in and there's a whole list of, characteristics or traits or, that you can check off if you want to about your loved one. and there...

Lots and lots to choose from, and you can see if, they apply or not, and a place to enter your own. But that was ac- [00:17:00] at first I thought, "Oh, no, I'm not a checkbox kind of person. I'm just gonna tell stories." But I realized reading through that list actually reminded me of things about my dad that I might not have thought of otherwise.

So going through that list of characteristics, that jarred some things for me, and that was real helpful in the end for me to check off some of the things that stood out the most about my dad. and so- Oh ... that was one section, right? And then there's also the, the box where you can enter a story.

Sasha Stricker: Yes. But yeah, those list of words, I think I put them in there because whenever you have to think of something on the spot, you can never think of the right word, and there's subtle differences. there's a cheerful personality or a sunny personality, and those could describe different people, and we- there's

Yeah, so I just, I tried to make it as easy as possible to give you as many different synonyms as possible. but yeah, I think where [00:18:00] you were going, it's the stories that make the biggest difference to them. But sometimes even just choosing a word like he was clumsy reminds you of a story of when he was clumsy or something that happened.

Yes. And that's the real gold.

Karen Wyatt: Yeah, so very true. You're so right. There were, the similar words but with different nuances, so sometimes one definitely applies. Another one not quite as well. And, that it was important to be more specific and accurate about the words chosen to use for my dad.

Sasha Stricker: Oh.

and what you're saying too I think is very similar to what my husband, when he was going through, he said, "The questions helped me remember stories that I hadn't thought about in years," because you just, you find that pathway and you start going down that rabbit hole, and it's like, "Oh, yeah." and that's where the, [00:19:00] I think the really good stuff comes.

Karen Wyatt: Yeah. It's very true because sometimes the s- there might be some stories that I remember about my dad that lots of people know or lots of people have witnessed something similar, but those check boxes help me think of,, some of the more specific stories about him that maybe only I witnessed or- that only a few people would know about to remember to in- to include those as well.

Sasha Stricker: Yeah. do you mind if I ask you a couple more questions about your experience?

Karen Wyatt: No, do. Do ask.

Sasha Stricker: so going through, did it feel like work or were you enjoying the process?

Karen Wyatt: I, really enjoyed it. There, there were times reading through the list of characteristics when I would think, "None of these are right.

None of these fit." And then I thought, "Oh, but that's okay. That's, people are different." There are so many different types of people. It's, of course, they're not all gonna fit any one person. [00:20:00] But, when it came to the boxes for writing the stories, my head was full of stories that I wanted to tell, so it was, pretty easy for me to just pour that out there.

I didn't really know what would happen with the stories. I didn't know at the beginning. I just kept thinking of another story and typing that in, and I didn't know how that would be received. And sometimes I thought, "Maybe I'm putting this story in the wrong category. Is that gonna matter? Will that mess things up?"

But it didn't matter. It didn't matter at all in the end, I think.

Sasha Stricker: No, it doesn't. yeah, there's a lot of flexibility within the system. There are no, hard and fast rules. You just go through the experience.

Karen Wyatt: Yeah. Yeah, and I, found it definitely helpful. One thing, I had wondered when I was telling the story if the AI would interrupt me or ask me more questions about the story, but it didn't.

It was just me typing the story. Oh. I don't know if it [00:21:00] f- that's what, that's how it functions. I just put the story in and there isn't a follow-up on the story or extra questions asked.

Sasha Stricker: that's an interesting perspective, 'cause yes, no, the act- the AI actually plays a surprisingly small role in the process.

It doesn't, the collection process is just like a questionnaire, like an interview process, and once all those stories are collected, that's the only part that the AI touches. So we send them the stories and the set of instructions for the different outputs, of what you're gonna create from it, and then it brings it back.

So there's, very little... It's an important part, but a very little part that AI plays in it.

Karen Wyatt: Yeah. I was, really interested. It asked me how long, like how, approximately how long it should be depending on the, the setting or scenario- and was it to be spoken or written, and who would deliver it.

