

The Recovery Starter Pack

Brand your recovery essentials

Printable worksheet · 7 parts

Name _____ Date _____

Recovery Starter Pack™

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PART 1 OF 7

Welcome

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The

Recovery Starter Pack™

"Everything you need. Nothing you don't."

Congratulations—you've just been promoted.

You are now the Head of Marketing for the most important product launch of your life: your recovery. Your job is to create the ultimate Recovery Starter Pack—a kit that contains everything someone in early recovery needs to survive, thrive, and actually enjoy the process.

You'll brand it, fill it with five essential items, design the packaging, write the commercial, collect testimonials, and even compare it to the competition (spoiler: addiction's product is terrible). By the end, you'll have a clear picture of what YOUR recovery needs—and why it's worth investing in.

Your Marketing Campaign:

1. Brand Identity — Name it, tagline it, give it a voice
2. The 5 Essential Items — What goes in the box?
3. The Packaging — Warnings, instructions, and the box art
4. The Commercial — Lights, camera, recovery!
5. Reviews & Testimonials — You're your own best endorsement
6. vs. The Competition — Why your product beats addiction's
7. Your Starter Pack — The final, assembled masterpiece

Therapeutic Note: This exercise does three powerful things. First, it helps you identify what you actually need in early recovery by making you think about it creatively. Second, it flips the script—instead of being "sold" something destructive (addiction), you're now the one creating something that gives life. Third, it reinforces that recovery isn't punishment. It's the best product you'll ever invest in.

Let's Build This Starter Pack

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The 5 Items

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The 5 Essential Items

As Head of Marketing, you need to choose five essential items for the Recovery Starter Pack. Browse the categories, select items that resonate, and explain why each one earns a spot in YOUR kit.

Items selected: 0 / 5 minimum

☐ Emotional ☐ Connection ☐ Practical ☐ Inspiration ☐ Relapse Prevention ☐ Identity

Emotional & Mental Tools

☐ A Journal That Won't Judge You For 3 AM thoughts, gratitude lists, and rage-writing that keeps you from rage-calling Why it matters: Getting feelings out of your head and onto paper is one of the most powerful early recovery tools ☐ An "Emergency Feelings" Flashcard Deck Cards that help you identify what you're actually feeling (since "I'm fine" isn't a feeling) Why it matters: Most people in early recovery have been numbing emotions for so long they've forgotten what they are ☐ A Customized Self-Care Menu A laminated list of 20 things that help when cravings hit—that don't involve substances Why it matters: When a craving hits, your brain goes blank. Having a pre-made list saves lives ☐ A Worry Stone or Grounding Object Something physical to hold when anxiety peaks and you need to stay in the present moment Why it matters: Grounding techniques require something tangible—a physical anchor to the here and now ☐ A "Before & After" Clarity Mirror A mirror with a frame that reads: "This person is worth fighting for" Why it matters: Recovery is about reconnecting with the person addiction tried to erase ☐ A Guided Meditation Starter Kit A curated set of 5-minute meditations for beginners who think meditation "isn't for them" Why it matters: Mindfulness is evidence-based for relapse prevention, and 5 minutes is all it takes to start

Add Your Own Items

What would YOU put in the box that isn't listed above?

Custom Item #1

Item name

Brief description

Why does this belong in YOUR recovery starter pack?

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The Packaging

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The Packaging

Your product needs packaging. What's on the box? Every great product has a compelling front, usage instructions, important warnings, and an inspiring quote. Design yours.

The Front of the Box

Describe or write what someone sees when they pick up your Recovery Starter Pack for the first time. What image? What text? What feeling?

e.g., A simple sunrise over calm water. No over-the-top promises. Just the words: Recovery Starter Pack. Everything you need. Nothing you don't. Contains: Hope, Tools, Honesty, and One Day at a Time.

Usage Instructions

How should someone use this kit? Write the "directions" for recovery.

e.g., Step 1: Open box. Step 2: Accept that you can't do this alone. Step 3: Use one tool per day—even when you don't feel like it. Step 4: Call someone before you call your dealer. Step 5: Repeat daily. Results compound. Caution: May cause feelings. This is normal.

Important Warnings

What honest warnings should be on the box? (These can be funny, serious, or both.)

e.g., WARNING: Recovery may cause unexpected emotions, genuine laughter, repaired relationships, and the terrifying realization that life is actually beautiful. Side effects include: feeling things, sleeping through the night, and people trusting you again. Not compatible with 'I can do this on my own' mentality. Consult your sponsor if symptoms of ego persist.

The Inspirational Quote on the Back

Every product has that one powerful line on the back. What's yours?

Write a quote—your own words or one that means something to your recovery...

