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The Shulman Center August 2020 Monthly e-Newsletter

Happy Eid al-Adha: July 31st

Happy 18th Anniversary To My Wife & Creative Director Tina: August 8th

Enjoy The Dog Days of Summer! Woof!

A decision on whether to "greenlight" a TV series on "theft addiction" should be made in August!

Please Note Our Updated Website at:

www.theshulmancenter.com

Celebrating The 18th Year of Our e-Newsletter!

Thanks to our 3,000 subscribers for your continued interest & support!

During This Time of Social Distancing, Your Life Does Not Have To Be on Hold!

Specialized Therapy by Telephone or Video-Chat

Your Life Is Calling...

CALL US AT: 248-358-8508!

150-Question Online Shoplifting Assessment Tool

ANNOUNCING THE RECENT LAUNCH OF A NEW

150-QUESTION ONLINE SHOPLIFTING ASSESSMENT TOOL

DEVELOPED BY THE SHULMAN CENTER

WITH TECHNICAL ASSISTANCE FROM ADE SOLUTIONS IN METRO-DETROIT

This is a rare and in-depth assessment tool and can be easily accessed online.

It takes about 20-30 minutes to complete and can be used by courts, therapists, and those who have shoplifted. Once the questionnaire is completed and submitted, you will receive an immediate one-page summary that tells you how severe a shoplifting problem you have, what type of shoplifter you are, and what is your risk of reoffending in the future (low, medium, high, very high).

See: <https://ade.solutions/shoplift.html>

Read Recent Comprehensive Article from MoneyGeek

on Compulsive Shopping/Spending... I'm quoted

See Recent Guardian UK Article on Why Wealthy People Shoplift:

Mr. Shulman quoted as expert!

[Click Here!](#)

[Click Here!](#)

Listen to Mr. Shulman on a recent 100-minute Podcast Interview

"White Collar Crime and Recovery" with 15 other "convicts"
[Click Here!](#)

Listen to Mr. Shulman's 40-min Interview

Less Waves, More Ocean: Staying Calm in Covid Times
[Click Here!](#)

See Recent 5-Minute Video on Shopping Addiction on Cheddar:

Mr. Shulman quoted as expert!
[Click Here!](#)

See Recent Free Press/USA Today Article on Shopping/Shoplifting Addiction:

Mr. Shulman quoted as expert!
[Click Here!](#)

Listen to Mr. Shulman's Recent 45-minute Audio Interview on Shoplifting Addiction:

When Stealing Is A Drug!
[Click Here!](#)

See Dr. Oz's 15-minute July 9, 2019 Shoplifting Addiction Episode

Mr. Shulman Feature on The Show!
[Click Here!](#)

QUICK LINKS

[White Collar Support Group Video Podcast Episode#1](#)

[Shopping Addiction and Holidays](#)

[Guardian UK Article: Rich Robbers](#)

[NYPost Shopping Addiction Article](#)

[Dr. Oz July 9, 2019 Episode on Shoplifting Addiction](#)

[Mr. Shulman Quoted in July 14, 2019 Article on Netflix Series "Trinkets" on Teen Shoplifting](#)

[Mr. Shulman Quoted in Vancouver Sun July 24, 2019 Article on Shopping Addiction](#)

[Stop Thief! Restaurant Diners Help Themselves to More Than Food!](#)

[New 10-minute Video Preview of Forthcoming Online Employee Theft Prevention Course](#)

[August 15, 2018 Cover Story on Shoplifting in Detroit Metro Times](#)

[Cosmo Journalist Confesses She's A Shopaholic!](#)

[You Could Be an Online Shopping Addict!](#)

[Men Are Shopaholics, Too! Author Buzz Bissinger Tells All on NBC's Megyn Kelly Show](#)

[Plain Thieves or Addicted to The Rush? Mr. Shulman Featured in Recent 3-minute news clip](#)

[Check Out Our Updated Hoarding Disorder Video Archive Webpage!](#)

[Samson Shulman Podcast Interview with Jonathan Schwartz: Embezzler to The Stars](#)

[Mr. Shulman Quoted About Worldwide Shoplifting Trends In Recent International Online 'zine](#)

[Mr. Shulman's Appearance on T.D. Jakes May 12, 2017 Show on Financial Infidelity](#)

[Mr. Shulman's 90-Minute Hoarding Presentation](#)

[Mr. Shulman Quoted in Recent Online Article on Shopping While Driving](#)

[View Unsteal.org Founder Introduce the "Unsteal Box" in TV News Debut](#)

[Shopping Addiction Featured on NBC's Megyn Kelly Show Tuesday February 27](#)

UPCOMING SEMINARS, WORKSHOPS & PRESENTATIONS of INTEREST

Friday July 24, 2020 — Mr. Shulman presented "When Stealing Is A Drug" via Zoom on Reco12 weekly recovery podcast.