And also the, the person [00:22:00] delivering it and their comfort level with speaking, which I thought that's really interesting that, and I guess, the- level of, output in a way. does it, or I, guess the style is what I'm trying to say. The style of, and I chose a storytelling style, a casual- Yeah

storytelling style because that's what I prefer. But there were, you could make it more formal, m- for more of an advanced or academic audience, And, pr- maybe also- for children. I don't know.

Sasha Stricker: absolutely. Every story, every life is unique, so every story is unique. And sometimes there's something like a dignitary or a esteemed member of the community maybe wants something a little bit more formal.

But that's the other, I think, beautiful thing about Treulogy is everything comes from this one collection of memories. So you [00:23:00] can write, a casual storytelling eulogy and then, in your next generation write something that's maybe more formal or shorter or longer. and I don't think that it needs to

I, I originally built it to be used in that intense moment. But in talking to you and in playing with it myself too, I think it's so much more. It can be, collecting memories while the person is in their final season of life. and you can talk to them about their stories. Or, like in your case, come back to it years later.

So I have to ask, was it difficult to remember the stories, or...?

Karen Wyatt: no. I- they're the stories that I've carried with me all my life about my dad, and that I've, sure that I've put my own polish and sheen on those stories over the years. I'm sure I've- ... idealized [00:24:00] my dad in certain ways, but that's okay.

But they are stories that I never got the chance to tell anyone after he died, and that some of his friends don't know some of these things, and some of his family might not have known, about the, the connections that my dad and I had together. And I- always I felt like something was missing, that I never got to tell that.

And so those are the st- kinds of stories that I decided to use for the eulogy. what if I was going all the way back in time and I was standing up and I just wanted to tell everyone these special things about my dad. And so it was actually therapeutic simply writing down the stories was really helpful.

Simply putting, them down and entering them into the AI. But what the AI generated as the eulogy was amazing. It was... I can't overemphasize it. It was just stunningly beautiful, and it brought me to tears. Oh. And [00:25:00] so it's oh, wow. The, and it was u- just using my words, but it was the way the stories were woven together, the way it, it flowed from one story to the next, but carried through threads.

I saw things in the stories that I hadn't really put together myself. Once they... I don't even know how to describe it, but once the AI put them together in a certain way, I could see, oh, there's that same thread all through my life. That thread was there all along, and it's as if the AI w- gathered the stories in a way that made that visible to me that I hadn't seen before.

Oh. I don't know if I'm describing that very well or not, but...

Sasha Stricker: That was beautifully said. because, yeah, I think I agree with you. They're essentially love stories. it's a love story dedicated to- Every human. [00:26:00] and what a beautiful gift to give.

Karen Wyatt: Yeah.

Sasha Stricker: So do you mind if I ask you another personal kind of personal question?

No, ask it. so you said it felt like it was something unfinished. Was it able to ... Was writing it now give you that-

Karen Wyatt: Yes, and maybe, I don't know, maybe I could read just a portion of this, I would of the, toward, toward the end, I did mention that my dad died by suicide, and that turned out to just be one simple sentence in the whole eulogy, which could have been removed if I didn't want it to be there, but an acknowledgement.

But it came at the right part after talking about some of the hardships my dad had known during World War II and some challenging things he went through. But maybe... So let me just re- Should I just read a little bit from- Yes, please ... this is- I would love

Sasha Stricker: to hear

Karen Wyatt: it ... near the [00:27:00] end of the eulogy. It, it wrote this: Dad had regrets.

He had wounds that never closed. He gave compassion to others much more freely than he could give it to himself. I wish he could have seen himself through the eyes of the people who trusted him, the customers who kept coming back, the strangers who reached safety because of him, and the daughter who is still guided by what he taught her.

I wish he could have known that love does not always have to be spoken for it to be received. I received it, Dad. I received it when you taught me to look carefully at a distant hillside until the shape of a deer came into view. I received it when you showed me how to wait beside a stream without becoming impatient.

