

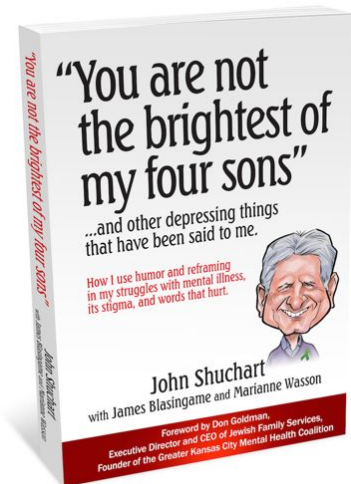
# THE SHUCHART GROUP

## GET THE BOOK FIGHT THE STIGMA SUPPORT NONPROFITS!

### NONPROFIT'S PROGRAM FOR FUNDRAISING, FIGHTING THE STIGMA ATTACHED TO MENTAL ILLNESS

I. **The Book: “*You are not the brightest of my four sons*”... and other depressing things that have been said to me.**

- Author John Shuchart, a successful entrepreneur, was raised in an emotionally abusive home. He grew up with ADHD and was constantly made to feel “stupid” by his parents. The book’s title is a quote directed at John from his mother.
- The book details an incredible number of traumatic events throughout John’s life that led to his deep depressive episodes.
- In spite of his depression, John has been recognized for many accomplishments in his business, educational and nonprofit endeavors.
- In the book, John shares how he uses humor to reframe the traumatic events, “unstick” the negative emotions tied to them, and stop himself from sliding back into “the deep hole of depression.”
- He “came out” to the media in the Kansas City area when he announced his depression and his support for the Greater Kansas City Mental Health Coalition. Additionally, John is a board member of the Kansas state chapter of the National Alliance on Mental Illness (NAMI Kansas).



- **The Shuchart Group** (TSG) was formed to fight the stigma attached to mental illness and to help those with mental illness get the support they need. This book is our first project.

## II. **The Objective: Fighting the Stigma**

- Many who are suffering with mental illness feel too embarrassed to share their problem or deny that they have an issue because of the stigma attached to mental illness. It is critical for these individuals to understand that mental illness, like cancer, is a biological disease – and it is *not* their fault. It is a treatable condition, and it is very common.
- After John went public with his recovery from depression, he received a phone call from a lady who congratulated him for “being so brave.” She felt trapped in her workplace setting because she believed that revealing her own condition to her employer and co-workers would damage her reputation and limit her opportunities for professional growth.
- The Shuchart Group’s strategy in fighting the stigma attached to mental illness is to support the nonprofits that are currently reaching and providing assistance to those with mental illness (and their families).
- We recognize that many nonprofit organizations in the mental health arena are experiencing budget cuts due to reduced government funding and other issues. By helping nonprofits generate funds, TSG can help these nonprofits provide much-needed programs and support for these families.

## III. **The Program: Nonprofits Sell the Book to Members, Supporters; Earn \$5 for Each Book Sold**

- The Shuchart Group is committed to supporting nonprofits and making it as easy as possible for them to generate funds. This includes a “no risk” approach with The Shuchart Group providing the books as well as customized marketing materials to reach your target audience:
  - Digital advertisements for nonprofit webpages and social media sites
  - Print advertisements for newsletters, event programs and print publications
  - Flyer creative for flyers distributed at nonprofit events

- Graphics for use in social media, the website or any other application
- Even a customized book cover with the foreword written by the executive director of the participating nonprofit group (*nonprofit must commit to selling a minimum quantity of books*)

#### IV. **The Agreement: Your Participation, The Shuchart Group's Support!**

- The Nonprofit's participation includes displaying the "Get the Book" digital ad on their website's home page. This digital advertisement includes a customized link to the **notthebrightest.com** "Buy the Book" page. The link will pre-select the participating Nonprofit to receive the \$5 donation from the site visitor's purchase.
- The Nonprofit will send monthly emails to supporters to promote the book. The emails can include author and book images as well as the customized link for your "Buy the Book" page on [www.notthebrightest.com](http://www.notthebrightest.com).
- The Shuchart Group will help provide social media content for promotion on the your organization's Facebook page, Twitter account and other social media sites.
- The Shuchart Group suggests that the book be promoted at all Nonprofit functions and events. The "Get the Book" flyer or program ad will be appropriate for that purpose.
- The Nonprofit can also promote this partnership with The Shuchart Group in regular newsletters or other member communication. TSG will provide a press release about the partnership and the book sale.
- The Nonprofit management and TSG representatives will meet to discuss other promotional avenues to sell books and generate funds!