Tuesday September 10, 2020 — Mr. Shulman presents "Cluttered Lives, Empty Souls: Compulsive Stealing, Spending and Hoarding" at The Arthur Miller District Library in Warren, Michigan from 6pm - 7:30pm. Free. Registration suggested.

Thursday October 15, 2020 — Mr. Shulman and The Northville, Michigan Public Library presents: A free pre-Sweetest Day Zoom seminar: Understanding and Using The 5 Love Languages for Yourself and Your Loved Ones" at 7-8:30pm. Contact Library to Register. Free.

Tuesday November 10, 2020 — Mr. Shulman will be giving a 90-minute PowerPoint presentation via Zoom on shopping addiction and recovery to a Seattle-area chapter of NAPO (National Association of Professional Organizers). Private group only.

FACTS, STATS, QUOTES & MORE!

Have you ever been in love? Horrible isn't it? It makes you so vulnerable. . . . You build up all these defenses, you build up a whole suit of armor, so that nothing can hurt you, then one stupid person, no different from any other stupid person, wanders into your stupid life. . . . They did something dumb one day, like kiss you or smile at you, and then your life isn't your own anymore. Love takes hostages. It gets inside you . -- Neil Gaiman, The Sandman

The easiest kind of relationship for me is with ten thousand people. The hardest is with one. -- Joan Baez, folk singer

I didn't fall in love, I rose in it. -- Toni Morrison, Jazz

I married her for the wrong reason — because it was safe. I believed at that time that people got married when they had that moment, when they're looking at themselves in the mirror and say, "Holy shit. I'm going to compromise my dreams, get fat, sick, old, and die. I kind of want to have someone around for that." You don't want to be sixty, fat, sick, and alone, saying to your reflection, "Look at me. I'm a fat failure." No, you kind of want someone around to say, "It's OK, baby. You look great. Let's go get some Tasti D-Lite, cowboy." -- Marc Maron, actor, comedian, podcaster

Strike an average between what a woman thinks of her husband a month before she marries him and what she thinks of him a year afterward, and you will have the truth about him. -- H.L. Mencken

Nearly all marriages, even happy ones, are mistakes: in the sense that almost certainly (in a more perfect world, or even with a little more care in this very imperfect one) both partners might have found more-suitable mates. But the real "soulmate" is the one you are actually married to. -- J.R.R. Tolkien

I love being married. It's so great to find that one special person you want to annoy for the rest of your life. -- Rita Rudner

Marriage is so tough, Nelson Mandela got a divorce! Nelson Mandela spent twenty-seven years in a South African prison — got beaten and tortured every day for twenty-seven years, and did it with no fucking problem. Made to do hard labor in hundred-degree South African heat for twenty-seven years, and did it with no problem. He got out of jail after twenty-seven years of torture, spent six months with his wife, and said, "I can't take this shit no more!" -- Chris Rock

I can love you unconditionally. I cannot live with you unconditionally. -- Priscilla Dean

Married people suffered and rejoiced over and over and over and over again. Marriage was a trench dug by time, a straight furrow, the mighty oak that has grown year after year after year from a tiny acorn. Lovers were, by comparison, little scratches in the ground. -- Laurie Colwin, "Swan Song"

There have been times when I've been so angry or so hurt that I thought my love would never recover. And then, in the midst of near despair, something has happened beneath the surface. A bright little flashing fish of hope has flicked silver fins and the water is bright and suddenly I am returned to a state of love again — till next time.-- Madeleine L'Engle

The problem with marriage is that it ends every night after making love, and it must be rebuilt every morning before breakfast. -- Gabriel García Márquez, Love in the Time of Cholera

There are always those perfect times with the people we love, those moments of joy and equality that sustain us later on. . . . These moments are the foundation upon which we build the house that will shelter us into our final years, so that when love calls out, "How far would you go for me?" you can look it in the eye and say truthfully, "Farther than you would ever have thought was possible." -- Ann Patchett

ITEMS OF INTEREST

Contact Mr. Shulman for More Information
on starting a C.A.S.A. chapter near you!