I received it in your honesty, in your work, and in the way you noticed people who were struggling. I received it in those early mornings when your face lit up

because the mountains were waiting for us. Even now, I can close my eyes and [00:28:00] return to the campfire. Dad is there waiting for the right moment to begin.

We grow quiet because Dad has decided to tell a story. Before long, we're laughing, and then comes the lesson tucked gently inside the ending. The fire burns low. The mountains stand around us in the darkness, and Dad's voice is still there, teaching me how to pay attention.

Sasha Stricker: My God, Karen, that's so beautiful.

Karen Wyatt: It's beautiful. It's amazingly- Oh. why, I was in tears as I read this to myself for the first time. Oh. And, this just came from a whole bunch of random stories in no particular order. But if you see what I mean, it's the way it was all woven together, and also woven into it my own desire to say these things to my dad that I didn't have a chance to say to him, to thank my dad and to let my dad know that I saw him [00:29:00] and, that I received love from him.

And so ob- what astounded me is that those are things that I see clearly now. They were all there in the stories I wrote to the AI. It's the way the AI just put them together that made it so visible to me. And oh, I'm glad that you found it beautiful too, without even knowing- Oh ... knowing my dad or knowing me very well, that-

Sasha Stricker: Absolutely.

But what it created, I, the, the visuals it created, I was there at the campfire with you, and I was waiting for that deer to come over. That-

Karen Wyatt: Yeah.

Sasha Stricker: It, it brought me in, I feel Yeah. I wanted to know your dad too.

Karen Wyatt: And I wanted to share it because I wanted people listening to see, this, to see the beauty and the power of it.

Now, I write. I like to [00:30:00] write. So could, maybe I could have written something like that at some point, but not at the point of my dad's death. Here it is all these years later, and I still am working really hard to write and say things, and yet the AI had things from my stories to point out that I somehow didn't quite see it as clearly until I heard it reflected back to me.

I- it's like looking in a mirror and having the mirror show you something that you couldn't see before.

Sasha Stricker: Oh, wow. That is so beautifully said. Oh, Karen, I'm so touched, and I'm so-

I'm so grateful that could help, and I just, I ... Yeah, I'm very excited to share this with the world and to create more experiences like this for people. I think it's a true gift.

Karen Wyatt: Yes. Yeah. it truly is, and [00:31:00] I, wouldn't be here supporting it so, adamantly if I didn't really fee- feel that and believe it too, that this could be just so helpful for th- e- es- especially at the time of a death for people who wish that they could read the eulogy, and to have help writing it, and give 'em, give them the confidence to speak it because the stories they wanna tell will be told in a very effective way.

And, to know that it will have an impact on everyone who hears it. The listeners to these stories will be, I- as you said, they'll be taken into the story. They'll see it. They'll imagine it. They'll be there with the story. That's powerful

Sasha Stricker: Absolutely. Yeah, and that's, I think, one of the biggest, greatest gifts that w- we, we have as humans is that's our connection.

Okay. I'm [00:32:00] at a loss for words. I know. I don't know how you can top that.

Karen Wyatt: I wanted to say, I do ... I know that there are human beings we can hire to help us write eulogies, and I don't- so I don't wanna undervalue that. Similarly, if you can get help to write a eulogy that you would not be able to write on your own, whatever kind of help you use, and yes, support humans who do this.

But there are certain deaths, and my dad's suicide death is one of those, that it's, in the early days, it's very hard to talk to another human being about it, to tell them what happened or to talk about why you're so devastated. And there is this feeling of safety with the AI, as if I'm just typing this into a machine and it doesn't judge me, and it's not gonna judge my dad, and I don't have to worry that I'm gonna hear back some platitude or advice or something.

Yeah. It's just simply gonna receive whatever I put into it.

Sasha Stricker: Oh, that's a beautifully, beautiful [00:33:00] way of putting it. Yeah.

Karen Wyatt: Yeah. at least, like this, this was my experience, and granted, I have years and years of time with my dad's stories. I've carried them a long time, so I was ripe and ready for this opportunity to share it.