**SAMPLE CREATIVE MATERIALS**

(Please note that materials will be customized with logo and copy for participating JF&C Agencies)

Digital Advertisements:

**GET THE BOOK  
FIGHT THE STIGMA  
SUPPORT NAMI!**

Get John Shuchart's new book on using humor to reframe traumatic events. You'll laugh, you'll learn; you'll buy one for a friend.

**30% of all proceeds go to NAMI St. Louis.**

**BUY IT NOW!** [www.notthebrightest.com](http://www.notthebrightest.com)

**\$16<sup>95</sup>**

**NAMI St. Louis**  
National Alliance on Mental Illness  
Gateway to Mental Health Recovery

**"You are not the brightest of my four sons"**  
...and other depressing things that have been said to me.

How I use humor and reframing in my struggles with mental illness, its stigma, and words that hurt.

**John Shuchart**  
with James Blasingame and Marianne Wesson

Foreword by Darwin E. Walker  
Executive Director, NAMI St. Louis

Executive Director, David D. Fisher  
Executive Director, NAMI Kansas

**GET THE BOOK  
FIGHT THE STIGMA  
SUPPORT NAMI!**

Get John Shuchart's new book on using humor to reframe traumatic events. You'll laugh, you'll learn; you'll buy one for a friend.

**30% of all proceeds go to NAMI Kansas.**

**BUY IT NOW!** [www.notthebrightest.com](http://www.notthebrightest.com)

**\$16<sup>95\*</sup>**

**NAMI Kansas**  
National Alliance on Mental Illness

**"You are not the brightest of my four sons"**  
...and other depressing things that have been said to me.

How I use humor and reframing in my struggles with mental illness, its stigma, and words that hurt.

**John Shuchart**  
with James Blasingame and Marianne Wesson

Foreword by Rick Cagan,  
Executive Director, NAMI Kansas

\*KS residence tax \$1.44 not included

Flyer (8.5" x 11"):

**GET THE BOOK  
FIGHT THE STIGMA  
SUPPORT NAMI!**

Get John Shuchart's funny new book on fighting the stigma attached to mental illness. You'll read how this successful entrepreneur, educator and author survived the emotional abuse from his parents, the countless, outlandish and disturbing incidents and accidents, and the addiction to prescription painkillers that led to his recovery from deep depressive episodes. You'll laugh. You'll learn. You'll buy a copy for a friend.

**And NAMI-Kansas will receive 30% of all proceeds from the book sale.**

**Buy it Now! Go to [www.namikansas.org](http://www.namikansas.org) and click on the ad to purchase the book. NAMI Kansas thanks you for your support!**

**\$16<sup>95</sup>**

**NAMI Kansas**  
National Alliance on Mental Illness

For more information call The Shuchart Group at 913-485-3336 or email us at [john@theshuchartgroup.com](mailto:john@theshuchartgroup.com)

**"You are not the brightest of my four sons"**  
...and other depressing things that have been said to me.

How I use humor and reframing in my struggles with mental illness, its stigma, and words that hurt.

**John Shuchart**  
with James Blasingame and Marianne Wesson

Foreword by Rick Cagan,  
Executive Director, NAMI Kansas

Executive Director, David D. Fisher  
Executive Director, NAMI Kansas

\*KS residence tax \$1.44 not included

Print Advertisement & Signage (local press; newsletter):

# GET THE BOOK FIGHT THE STIGMA SUPPORT JFS!

Get John Shuchart's funny new book on fighting the stigma attached to mental illness. You'll read how this successful entrepreneur, educator and author survived the emotional abuse from his parents, the countless, outlandish and disturbing incidents and accidents, and the addiction to prescription painkillers that led to his recovery from deep depressive episodes.