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and what your risk of reoffending in the future is (low, medium, high, or very high).
See: <https://ade.solutions/shoplift.html>
Or click here: [Shoplifting Assessment](#)

View Mr. Shulman's 2-minute YouTube Video on Shoplifting Addiction:
<https://www.youtube.com/watch?v=N7eNcJhwGwc>

About a year ago, I was contacted by Turning Point Justice, Inc. out of Boca Raton, Florida and consulted with them to create an online program to address the epidemic of employee theft--based on my book [Biting The Hand That Feeds](#) and my counseling with theft offenders. Next, I consulted on and co-created an online shoplifting awareness-prevention program based on my book [Something for Nothing](#). Both programs are now available for purchase. The employee theft course is available to individuals but was primarily designed to be marketed to companies and organizations of all kinds. The course has three modules: 1. An introductory course for all employees (incoming and seasoned); 2. A secondary review course for any employee who has committed a minor infraction of dishonesty in the workplace but who is given a second chance and retains his/her employment; and 3. A special course for any employee who is terminated for employee theft but will be offered a chance to take this course for his/her own reflection and, possibly, to receive leniency. The shoplifting course is available to individuals who may be court-ordered to take it or who may wish to take it voluntarily for self-improvement and, possibly, to receive leniency as well. See course information at: <http://turningpointjustice.com/>

Instructions: To request enrollment in an education course by Turning Point Justice, please email: support@cbtfortheft.com and indicate that you were referred by The Shulman Center. Please be sure to include your name and phone number for TPJ to get in touch with you.

I am honored and excited to announce that my 2003 book [Something for Nothing: Shoplifting Addiction and Recovery](#) has been translated into Japanese was published on July 9, 2019. I received several copies in the mail and it is listed on the Japanese version of Amazon.com! I'll have to brush up on my Japanese! We are discussing a possible trip to Japan later this year to help promote it! Dr. Hiroshi Okuda, a psychiatrist from Japan who helped me get this book published, visited me in Detroit on September 14, 2019. Tina, my wife and the creative director of The Shulman Center, and I hope to visit Dr. Okuda in northern Japan in April/May 2020.

White Collar Support Group
Meets Online on Zoom Monday Evenings Since 2016
7 pm ET, 6 pm CT, 5 pm MT, 4 pm PT

Contact:

Rev. Jeff Grant, J.D., M.Div., Co-founder/Minister, Progressive Prison Ministries, Inc., Greenwich CT & Nationwide. 203-405-6249, jgrant@prisonist.org, Mailing: PO Box 1, Woodbury, CT 06798

Check out new Unsteal.org video clips...
"Confessions of a Repenting Thief"
<https://www.youtube.com/watch?v=ZEY1tLlboQY>
www.unsteal.org

Great podcast by my brother Samson Shulman!
Interviews with up 'n coming trailblazers
and their ups 'n downs along their way
<http://www.hustlesanctuary.com/>

April Benson, Ph.D and Stopping Overshopping Text Messaging Program
[A guided self help program that is housed on an app called Mentegram.](#)
<https://www.shopaholicnomore.com/guided-self-help-for-when-the-urge-strikes/>

Sign Up for The Jack Hayes, International Free Quarterly Loss Prevention Newsletter!
<http://hayesinternational.com/products/the-hayes-report-on-loss-prevention-newsletter/>

Online Course For Shoplifters Helps Them Understand and Stop Stealing
<http://web.3rdmilclassrooms.com/courses/court/stoplifting#section-top>

Online Course for Understanding and Deterring Employee Theft
<http://www.360training.com/hr-ethics-compliance/corporate-compliance/a-nti-trust-bribery/creating-honest-theft-free-workplace-course>

Monthly Articles of Interest

Your Click on **blue** hyperlinks
to view full articles/videos:

[What Is A Karmic Relationship And What Are The Signs You're In One?](#)
And How Do You Know If It's Good Karma or Bad Karma?

[The Right Way to Apologize for Saying Anything Racist](#)
Or Stupid for That Matter!

[25 Online Jobs That Will Help You Build The Career and Life You Want](#)
If The State of The Economy and World Improve!

[Full-Time Thievery Jobs In The Time of Covid](#)
Fraudulent Jobless Claims Slow Relief For The Truly Desperate

[Here's Something Besides Decluttering You Can Do At Home Now](#)
Everything You Need To Know About Applying Feng Shui at Home

[Are Guilty Pleasures Good For Us and Our Health?](#)
No For The Guilty, Yes for The Rest of Us!

