



## **Media Kit**

What you need to know

I know that you are very busy. It would be great if you could read the book, but I don't expect you to. Therefore, I have created this media kit to make it easy as possible for you to have a comprehensive understanding of my book. I have included bullet points, and benefits from the book, as well as summaries.

## **Benefits**

**There is a mental health crisis in our country today.**

Few people realize mental disorders can be treated and managed.

**Recovery is possible.**

The Tree of Happiness explores the stigma and discrimination surrounding mental illness. This story offers encouragement and empowerment to those willing to accept it and climb into their true potential. This book converts decades of personal and professional healing strategies into a proven process that equips readers with the tools to create their own Tree of Happiness.

## **Readers will**

- **Discover how to unveil the roots that bind them.**
- **Find answers to help those that suffer from mental illness.**
- **Experience comfort that they are not alone.**
- **Discern how mental disorders can be managed. Unpack how recovery is possible.**

**My book offers personal stories.** I hope it inspires others to find their purpose and expand their potential. This book highlights the fundamental strategies for a successful recovery.

The Tree of Happiness unites human spirit and the mental health crisis in our country today. It uncovers the secret that mental disorders can be treated, managed and recovery is possible.

The book examines the stigma and discrimination faced by many Americans today. This story offers hope and healing to those willing to accept it.

I've created this media kit to make your job easier. If you need anything, please email me. I look forward to our conversation.

Cynthia Steverson

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Once the interview posts, please send me all the relevant links. I'd love to send my tribe your way.

We can impact others by sharing our stories. Every day is an opportunity to share. You see everyone has a story. If you just take the time to listen, share, and be supportive.

**One of my favorite quotes by Katrina Mayer:**

**“At the end of the day the only questions I ask myself**

**Did I love enough?**

**Did I laugh enough?**

**Did I make a difference?”**



**What is essentially the ‘correct’ mindset to combat the stigma and discrimination surrounding mental illness?**

In my experience over the last 25 years there are several ways to reduce stigma and discrimination. First to combat the fears about mental illness is to accept that mental illness can't be cured but can be managed with proper treatment. This treatment is up to the individual. This person is not broken and everyone's success looks different. Many individuals want to end the stigma and open the door to opportunities for discussion.

**What is offered in your book “The Tree of Happiness”?**

[“The Tree of Happiness”](#) unites human spirit and the mental health crisis in our country today. It uncovers the secret that mental disorders can be treated, managed and recovery is possible. There are four phases to the book.

1. The Struggle
2. The Recovery Plan
3. The Healing
4. The Impact

In the book I open up my tool kit of and reveal the seven practical steps for educating, empowering and encouraging others with mental illness.

**Who do you recommend this book for?**

People with mental illness and their friends and family

NAMI Groups

Social Workers

Counselors

Department of Corrections

Suicide prevention centers

Alcohol and drug treatment providers

Grief Counselors, Trainers

Military Personnel PTSD

Law Enforcement

Department of Child and Family Services

Support Groups

Crisis intervention teams

**Why mental illness called the invisible disease?**

People don't often look sick. Some individuals hide behind closed doors and use alcohol and drugs to medicate the disorder. Many individuals rather than seek help with their mental disorder, many hide, hoping that it will go away. They are unwilling to admit to their illness because they are frightened of society's reaction. Those who most need support from others, aren't able to find the support they need because of society's view on their illness.

**What is your advice?**

My advice to caregivers is smile, sit and listen. Don't pity the individual. Realize the person is trying on good days and bad days. I advise those that struggle with mental health to learn to ask for help. Remember, ninety percent of mental disorders are treatable.

**How did you recover?**

I want everyone to know things did not change overnight. It was a slow and steady pace. I have known my share of hardships and loss but here I stand continuously moving forward. I remember the days that made me strong. I asked for help and I never gave up on myself. I am now in control of my own destiny. I have a wellness plan and that I am faithful to.

**Which is your coping strategy?**

I have a wellness plan that involves medication, relaxation, yoga, supportive people, meditation, volunteering, journaling and creative writing.

**Why read the book now?**

- We can raise awareness for others that are still struggling.
- We could inspire hope, and help in others.
- We have to expose this invisible disease to others.
- Tell them we need to treat mental illness like every other chronic illness.
- We must invoke policies changes in our federal and local government.
- If we better understand ourselves and others, conflict will decrease.
- Healthier relationships inspire peace, forgiveness and new beginnings. They build value and worth.
- We must advocate for each other.

**Message in three words or less.**

**NEVER GIVE UP.**

**About the Author  
Cynthia D. Stevison**

“I have a purpose and my passion is to share with people the process of change. I am an author, coach, and entrepreneur. I have a desire to serve others by showing them how to find their inheritance of joy and happiness and share it with others. I live in Oklahoma. I have fought mental illness most of my life. My first episode was at the age of 20. My reluctance to give up on myself served as my tipping point. This is where my pursuit of happiness began. I received my bachelor’s degree in May of 2011 in Business Administration. After enduring years coping with my mental illness I became very ill and was hospitalized and diagnosed with debilitating physical disease. I lost my job in 2013. I had all the reasons

in the world to GIVE UP...”

**WHY READ NOW?**

- **We can raise awareness for others that are still struggling.**
- **We must remind ourselves to keep up to date on issues and reach outside ourselves and discover there are people that need us.**
- **We could inspire hope, and help in others.**
- **We have to expose this invisible disease to others.**
- **Tell them we need to treat mental illness like every other chronic illness.**
- **We must invoke policies changes in our federal and local government.**
- **If we better understand ourselves and others, conflict will decrease.**
- **Healthier relationships inspire peace, forgiveness and new beginnings. They build value and worth.**
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