You'll laugh. You'll learn. You'll buy a copy for a friend.

**And JFS will receive 30% of all proceeds  
from the book sale.**

**BUY IT NOW! Go to [www.jfskc.org](http://www.jfskc.org) and click on the ad to buy the book.**



*For more information, please call Kim Romary at JFS at 913-730-1452 or email her at [kromary@jfskc.org](mailto:kromary@jfskc.org).*



# E-mail Campaigns (#1):

The image displays three screenshots from an email client interface, illustrating an email campaign for a book titled "You are not the brightest of my four sons" by John Shuchart.

**Top Screenshot:** Shows the main email content. The subject line is "You are not the brightest of my four sons". The body features a cartoon illustration of John Shuchart and the text: "You are not the brightest of my four sons" and "...and other depressing things that have been said to me." Below this, a large call to action reads: "GET THE BOOK FIGHT THE STIGMA SUPPORT JFS!". A small photo of the author is visible at the bottom of the email content.

**Middle Screenshot:** Shows a news article titled "Author Uses Humor to Thwart Depression; Fights the Stigma Associated with Mental Illness". The article discusses John Shuchart's book and his approach to mental health. Key quotes include: "Ernest Hemingway once said, 'A man's got to take a lot of punishment to write a really funny book,'" Shuchart stated. "I laughed when I saw that quote. Trust me, based on what I've been through, this book should be hilarious!" and "Shuchart uses humor to reframe the traumatic events in his life that can trigger depressive episodes. He provides examples of the reframing technique in You are not the brightest, and encourages readers to make laughter a part of their approach to mental wellness."

**Bottom Screenshot:** Shows a detailed promotional email. It includes a book cover image and text stating: "With your purchase of 'You are not the brightest of my four sons'...and other depressing things that have been said to me, Jewish Family Services will receive 30% of all proceeds from the \$16.95 sale price (excludes shipping and handling). The book can only be purchased through JFS, another participating nonprofit, or at [www.notthebrightest.com](http://www.notthebrightest.com)."

## E-mail Campaigns (#2):

The image shows a screenshot of an email client interface, likely Apple Mail, displaying an email campaign. The interface includes a sidebar with mailboxes (Inbox, Drafts, Sent, etc.) and a main content area. The email is from John Shuchart and is titled "Author uses humor to reframe traumatic events, stop the slide into depression." The main content features a quote: "You are not the brightest of my four sons" ...and other depressing things that have been said to me. Below the quote is a caricature of John Shuchart. The text describes his book, "You are not the brightest of my four sons" ...and other depressing things that have been said to me, and how he uses humor to reframe traumatic events. A video thumbnail shows John Shuchart speaking. The campaign concludes with a call to action: "GET THE BOOK FIGHT THE STIGMA SUPPORT NAMI!" and provides information on how to purchase the book, including a 30% discount for NAMI Kansas.

Inbox (12270 messages, 837 unread)

Get Mail

MAILBOXES

- Mailbox
- Gmail (411)
- Jim@thesuc... (11)
- Jim@maximu...
- Drafts (0)
- Sent
- Gmail
- Jim@thesuc...
- Jim@maximu...
- Trash (3)
- RSS (300)
- ON MY MAC (1875)
- GMAIL
- [Gmail]
- All Mail (60)
- Drafts
- Important (24)
- Sent Mail (2)
- Spam (15)
- Starred (3)
- Trash (76)
- Deleted Messages
- Drafts
- Personal
- Receipts
- Sent Messages
- Travel
- Work
- JIM@THESHUCHART...
- Conversation Ac...
- Junk Email (1)
- Tasks
- JIM@MAXIMUS.M...
- Conversation Ac...
- MAIL ACTIVITY

From: John Shuchart  
Subject: Author uses humor to refr...  
Date Received: Today 3:10 PM  
Mailbox: Inbox - Gmail

TheBANK of Edwardsv... Annual Privacy Notice from... Today 2:20 PM  
Inbox - Gmail

Jeff Kershenbaum Re: Money, books, et al (SP... Today 12:54 PM  
Inbox - jim@thesuchartgroup.cc

Fisher/Unitech 3D Printing Lunch & Learn... Today 12:34 PM  
Inbox - Gmail

**"You are not the brightest of my four sons"**  
*...and other depressing things that have been said to me.*

John Shuchart


**Author uses humor to reframe traumatic events, stop the slide into depression.**

Hi, Jim,

Meet John Shuchart.