[Dr. Oz's 15-Minute Shoplifting Addiction Episode \(Aired 7/9/19\)](#)
I'm Featured As A Guest Expert

[How To Help Your Perfectionist Kid](#)
Including The One That May Still Be Inside of You!

[The Missing Link: Why Empaths Often Find Themselves in Bad Relationships](#)
Hint: Opposites Attract

[How Much Should Your Kids Know About Your Marital Issues?](#)
Hint: Something Between Nothing and Everything

[Dear Inner Shopper....](#)
A Shopaholic Shares Her Journal As She Tries A Year Without Shopping

[How The Coronavirus Pandemic Twists Our Perception of Time](#)
And Much More...

[Now Is The Time To Go Within and Grow Spiritually](#)
Or To Become A Human Couch Potato... It's a Toss-Up!

[Time To Surrender Those Green and White Holiday Inn Towels!](#)
What Guests Steal from Hotels...Don't Even Think About Tampering with The Mini-Bar!

[Jealous Much?](#)

It's Not Necessarily A Bad Emotion But Here's How to Deal with It in A Healthy Way

[The Shortcut to Happiness](#)

No, It Has Nothing to Do with Winning The Lottery

[5 Signs You Need A Break from Social Media](#)

Hello? Hello? You Know Who You Are!

[If You Desire Abundance, You Must Learn to Attract It with Your Mind](#)

And Not Just Your Money-maker.

[Censured Royal Oak Commissioner Sentenced to Probation in Shoplifting Case](#)

I Didn't Care For Her Politics But I Did Relate to Her Shoplifting Struggle.

[Shoplifting Is Less of a Bar to a Bank Job as Regulator Eases Rules](#)

Good News for Second Chances and The Rehabilitated!

[This Emotion May Explain A Continued Lack of Intimacy in Relationships](#)

Hint: It Usually Starts with a Resentment!

This Month's Featured Articles

TIME STANDS STILL IN THE TIME OF COVID-19 More Random Thoughts on These Trying Times

(Part 5/Month 5)

by

Terrence Shulman

Another month (#5) in the history books. July is gone and August arrives.

The U.S. is fast-approaching 5 million confirmed Covid cases and we've passed the 150,000 deaths mark.

Portland, Oregon is burning (figuratively and literally) and several other major cities are in various forms of turmoil.

The U.S. Congressional and Presidential Election is November 3rd--just over 3 months away.

Schools are supposed to resume--in some form or another--over the next month.

I still haven't been able to visit my 81-year mother whose been in lockdown the last 4 months in a nearby senior living facility.

And yet, time seems to stand still...

For many, it actually may feel more like time is moving backwards. Things are stalled, in reverse: relationships, finances, careers, health, civil rights, hope.

Something's gotta give. This isn't just a U.S. issue but a global issue: painful but necessary reminder of how interconnected we all are.

Charles Darwin is looking down and wondering: Are we evolving or devolving? Is this the ultimate "survival of the fittest/smarter" test for the human species?

Our routines have been disrupted beyond measure and, yet, routine is what we both crave and rebel against.

Our politics seem broken. The Covid crisis has further exposed our inability (or unwillingness) to come together to effectively address the virus and so much more.

Democracy is on the brink. I can't stop watching "Hamilton" on Disney+ before my 1-month subscription expires tomorrow. I'm debating whether to watch "Brave New World" the new NBC Peacock steaming series based on Aldous Huxley's 1932 prophetic sci-fi novel... but I know how it ends. Maybe I'll just finish watching the Netflix "Indian Matchmaker" series with my wife.

How do we individually and collectively hold on, stay safe ourselves, and help our neighbors?

How do we maintain hope and optimism when things seem to be getting worse, not better.

My wife and I commented yesterday how grateful we are for our calm and equanimous 16-year old blind dog. "We need you more than ever Bam Bam to keep us sane!"

I've started appreciating The Serenity Prayer on a deeper level: "God, grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference."

What can I change?

I'm working on staying safe and hopeful even if I can't guarantee that will last.

I'm staying strong in my recovery--I don't need more problems and drama.

I'm voting and helping to get out the vote over the next few months.

I'm keeping as much of a healthy routine as possible while also enjoying the occasional diversion and variety of life.

I'm enjoying the return of baseball and basketball on TV.