Yeah. but I don't know, have you heard feedback from other people who've used it? I'm just, I'm curious to know what other users are saying about it.

Sasha Stricker: A lot of very similar stories, too, because it's how things come out in the end. but I also wanted to say that you can edit. what comes out, what you read was stunning.

I wouldn't have touched that. But I know when I wrote one for my grandma, there were some things where the words just weren't exactly perfect. I can't even remember what it was right now, but it was something that she did in the kitchen, and it interpreted it differently. And so things like that, like [00:34:00] even if you are a, a writer or you wanna take it on, you can just use this as your memory collection system and first draft generator.

but yeah, I think there is value beyond that moment as well, too, where you're, like I mentioned earlier, you can collect stories even while you're still with them, because-

Karen Wyatt: could you even collect stories from other people in the family for the eulogy and then you would be the one who enters them all, but you would have a whole variety of stories from different people that could be part of the eulogy?

Sasha Stricker: Oh, absolutely. I think the more people that can contribute, I think it makes a better eulogy because it has more stories. But I think it also gives people that satisfaction of knowing, "I shared my love in this way. This is how I remember them." And I think that's an important [00:35:00] part of the human condition, too, is I wanna know that life mattered, but also that I was able to honor it.

I think there's two different parts.

Karen Wyatt: Yeah. 'Cause you described the power of sitting in a room together and all sharing stories, and I was just imagining, that would be a great

time to gather all those stories and then put all of them into the AI and maybe see what uli- what gets created from that.

Sasha Stricker: absolutely. And I think even ... I know you do a lot of work, with doulas. I think that's a beautiful opportunity for a doula to carry some of that weight for the family. So maybe y- the doula is the one actually entering the story and prompting them and connecting with the families and trying to get it.

'Cause that, I think that really is the hardest part, is remembering the stories. It's sit down and [00:36:00] remember the stories. that's the hardest thing to do.

Karen Wyatt: Exactly. Yeah, it's interesting 'cause at a time when the stories would be most pivotal, they could be the most effective and helpful to people, it's also the time when it's the hardest to write them and put them down in a coherent way.

And I think you're right. This could be a great tool for death doulas to offer to families. And again, maybe there's some death doulas who are great writers who would enjoy taking on helping someone write a eulogy, but this is a tool that just m- makes it easier and creates something beautiful that you could use the tool as an opening, as a way to get started, and then take the output and change it and revise it if you wanted to.

But it's hard to deny a tool that makes things easier, but that also does a really beautiful job with that.

Sasha Stricker: Exactly, 'cause [00:37:00] I think that's the human connection part, is the collecting the stories. that's the hug part of it. The actual writing is super important, but it's not that It's not that connection piece-

Karen Wyatt: Yes

Sasha Stricker: until it's delivered.

Karen Wyatt: Yes, exactly. And so- Yeah ... wh- when I see people, getting upset that someone used an AI to create a eulogy, I understand they're describing what you described with a chatbot of maybe giving some very generic information about a person and asking the chatbot to create a, standard eulogy, which is just not nearly the same thing as what Treulogy does when, hopefully what I read will help people understand it just beautifully weaves together stories, and you can just have a whole, the whole eulogy be flowing from one story to another, and that's really [00:38:00] remarkable.

Sasha Stricker: Yes. And I think that helps you get into the moment. It becomes more of an immersive experience instead of like the eulogies you were referring to earlier, where you start thinking about, "Okay, I gotta, get ready for dinner, and I got laundry and stuff like that." It's the, the stories.

Meryl Streep was in a movie. "I once had a farm in Africa," and then she would go into- those beautiful stories y- that just drew you in and, yeah, created this beautiful moment, and I, love that the eulogy can do that for- Honoring a life

Karen Wyatt: Yes. Yes, exactly. And help us do that at the moment when it may make the biggest difference and be the most impactful for other people.

Sasha Stricker: Yeah. Absolutely. Because I think we all want to give that. it's someone you obviously cared deeply for, [00:39:00] and to give them this gift of honoring them, and then I think it's compounded and made more difficult by the pressure of wanting to do something beautiful for them, but not knowing how to make it work, which I think makes it even harder ironically.