Author John Shuchart, a successful entrepreneur and educator in recovery from depression, has recently published a new book, *"You are not the brightest of my four sons" ...and other depressing things that have been said to me*. The book details the astounding number of traumatic events that John has experienced, and how he uses humor to reframe those events and "unstuck" the negative emotions tied to them.


Click on the image below to see John describe how laughter derailed his planned suicide attempt and how it became an important component of his mental health:



By sharing his story of building a successful career while in recovery from depression, John hopes to encourage others to talk openly about their mental health issues and get the care and treatment they need.

**GET THE BOOK  
FIGHT THE STIGMA  
SUPPORT NAMI!**

With your purchase of *"You are not the brightest of my four sons" ...and other depressing things that have been said to me*, **NAMI Kansas will receive 30% of all proceeds from the \$16.95 sale price (excludes shipping and handling)**. The book can only be purchased through **NAMI Kansas**, another participating nonprofit, or at [www.notthebrightest.com](http://www.notthebrightest.com).



Media Information (release, feature, bio):

**FOR IMMEDIATE RELEASE**

**For more information:**

Jim Blasingame  
The Shuchart Group  
314-610-2170  
[jim@theshuchartgroup.com](mailto:jim@theshuchartgroup.com)  
[www.notthebrightest.com](http://www.notthebrightest.com)

**Humor Helps Author Overcome Depression,  
Fight Stigma Associated with Mental Illness**

*A Man's Got to Take a Lot of Punishment to Write a Really Funny Book.*  
– Ernest Hemingway

John Shuchart has taken more than his fair share of punishment in his 65 years. A successful entrepreneur Shuchart has survived a staggering number of traumatic incidents that began when he was just an infant, continued through adulthood, and led to his long battle with depression. Shuchart chronicles the “punishment” and his recovery from depression in his new book, *“You are not the brightest of my four sons” ... and other depressing things that have been said to me.*

Here’s a short list of the kinds of ill treatment and manipulation that Shuchart endured in the first half of his life:

\* Raised in an emotionally abusive home, Shuchart was five years old when he had to undergo an emergency appendectomy. As John was about to be pushed through the double doors into the operating room, his father leaned over his hospital gurney and stated matter-of-factly, “They’re going to cut you open like a *chicken*.” Needless to say, young Johnny had to be restrained.

\*At the age of eleven, John was sent across the country to spend the summer in a program designed to “fix” a so-called *right brain/left brain problem* that had been diagnosed by his mother. The program consisted of John being prohibited from using his right hand for *anything* for weeks, and it reinforced the idea that there was something “wrong” with him.

\*An average student, and a year younger than his academically brilliant older brother, John was routinely referred to as “stupid” by his parents, even though he became fluent in Russian during high school. The book’s title is actually a comment made by John’s mother.

\*Shuchart’s father, on two separate occasions, demanded that John give him a huge sum of money (\$30,000 and later \$50,000) or he would commit suicide. In another incident, John went to his uncle and grandfather to collect funds to reimburse an insurance company from whom his father had been embezzling money.