I'm going regularly to the outdoor pool at my health club next door which just opened three weeks ago.

I'm breathing and letting go and praying something positive will come out of these dark and challenging times.

I still have future goals, plans, and dreams. But right now, I just want to get through another day.

I don't know about you but, even after five months of this, it all still feels like some dystopian nightmare.

And there's no going back to normal... we'll never be the same again and need to forge a different and, hopefully, better life ahead...in this brave new world.

HOW THE CORONAVIRUS PANDEMIC T W I S T S OUR PERCEPTION OF TIME

by

Rachel Grumman Bender (Yahoo Life, July 9, 2020)

A new study shows that being in lockdown during the coronavirus pandemic is affecting people's perception of how slowly — or quickly — time is passing by.

The U.K. study, published in PLOS ONE, found that several factors — including age — affects how people view the passage of time during lockdown. People over the age of 60 reported feeling that time was going by slowly, compared to younger people. Other factors that made time slow down included high levels of stress, feeling unsatisfied with the amount of social interactions and not having as many tasks to do.

On the flip side, people who were busy — which likely includes parents who are juggling both their jobs and children — found that time was flying by.

“From previous research, we may have expected time to pass slowly during lockdown because lockdown is boring and depressing,” the study's author, Ruth Ogden, PhD, a senior lecturer in psychology at Liverpool John Moores University in the U.K., tells Yahoo Life. “Boredom is associated with a slowing of time, and people who are depressed often report the days dragging by. We would therefore assume that time would be experienced as universally slow during lockdown. However, my research shows that this isn't really the case.”

While about 20 percent of people in the study experienced time as normal during lockdown, Ogden found that 40 percent experienced it as slower than normal and 40 percent felt it was faster than usual. “When I looked at what made time pass slowly, I found that being older (above 65) and having low levels of satisfaction with current levels of social interaction and high levels of stress were likely to make someone feel like lockdown was passing slowly. Conversely, being young, busy and socially satisfied made lockdown pass more quickly.”

David Spiegel, MD, a professor of psychiatry and director of the Stanford Center on Stress and Health, tells Yahoo Life that one of the ways we mark the passage of time is through our daily routines, which have changed significantly during lockdown. “You get dressed and go to work and see different people — those tend to be temporal markers, many of which we’ve lost,” Spiegel says. “Mood is another factor. If you’re feeling good and enjoying what’s happening, you generally want time to slow down. Conversely, if you’re feeling down and not getting things done or not seeing people you know or like, days can seem very long and tedious. Mood and engagement in what you’re doing are important factors.”

Ogden says that, while a slowing of time is associated with negative mood, “we don’t know whether the slowing of time is a consequence of negative mood or a cause of negative mood.” She adds: “Regardless, we can imagine that because lockdown has been stressful and has impaired people’s mental health, anything which makes this period seem ‘longer’ is perhaps likely to worsen these effects. So we could imagine that experiencing the lockdown as artificially slow or long may worsen feelings of anxiety, depression or loneliness. But we really need more research to tell us this for sure.”

So what can you do if it feels like time is passing by too slowly? “Routines really help,” says Ogden. “One problem with lockdown is that we are sort of lost in time. We have lost all of our daily and weekly temporal markers. So prior to lockdown, our rhythm of life enabled us to know what day it was and also what time of day it was, i.e. ‘It’s Monday because I am at work,’ and ‘It is lunchtime because I am hungry.’ Now these routines are gone, and there is nothing to help us mark the hours, days and weeks. This contributes to a slowing of time.”

Creating a routine and sticking to it will help to stop these “temporal distortions” from occurring, says Ogden. “And engaging in rewarding social activity and exercise to lift our mood should facilitate time passing more quickly.”

Spiegel agrees, saying: “You need to be more proactive at adhering to a schedule because life itself is not going to do that anymore.”

Along with getting physical exercise, prioritizing sleep, and “disconnecting from the constant barrage of news,” which can negatively impact mood, Spiegel suggests that people find ways to engage in activities that make them feel good. For example, “reviewing memories of relationships that have meant a lot to you and reaching out to people you haven’t been in touch with for a while,” he says. “It means taking charge in a way you don’t have time to normally.”

DEAR INNER SHOPPER...

A Letter To Myself

Posted by Jill Chivers

in

[Attitudes and Habits](#) , [Shopping, Clothes and Emotions](#)

I’d like to invite you to write a letter to your inner shopper...