Karen Wyatt: Yes. Yes, definitely.

Sasha Stricker: Yeah.

Karen Wyatt: ... So I used it to generate a eulogy that would be read at a funeral, but you mentioned it, there are other things that you can generate, so maybe we should, Yes ... refer back to that. Thank

Sasha Stricker: you for bringing that

Karen Wyatt: up. Okay.

Sasha Stricker: I got off onto the fun stuff.

But yes, that's one of the beautiful things about Treulogy is that central collection of memories can be used to create all the different types of outputs. So the eulogy is typically delivered at the funeral or service or someone gets up to speak, but there's also the obituary, [00:40:00] that gets posted either in the newspaper or online, and that draws from a similar but different set collection of memories.

You don't maybe want the really personal heartfelt stuff, published online. And there's also things like addresses and birth dates and things like that you don't

really ... To protect your family, 'cause there's some- people that do terrible things out there. so yeah, we, only put in what is absolutely necessary.

But then you can also generate a memorial program and a social post. And a memorial program is those little cards that-

people often take home with them. It's actually, I think, a really important part. My husband still keeps his dad's memorial card in his truck and looks at it all the time and reads his story, and-

it's something that you can hold onto. so the words matter there as [00:41:00] well. And then also in a social post, 'cause there's, when someone passes away, there's a lot that needs to be written in a very short period of time, and instead of trying to figure out all the different memories, just collect them all and then we'll help you deal with making it right for all the different outputs.

Karen Wyatt: Yeah, that's so helpful and so useful. And then maybe even, if you were doing a celebration of life for someone who hadn't died yet, it wouldn't be called a eulogy, but it's a similar sort of storytelling where, you wanna come together and express your gratitude to that person for being here.

So it seems like it could generate some- something like that as well.

Sasha Stricker: Absolutely, and thanks for bringing that up. That's a good point, too, 'cause you can create living tributes. right at, when you're first setting it up, you select, this is just a collection of memories, a memorial tribute, or a living [00:42:00] tribute, 'cause that can be heartbreaking to read if this, the person is still there.

But absolutely, share their stories while they can still hear them and appreciate them and know, you can see in their eyes what- the impact that they had on your life. I think-

Karen Wyatt: Yeah ...

Sasha Stricker: again, that's just a beautiful gift- Yeah ... that you can give someone that you love. More meaningful than anything.

Karen Wyatt: It's really interesting because in the little part that I read from my dad's eulogy, the campfire is a pretty vivid image that is carried throughout, the eulogy from various stories about my dad, and it just occurred to me, this is my creative brain thinking, "Oh, gosh, if only I had this for my dad's funeral.

We could have handed out little s'mores kits to everyone at the as a, a memory- Oh ... for my dad. Go home and make some s'mores and remember Dad." it could have ... [00:43:00] it can help you have other creative ideas in a way.

Sasha Stricker: What an amazing idea. Like, how much fun would that be?

Karen Wyatt: Yeah,

Sasha Stricker: Sitting around a campfire telling stories.

Karen Wyatt: Telling stories and ha- and roast your marshmallows and make some s'mores.

Sasha Stricker: Aw. That is so beautiful. Yeah.

Karen Wyatt: I think the point that we're coming to is that it's really important that we be able to tell the stories. Yeah. And whatever kind of help or tool or assistance we need to get the stories out there and on paper, I don't think we should need to judge the tool.

I think it's okay for each one of us to use whatever tools come our way that can help us. And telling the stories is what has the value. telling them at a funeral or at a celebration of life or a memorial service, that's what is going to make the difference, and that's what [00:44:00] honors our loved ones, but also brings those of us who are grieving and mourning, it, brings us together when we can all share the stories.

So I think that's, I think that's really the point that, we're trying to make here with Treulogy.

Sasha Stricker: Absolutely. And I agree with you, and that was well said. Like, why wouldn't you take advantage of something that just takes the hard part off of your plate, and gives you that space to be in the moment and not have to worry about the logistics and the details?