-more-



**FOR IMMEDIATE RELEASE**

**Contact:** Jim Blasingame  
The Shuchart Group  
**Book Name:** *You are not the brightest of my four sons*  
**Telephone:** 314-610-2170  
**Email:** [jim@theshuchartgroup.com](mailto:jim@theshuchartgroup.com)  
**Website:** [www.notthebrightest.com](http://www.notthebrightest.com)

**A Funny Book About Life-Threatening Accidents,  
Emotional Abuse and Depression?**

*Author Uses Humor to Fight Depression, the Stigma Associated with Mental Illness*

Dubbed a “serial entrepreneur” by the *Kansas City Business Journal*, successful businessman and educator, John Shuchart shares his remarkable life story and battle with depression in an entertaining new book, “*You are not the brightest of my four sons*”... *and other depressing things that have been said to me*. Shuchart details the incredible, traumatic events of his life, how he uses humor to reframe those events, and how he, and many others, can lead a productive, fruitful existence while in recovery with a mental illness.

**Leawood, Kansas - April, 2015** – John Shuchart, a successful entrepreneur, educator and author, has penned a new book, “*You are not the brightest of my four sons*”... *and other depressing things that have been said to me*. Shuchart wrote the book after recently going public with his own battle with depression. He wants readers to understand that mental illness is a biological disorder, a disease like cancer – and that there is no reason to be embarrassed about having the illness. He also wants readers to laugh and feel better when experiencing a depressive episode, and Shuchart provides plenty to laugh about in the book.

The book’s title is a quote from Shuchart’s mother, who regularly informed the young John that he wasn’t very bright. In addition to the emotional abuse that Shuchart endured from both parents, he faced a ridiculous number of astounding, traumatic events in his life: from being forced as an 11-year-old to spend the summer on the east coast in a camp that prohibited him from using his right hand (because his mother felt he should be left-handed) to life-threatening accidents, 15 surgeries, an addiction to prescription painkillers, and his father’s multiple suicide threats to extort money.

“Ernest Hemingway once said, ‘*A man’s got to take a lot of punishment to write a really funny book.*’” Shuchart stated. “I laughed when I saw that quote. Trust me, based on what I’ve been through, this book should be *hilarious!*”

- more -

**FOR IMMEDIATE RELEASE**

**For more information:**

Jim Blasingame  
The Shuchart Group  
314-610-2170  
[jim@theshuchartgroup.com](mailto:jim@theshuchartgroup.com)  
[www.notthebrightest.com](http://www.notthebrightest.com)

**About Author John Shuchart**

John Shuchart is a man of many parts. After becoming fluent in Russian during high school, Shuchart graduated with a degree in education from Michigan State University and taught middle school history in St. Louis, MO and in Shawnee, KS. In his early 20's, he left his middle school teaching position and changed the life insurance industry when he made it possible for parents to insure their mentally handicapped children. Later, he spearheaded innovations in the delivery of employee benefits through payroll deduction.

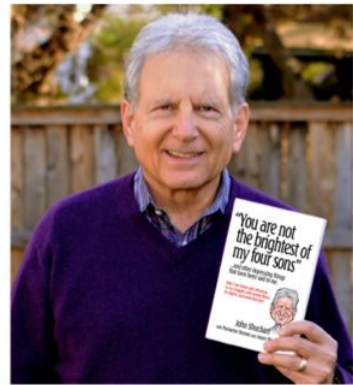
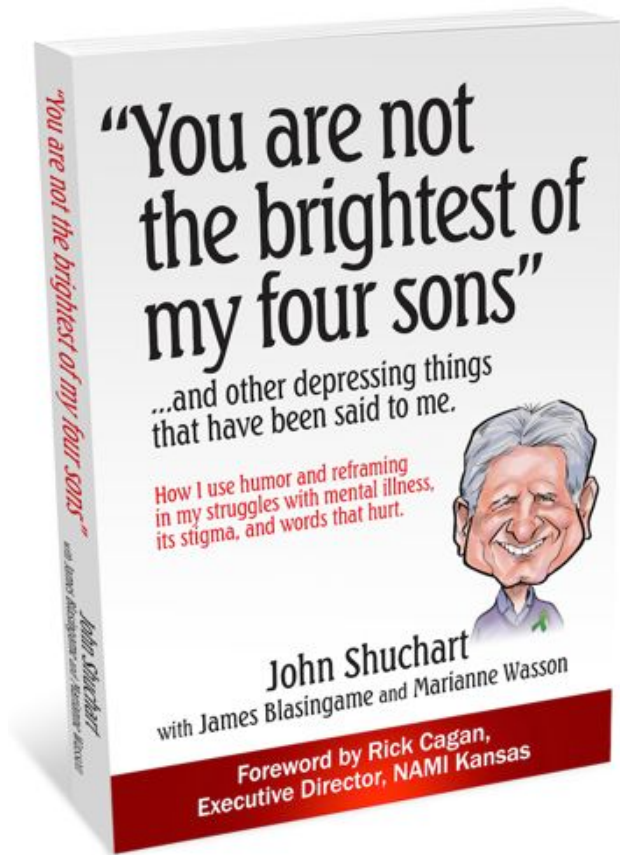
After selling his successful insurance business, Shuchart returned to the classroom where he worked with students to develop AFTER, a curriculum designed to help high school and middle-school youth work through the anxiety caused by the September 11, 2001 terrorist attacks in New York. Shuchart led student groups in Kansas City, New York and Israel to create their own courses on dealing with terrorism. The program spawned two books: *Kids' Letters to Terrorists*, and *Israeli Kids' Letters to Terrorists*, a book for which Israeli President Shimon Peres provided the foreword.