You know who I mean – that being inside of you who makes all the shopping decisions, who holds certain attitudes about shopping (and its close relations, like money and spending), who experiences certain emotions when shopping (or before shopping, or after shopping).

Your inner shopper is the entity that directs your shopping activities. Yes, you’ve got it now – HER.

It doesn’t have to be a long letter. It might be more of a note, something jotable on the back of an envelope. It might be a love letter, or an apology. It might be a congratulatory missive, or a reflective piece of prose. You might want to write a brief poem ([Haiku](#) , anyone?). It might be a reflection on the past, or a hope for the future.

Whatever it is, it should be a connection to your inner shopper. I know it's easy to read this and have a quiet (or perhaps louder) smirk or snicker at this idea. But I am completely serious. Your inner shopper exists. She (or he) is important. Even if your level of awareness is firmly set to zero, your inner shopper is directing traffic – directing your attention, as well as directing your precious time, your money and your emotional and cognitive state.

Isn't it time you got to know your inner shopper a little better?

My letter to my inner shopper would go something like this:

Dear Suzy (that's what she's called, don't ask me why):

Thank you so much for all you have taught me. Who I am as a person has been informed by you, in so many ways. Just when I thought I had some understanding of the "me that I am", you would come along and teach me that what I know is just the tip of the iceberg.

You have confused me at times. I haven't always understood why you wanted certain things, and so bloody badly! Why was it so important to buy those Converse animal print shoes? Or those 3 additional pair of dark denim jeans? Or that suede-like reversible jacket that I wore once and gave away? Nothing seemed to placate you, except the purchasing of those items. But they still didn't give as much as they took, did they?

I never thought of you as a shopaholic, but I guess Suzy Shopaholic has a certain ring to it. For a while there, I didn't realise how powerful you were, and how much you directed so much of my thoughts, my feelings and my behaviours. Why did I let you spend so much time in Macy's on Union Square (was it nearly 6 hours?) when the whole of San Francisco was there to be explored?

You've cost me, too. Not just money (oh, lordy me, I so don't want to add up how much it all comes to. A deposit on a house? A brand new small European car? A first class round the world trip? Monthly massages for 3 years?). I can only assume I had to learn those lessons through you, and beyond an extraction of the lessons learned, there is no mileage to be gained in raking through the ashes of all the \$20 bills that have been burned on the altar of purchases past.

I'm who I am today in part because of you. In many ways, nobody but you could have brought me to the point I am now. Nobody but you could have lead me to where I am standing right now. Would I have chosen all of this? Possibly not. Does it matter? Definitely not. Here I stand. Thanks, in part, to you.

Love,

Jill

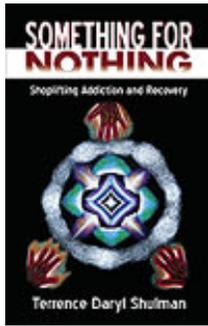
You may be surprised at what you might discover when you do this exercise. Just reading this, you may be nodding your head and running an internal dialogue that says "oh yes, interesting. Can see how valuable that might be". But that is nothing, absolutely nothing, in comparison to the power of actually doing it.

There is a yawning chasm between cognitively knowing something and actually experiencing it. That chasm can only be breached by taking action. You can't learn to swim by reading a book, and no description of what a mango tastes like can ever come close to the experience of actually eating one.

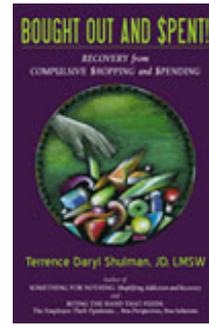
Don't just read this – do it!

You may be amazed, delighted and enlightened by what you discover.

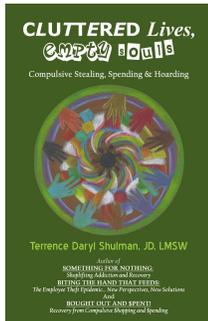
Books by Terrence Daryl Shulman



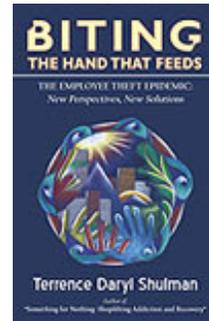
Consider highlighting products or services, sales or promotions, personal bios, and more. Use images that complement your message, and link your images to supporting resources.



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SPOTLIGHTS

OTHER ASSOCIATES ARE DOING GREAT WORK, TOO!

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

**Call Now
for a
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