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The Commercial

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The Commercial

Time to sell this thing! Write the TV commercial for your Recovery Starter Pack. Choose a style, write the script, and create a call to action that makes people want what you're offering.

Commercial Style

- ☐ Heartfelt & Honest Real people, real stories, quiet power ☐ Product Launch Hype Apple keynote energy meets recovery ☐ Late-Night Infomercial "But WAIT—there's sobriety!" ☐ Luxury Brand Recovery as the ultimate premium experience ☐ Championship Ad The comeback story of a lifetime ☐ Mini Documentary Raw, unfiltered, and unforgettable

Opening Scene

- ☐ AI Draft

How does your commercial begin? What does the viewer see and hear first?

e.g., FADE IN: A person sits alone in a dark room. Their phone buzzes—another call they won't answer. Then... a package arrives at the door. They open it slowly. Light pours out.

The Pitch (Main Body)

- ☐ AI Draft

What does the narrator say? What story does the commercial tell? Describe the visuals and the message.

e.g., NARRATOR: You've tried everything else. The quick fixes. The empty promises. The 'I'll quit tomorrow.' What if there was a kit designed by someone who knows—because they've been exactly where you are right now? Introducing the Recovery Starter Pack...

The Closing Scene

How does it end? What's the final image the viewer sees?

e.g., The same person from the opening—but months later. Sunlight through a window. A real smile. The starter pack items visible in the background, well-used and worn. SUPER: 'It works if you work it.'

The Call to Action

What's the final line? What do you want people to DO after watching?

e.g., Recovery isn't a destination—it's the best thing you'll ever start. Get your starter pack today. Call someone. Show up. Begin. Available wherever brave decisions are made.

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Reviews & Testimonials

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Reviews & Testimonials

Every product page has reviews. Write yours. You're both the creator AND the first customer of your Recovery Starter Pack. What would you say about this product?

Writing Prompts: Write as yourself today. Write as your future self 1 year from now. Write as someone you love who watched you get sober. Write as the "you" who was still using, discovering this kit exists. You can write from any perspective.

Review starters (click to use):

☐ "Life-changing product. I didn't think I ..." ☐ "Wish I'd gotten this years ago. Would ha..." ☐ "Not gonna lie, the first week was rough,..." ☐ "My family noticed the difference before ..." ☐ "Hardest thing I've ever done, but also t..." ☐ "I was skeptical at first. I thought reco..."

Review #1

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vs. The Competition

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vs. The Competition

Every product launch includes a competitor comparison. Your competitor? Addiction. It's been marketing to you for years. Let's expose its product versus yours.

The Competitor's Product Name

What would addiction call itself as a brand?

e.g., "QuickFix™", "NumBetter™", "Escape Premium™"

The Competitor's False Promises

What did addiction promise? Select the lies it sold you.

- ☐ Instant relief (terms and conditions destroy your life) ☐ Unlimited confidence (confidence not transferable to sober situations) ☐ Escape from reality (reality charges interest) ☐ Guaranteed fun (fun expires, consequences don't) ☐ Social acceptance (from people also destroying themselves) ☐ Emotional numbness (all emotions disabled, including joy) ☐ Sleep aid (quality of sleep: nonexistent) ☐ Stress reduction (stress multiplied by 1000% within months)

Why Customers Should Switch

You've used both products. Why is recovery the better choice? Write the comparison that would convince someone still using the competitor's product.

Why is your Recovery Starter Pack better than addiction? What does your product deliver that theirs never could?

The Real Comparison: Addiction's product has a 100% failure rate at delivering what it promises. Recovery isn't always easy—but it's the only product on the market that actually works. You've tested both. You know the truth. That makes you the most credible spokesperson in the world.

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PART 7 OF 7

Your Starter Pack

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Your Recovery Starter Pack

OFFICIAL PRODUCT LAUNCH

Recovery Starter Pack™

WHAT'S IN THE BOX (0 Items)

→

Recovery Starter Pack™

Everything you need. Nothing you don't.

Now Available: Wherever Brave Decisions Are Made

Post-Exercise Reflection

Look at the five items you chose. What does that selection say about what you need most right now in your recovery?

Which item do you wish someone had given you on Day One? Why?

How did it feel to "market" recovery as something positive and worth investing in—rather than something you "have to do"?

If you could hand this starter pack to someone still struggling, who would it be and why?

What item would you add to the pack six months from now that you might not need yet today?

Reading your commercial script—do you believe what you wrote? What would it take to fully believe it?

What's the difference between how addiction marketed itself to you and how recovery markets itself?

Suggested Uses: Share your starter pack in group therapy. Present your commercial to peers. Discuss your five items with your counselor or sponsor. Actually BUILD a physical version of your starter pack—gather the real items. Give yourself the kit you designed.

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