Referred to as a "serial entrepreneur" by the *Kansas City Business Journal*, Shuchart has created several successful businesses and worked as a marketing consultant for the past decade. He has used his business acumen to benefit a long list of nonprofit groups including: The FBI Citizens' Academy, Triality, the American Red Cross, Consensus, NAMI Kansas, Temple Bnai Jehudah, Congregation Kol Ami, Harris Youth Foundation, Greater Kansas City Mental Health Coalition, and the Kansas City Autistic Training Center. Shuchart also teaches a youth entrepreneurs program at Truman High School in Kansas City.

Throughout his career, John has suffered with serious episodes of depression as well as ADHD. He has proven that mental illnesses can be managed, and that those living with mental illnesses can succeed and lead productive, happy lives. In 2015 John formed The Shuchart Group, an organization dedicated to fighting the stigma associated with mental illness.

In addition to writing "*You are not the brightest of my four sons*" John has collaborated with Kansas City comedian David Naster to produce a one-of-a-kind workshop for therapists and social workers to teach professionals how to help their patients use humor in their struggles with mental illness. A gifted storyteller, Shuchart also will be entertaining organizations across the country while spreading his message of inspiration and encouragement.

Web & Social Media Support (content, graphics, audio files, etc.):



Author John Shuchart



Customized Web Pages on [www.notthebrightest.com](http://www.notthebrightest.com):

John Shuchart Interview on "You Just Have to Laugh"

John Shuchart visits with "You Just Have to Laugh" host David Naster about reframing the traumatic events that led to his depressive episodes and "unsticking" the negative emotions tied to them.

**GET THE BOOK  
FIGHT THE STIGMA  
SUPPORT JFS!**

**BUY IT NOW!**

Jewish Family Services will receive 30% of all proceeds from the \$16.95 sale price (excludes shipping and handling)

**jfs** Jewish Family Services OF GREATER KANSAS CITY

**JOIN OUR MAILING LIST**  
[Click Here to Subscribe](#)

**CONNECT ON FACEBOOK**

**John Shuchart**  
1 month ago  
Was on the air this morning in Manhattan, KS with KMAN-AM 1350 News Director Cathy Dawes. She asked great questions!

**John Shuchart**  
1 month ago  
Attended a reception tonight for the Mayor of Morelia, Mexico, one of Kansas City's sister cities. I enjoyed talking with Mayor Salvador Abud Minabent and former Kansas City Mayor Charles Wheeler.

**John Shuchart**  
Like Page 31 likes

Customized “Buy the Book” Page on [www.notthebrightest.com](http://www.notthebrightest.com) (with the participating Nonprofit preselected to receive the \$5 donation):

The screenshot shows a Mozilla Firefox browser window with the address bar displaying <https://www.notthebrightest.com>. The page title is "Buy the Book".

# "You are not the brightest of my four sons"


...and other depressing things that have been said to me.