Just to sit with those feelings and those stories and, yeah, let the emotions be. I think that's a beautiful, it's a beautiful gift.

Karen Wyatt: Yeah. I

Sasha Stricker: keep saying that, but

Karen Wyatt: and when I think of, people I hear of who say, "I don't want a funeral. I don't want anyone to have a funeral for me because funerals are boring-" I, think the eulogy might be the answer that might be the thing- ... that fixes the funeral. If you have [00:45:00] a really powerful eulogy with lots of stories, it seems to me, I don't think the funeral could be boring if the eulogy is really powerful.

Sasha Stricker: So many that I have come away from, I feel- It sounds wrong to say about a funeral, but I feel inspired and connected and it's what, I think the theme of your books and your, talks is so much.

It's about this, bringing together and death reminds you to live. Like-

Karen Wyatt: Exactly. And how- Yeah ... since death is a part of life that we can't avoid or escape, how can we utilize that fact to bring more love into the world, to make us feel more connected to other people- and even to just acknowledge the beauty of each and every life.

Sasha Stricker: Yeah. And that's, again, thank you so much for the work that you're [00:46:00] doing and making these conversations okay for people. thank you. Thank you, Sasha. Yeah. And I'm so glad that you created Treulogy, and particularly- after I utilized it. I really didn't n- I didn't know how powerful it could be until I tried it myself.

Karen Wyatt: And, it, it, made a, big difference to me. And, as you heard, the beauty of it and the power of it in what I shared. And so I'm a big fan, and, Oh ... and happy to share the message with other people and hope that lots of people listening will, check it out.

Sasha Stricker: Oh. Thank you so much, Karen.

You do have a beautiful way with words.

Karen Wyatt: Oh. Oh, thank you. I'm just, I'm excited to see what happens with Treulogy. I don't know. Are there, are you still, like, tweaking it and expanding it or working on [00:47:00] it, or is it complete as it is right now?

Sasha Stricker: I think it'll always be a, work in progress. I have other ideas of ways that I can, that I can make it better.

I love making things better and more connections. So there's more doors to open down the road, but right now I just wanna get this in as many people's hands as possible to help share those stories-

Karen Wyatt: Yeah ...

Sasha Stricker: with the people that they love.

Karen Wyatt: I really appreciate what you've done, and I just wanna thank you for, joining me today for this conversation, and for giving me the chance to try Treulogy myself.

Sasha Stricker: Oh, thank you so much, Karen.

Karen Wyatt: And our, my listeners, it's, so it's treulogy.com, but the important thing is the spelling.

Sasha Stricker: Yes.

Karen Wyatt: T-R-E-U-L-O, like T-R eulogy .com.

Sasha Stricker: Exactly. It makes more sense when you see it- ... 'cause the eulogy is right in there. Exactly. But it was no accident that it's the [00:48:00] true stories that make the best eulogies.

Karen Wyatt: Yeah. So very true.

Sasha Stricker: Yes. Yeah.

Karen Wyatt: Well-

Sasha Stricker: oh, and we can also, if you don't mind, we can add on so that, if you want to support Karen as well, do the treulogy.com/eolu.

Karen Wyatt: E-O, yeah, E-O-L-U. Yes, yes. I

Sasha Stricker: always mix the O and the U. But-

Karen Wyatt: Thank you. Yeah. E-E- yes, thank you. E-O-L-U. Buy me a cup of coffee. By- Yes,

Sasha Stricker: please

Karen Wyatt: do

using that link. thanks again, Sasha, and best of luck to you w- as Treulogy moves forward and out into the world.

Sasha Stricker: thank you, and I hope we can stay connected. I'm gonna keep listening to your podcast 'cause I think more people need that, right? Yeah. More of that needs to be out in the world.

Karen Wyatt: Thank you. I, hope we can stay connected too, and look- Thank you ... I look forward to just [00:49:00] watching your journey and seeing what comes next.

Sasha Stricker: Aw, thank you.