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Chick Lit
Rating:

Maddy Banks has put her personal life on hold while trying to achieve the life she thinks she should be living. She uses her creative ideas to create entrepreneurial ventures, but has not had much success in getting her ideas launched.

After another failed business venture, Maddy attends a funeral of a college friend. Angry at how the funeral is not a reflection of her friend, and the impersonal feeling she received from the funeral, she dreams up Lights Out Enterprises, a company where people can preplan their funerals to their liking. Backing her 100 percent, Maddy's Uncle Sam gives her some startup capital and asks to be her first client. Maddy is determined to sell the idea of Lights Out Enterprises to a group of venture capitalists, but Victor Winston is the only venture capitalist who is not bothered by a death-themed company and can see the potential in the returns.

Maddy has to return home to bury her uncle who unexpectedly dies. Burying her grief down deep, Maddy uses her uncle's funeral as the show piece for Lights Out Enterprises to attract customers. Tributes in a Box created by Derek, Maddy's college rival, causes some competition for Maddy, but she is not deterred until federal legislation forces her business to close. Will Maddy stoop to Derek's level to have the company close to her heart up and running again?

The Funeral Planner will evoke a variety of emotions from happiness to anger to grief. Maddy is an incredible character from the imagination of Ms. Isenberg. We watch Maddy grow as she struggles to reach her goals ethically, eventually realizing her self-worth and finding love. By the end of the book I was cheering when Maddy was able to give Derek his comeuppance. Ms. Isenberg has created characters who are a joy to meet within The Funeral Planner.

Cassandra
Reviewer for Karen Find Out About New Books
Reviewer for Coffee Time Romance