John Shuchart

HOME THE BOOK AUTHOR COMMUNITY MEDIA CONTACT

### Buy the Book

"You are not the brightest of my four sons"  
... and other depressing things that have been said to me.



Your purchase of "You are not the brightest of my four sons" will result in a \$5 donation for the nonprofit organization of your choice. Simply select your preferred nonprofit from the drop-down menu below or select "Register Nonprofit" on the drop-down menu and complete the "Nonprofit Registration Form" that appears.

The Shuchart Group will forward your \$5 donation to the nonprofit group you specified.

**Price: \$16.95**

Quantity:  Jewish Family Services-KC

If you don't see your nonprofit listed in the drop down menu above, please select "Register a Nonprofit" and the registration form will appear.

### JOIN OUR MAILING LIST

[Click Here to Subscribe](#)

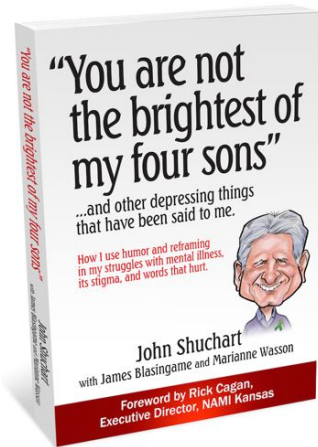
### CONNECT ON FACEBOOK

**John Shuchart**  
1 week ago  
Attended a reception tonight for the Mayor of Morelia, Mexico, one of Kansas City's sister cities. I enjoyed talking with Mayor Salvador Abud Mirabent and former Kansas City Mayor Charles Wheeler.

**John Shuchart**  
2 weeks ago  
Jim was at the NAMI Southwestern Illinois Walk/Race for Recovery on Saturday at the Gateway Grizzlies Ballpark. It was a terrific event!

**John Shuchart**  
2 weeks ago  
Really enjoyed my interview with David Naster, the host of "You Just Have to Laugh." See a portion of our interview here: [www.notthebrightest.com/you-just-have-to-laugh-interview/](http://www.notthebrightest.com/you-just-have-to-laugh-interview/)

## What people are saying about “You are not the brightest of my four sons”:



*I just want to say 'THANK YOU!' I picked up your book "You are not the brightest of my four sons..." yesterday while at the NAMI SWI Run for Recovery/Walk for Awareness at GCS (aka Gateway Grizzlies) Stadium. Read it through the night. I recognize myself in your stories, and as I struggle on my path to recovery and "betterness"; I want you to know how much I appreciate your honesty, insights and emotional intelligence about this disease, depression (and the other mental illnesses). You touched me, and through many tears and much laughter, you've given me HOPE.*

**– T.A. Mangino, U.S. Air Force, Retired, NAMI Volunteer**

*“John Shuchart’s book is great. He demonstrates a wonderful capacity to change, and by giving encouragement to others, he may allow them to change too. We are not the sum total of our experiences; we are who we choose to be. John has chosen wisely. His book may help others to as well!”*

**– Dr. Jeanne A. Drisko, Director, KU Integrative Medicine,  
University of Kansas Medical Center**

*“John Shuchart’s book has a way of grabbing the reader on several levels. It’s fascinating to hear how someone can survive, much less thrive, under the ugly life circumstances John faced. But once you read it, there’s more. A whole lot more! The wisdom on those pages pops up now and then as you consider the stigma of mental illness and the nonsense of that. The coping skills are transferable...not just for the mentally ill, but for everyday crazy stuff that happens in everyone’s life. This read stays with me, leaving me compassionate for anyone struggling with mental illness. It also gives me great appreciation for a man like John who flipped all of that on its head to find a better way...for himself and countless others!”*

**– Phyllis Wallace, Radio Host of “Woman to Woman”**

*“John Shuchart’s story allows you to appreciate the experiences of mental illness, make you think about its stigma, and even how you feel about yourself. Oh, and you’ll laugh a lot!”*

**– Tina Grzeskiewicz, President, National Alliance on Mental Illness (NAMI) Kansas**