

My Addiction: The Commercial

Satirical product for your addiction

Printable worksheet · 7 parts

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PART 1 OF 7

Welcome

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Welcome to

My Addiction: The Commercial™

You know those pharmaceutical commercials? The ones where someone is happily walking through a meadow, flying a kite, and laughing with their golden retriever—while a narrator calmly lists side effects like "may cause spontaneous combustion, loss of all personal relationships, and your dog filing for emotional damages"?

That's what we're making today—but for your addiction.

This is a creative exercise designed to help you explore the real "side effects" of addiction in a way that's honest, maybe a little funny, and deeply revealing. Using humor doesn't minimize what you've been through—it helps you look at it from a new angle and recognize the unmanageability that addiction brought into your life.

Here's How It Works:

1. Name your addiction as a "product"—give it a brand name
2. Identify the false promises it made to sell you
3. List all the real "side effects" (this is where it gets real)
4. Write the fine print—all the denial and excuses
5. Set the scene for your commercial's happy imagery
6. Introduce the better product—RECOVERY
7. Generate your full commercial script!

Therapeutic Note: This exercise uses humor and creativity as vehicles for honest self-reflection. The ability to laugh at addiction's absurdity is a sign of growing awareness—not minimization. By "selling" your addiction like a product, you externalize it, examine it objectively, and begin to see the unmanageability with clear eyes. You may want to share your finished commercial in group, with your counselor, or with your sponsor.

Lights, Camera, Recovery!

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The False Promises

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The False Promises

Every product makes promises. What did your addiction promise you? What were the "benefits" listed on the box? Select all that apply—and add your own.

- ☐ Instant Confidence Feel like the most interesting person in any room ☐ Total Relaxation All your stress will simply melt away ☐ Social Superpower Everyone will love the "new" you ☐ Pain Elimination Physical and emotional pain? Gone! ☐ Enhanced Creativity Unlock artistic genius (you think) ☐ Instant Escape Reality? Never heard of her ☐ Unlimited Energy Who needs sleep when you have this? ☐ Deep Connection Feel closer to people (while pushing them away) ☐ Total Control You're in charge (spoiler: you're not) ☐ Guaranteed Happiness Terms and conditions absolutely apply ☐ Laser Focus On one thing only—getting more ☐ Invincibility Nothing can touch you (except consequences)

Add Your Own False Promises

What other lies did your addiction sell you? Write as many as you want...

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Side Effects

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Side Effects May Include...

This is the heart of your commercial. Like those fast-talking pharmaceutical narrators, we're listing ALL the side effects of your addiction. Be honest, be specific, be creative. Select from suggestions or write your own.

- ☐ Physical Side Effects ☐ Emotional/Mental Side Effects ☐ Relationship Side Effects ☐ Financial Side Effects ☐ Professional/Legal Side Effects ☐ Spiritual/Identity Side Effects

Physical Side Effects

What did addiction do to your body? Think about sleep, appetite, appearance, health, energy...

- ☐ Chronic insomnia or sleeping 16 hours a day (no in-between) ☐ Weight fluctuations that made your wardrobe irrelevant ☐ Looking 10 years older than your actual age ☐ Forgetting what "feeling normal" actually feels like ☐ Shaking hands that couldn't hold a coffee cup ☐ A liver that filed a formal complaint ☐ Teeth that started a withdrawal of their own ☐ Skin that told the whole story you tried to hide ☐ An immune system that simply gave up ☐ Mysterious bruises with no memory of origin

Add Your Own Physical Side Effects

- ☐ AI Suggest

Total Side Effects Listed: 0

The more you list, the more powerful your commercial becomes

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The Fine Print

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The Fine Print

Every product has fine print—the stuff in tiny letters no one reads. For your addiction, the fine print is everything you told yourself to keep using: the denial, the excuses, the bargains, and the warnings you ignored.

Denial Statements

What did you tell yourself to keep using? (e.g., "I can stop whenever I want", "It's not that bad")

Greatest Excuses

What were your top excuses? (e.g., "I work hard, I deserve this", "Everyone does it")

Bargains You Made

What deals did you strike with yourself? (e.g., "Only on weekends", "Just beer, no hard stuff")

Warnings You Ignored

What signs or warnings did you dismiss? (e.g., "That DUI was bad luck", "The doctor is overreacting")

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Set The Scene

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Set The Scene

In pharmaceutical commercials, the visuals are always absurdly happy and peaceful—completely disconnected from the terrifying side effects being narrated. What happy scenes play in YOUR commercial while the narrator describes the chaos? Select scenes or create your own!

Choose Your Happy Visuals (The Irony Is The Point)

- ☐ Walking through a meadow looking serene (while your life burns behind you) ☐ Relaxing in a bubble bath (in a house you can't afford anymore) ☐ Riding a bicycle through a park (because your license was revoked) ☐ Having a family dinner (where no one makes eye contact) ☐ Building sandcastles on the beach (castles more stable than your life) ☐ Cooking a gourmet meal (to avoid the conversation about rehab) ☐ Walking a golden retriever in slow motion (the dog is the only one who still trusts you) ☐ Dancing in the rain (because you got evicted and have nowhere to go) ☐ Painting at an easel (a self-portrait you can't look at) ☐ Smelling flowers in a garden (can't actually smell anything anymore) ☐ Doing yoga at sunrise (after not sleeping for 3 days) ☐ Driving a convertible on a coastal highway (with a suspended license)

Create Your Own Scene

Describe your own ironic happy scene... e.g., "Joyfully doing tai chi in a park (while my car is being repossessed in the background)"

Choose Your Narrator Voice

- ☐ Calm & Soothing Classic pharma narrator—impossibly calm ☐ Infomercial Hype "But WAIT, there's MORE!" ☐ Documentary Serious Attenborough narrates your spiral ☐ Sports Announcer "Consequences COMING IN HOT!"

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The Better Product

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The Better Product: Recovery™

At the end of every commercial, there's a competitor—the better option. After exposing all the chaos of your addiction, it's time to introduce the alternative: Recovery. This is where the commercial takes its turn.

What are the REAL benefits of your recovery? What has gotten better or what do you hope will?

If Recovery were a product, what would its honest tagline be?

Write your own "celebrity endorsement" for recovery—starring YOU as the spokesperson.

What's your "call to action"? What would you tell someone still struggling?

Reflection: Notice the contrast between what addiction "promised" in Step 2 and what recovery actually delivers. The false product sold you a fantasy with devastating side effects. The real product—recovery—offers genuine benefits you can actually keep. That contrast is the whole commercial.

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Your Commercial

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Generate Your Commercial!

You've done the work—naming the product, listing the false promises, cataloging the side effects, writing the fine print, setting the scene, and introducing the better alternative. Now let's put it all together into your very own TV commercial script!

Your Commercial Includes:

Product Name

Side Effects

False Promises

Happy Scenes

☐ Generate My Commercial Script

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