

5 Steps to Addiction Freedom



How to Beat Your Addiction in 60
Days without Ever Leaving Home



www.5StepsToAddictionFreedom.com

5 Steps to Addiction Freedom – Media Kit

David Roppo

Press Release

Mild mannered life coach discovers secrets to addiction freedom after being thrust into a dysfunctional cyclone and a charged exchange with “The Bad Boy of the Burg!”

“Coach Cracks the Addiction Freedom Code “



The Audience should know

- What the recovery industry doesn't want you to know about addiction & why you can overcome it without ever leaving home
- The real root cause of addiction and why this elephant in the room is often overlooked and completely ignored
- The Tao of Addiction Freedom
- Why forgiveness is a critical component of addiction freedom & why most people have been misled about its true meaning.

- Why high self-esteem and self-love are vital to addiction freedom
- How to awaken your true authentic power.

Biography

David Roppo, a life coach and authority on addiction freedom has worked closely with clients suffering from the effects of America's number one health crisis, (Addiction!)

As an Addiction Freedom Coach, Roppo has helped people everywhere learn the secrets to overcoming addiction, and he has established his unique five-step process as a potential benchmark for recovery.

He was inspired to pursue a career in life coaching because of his forty-five year journey through a dysfunctional environment, which ultimately led to a series of cascading events - including his sibling's addiction, his confrontation with “The Bad Boy of the Burg,” and the birth of “The 5-Steps to Addiction Freedom.”

He has authored 15 e-books and has written over 100 articles and 400 original quotes on the subjects of addiction and spiritual transformation. He has established an internet platform as well as strong social media base of raving fans that follow his daily pearls of wisdom. He lights up the airways, regularly, on

talk radio with his empowering and prescriptive presentations.

Statistics

According to the Substance Abuse and Mental Health Services Associations 2008 National Survey on Substance Abuse and Mental Health, **thirty-seven million Americans are addicted to illicit drugs and alcohol.** When compared to the same survey conducted in 2005, the findings indicate an increase of sixty-nine percent within that respective period. Furthermore, both surveys fail to include other addictions such as sex, gambling or prescription drugs. When factoring these, the number of addicted Americans easily exceeds seventy-million!

Unfortunately, only ten percent of them ever seek help. This, according to David L. Rosenbloom, Ph.D. Professor of Public Health at Boston University, is largely due to societal stigma. Alternatively, those that do seek treatment are unsuccessful over ninety percent of the time. In fact, R.G Smart of Department of Behavioral Science at the University of Toronto, states that the success rate of the Twelve-Step Program of Alcoholics Anonymous is approximately three to seven percent, which is equivalent to the standard, spontaneous remission rate.

Interview Script

- The revelation of “The 5 Steps to Addiction Freedom”
- What the recovery industry doesn’t want you to know about addiction and how 5 steps can help you overcome it without ever leaving home.
- The real root cause of addiction and why this elephant in the room is often overlooked and completely ignored
- Why the mainstream theory on recovery is counterproductive and completely hypocritical.
- The Tao of Addiction Freedom
- Why forgiveness is a critical component of addiction freedom, and why turning the other cheek actually prevents recovery and even fuels addictive behavior.
- Why high self-esteem and self-love are vital to addiction freedom. Getting to the heart of “I’m good enough, I’m smart enough, and dog-gone it, people love me!”
- How to awaken your true authentic power.

Controversy Sheet

“What the Recovery Industry doesn’t want you to know about Addiction!”

Since their inception, recovery programs have been largely based on the addiction, disease concept. However, to date, there is no empirical evidence to suggest that addiction is anything of the sort. Sure, the (NIDA) National Institute on Drug Abuse will show you CT scan after scan demonstrating changes in brain chemistry resulting from substance abuse. However, this does not prove, whatsoever, that the underlying cause for an individual choosing to engage in addictive behavior is a chemical brain imbalance or disease. As a matter of fact, all that these scans really demonstrate is that alcohol and drugs are mind altering substances. But, so are other innocuous substances such as sugar and salt – even physical activities or exercise can be mind altering. IE; “The Runners High”

The mainstream wants to label addiction as a disease, but it really doesn’t fit that classification. You see, disease is defined as a physical malady that can be pathologically diagnosed and treated. This does not aptly describe addiction since, to date, there isn’t a pathological procedure for diagnosing it, and it is primarily comprised of patterns of behavior that are often erratic. In my opinion, addiction is not a disease. It’s a life issue! One that is rife with self-esteem, personal power, personal identity and true life purpose issues.

The disease theory was created by three major players in the fifties and sixties, two of which had strong ties to AA and founded the National Council for Alcoholism and the National Institute on Alcohol Abuse. The third player was a tenured professor at Yale who was brought on board by the previous two. Through their combined efforts, they successfully lobbied the Nixon Administration, the American Medical Association and ultimately insurance carriers – securing coverage for addiction recovery treatment. This, obviously, spurred the growth of the recovery industry, which today exceeds 25 billion in annual gross revenue.

To substantiate my point and to validate the mindset of mainstream recovery, I’d like to quote Ted Jackson editor and publisher of Treatment Magazine, the most widely read trade journal in the addiction recovery industry.

“Payors or (insurance carriers) have been reluctant to pay for treatment under managed care over the past 15 years, after having backed 12-Step-based spiritual models and not seeing the outcomes they wanted from the standard and expensive, 28-day residential care. We believe the increasing use of medical models will prompt the payors to start boosting their contribution.”

Bottom line is this, if you can’t call addiction a disease, then the insurance carriers will deny coverage. That has already happened with food addictions like compulsive overeating and binge eating.

Unfortunately, most psychologists, psychiatrists, interventionists, drug and alcohol abuse counselors, and specialists still believe that addiction is a disease, and an incurable one at that! They believe that there is no cure and there is no such thing as completely overcoming addiction.

Ironically, the two major modalities used in 95% of all addiction treatment programs address emotional and spiritual issues. These modalities, of course, are the 12-step program of Alcoholics Anonymous and Cognitive Behavior Therapy. So, what is addiction then; a disease or an emotional and spiritual issue? This is somewhat hypocritical, is it not?

Addiction is not a disease! And, I believe that treating it as such is not only counterproductive to recovery, but it also prevents many from getting help. Think about it. If someone is given the grim prognosis of an incurable brain disease, what motivation do they have to find the courage to stop their behavior?

I have proven time and time again that addiction is an emotional and spiritual issue that is rooted in low self-esteem, so accepting a prognosis of disease only worsens the situation. This problem is further exacerbated by support groups and 12-step programs that teach people they are powerless and helpless over their addiction! In essence, addiction is a life and/or self esteem issue that encompasses personal power, identity and true purpose components. To increase self-esteem, one must take back their personal power; hence becoming more powerful – not powerless!

Consequently, addiction is not the disease that the medical community has deemed it to be. In fact, it is not a disease at all! Addiction is a choice, or what many view as a solution to temporarily remove their underlying emotional pain! Someone that is suffering from addiction merely has an emotional co-dependency to a substance or compulsion in response to managing emotional distress, anxiety or depression. This dependency is not chemically based as the disease proponents suggest. If that were true, then everyone who has ever taken one drink of alcohol would have become hopelessly addicted to it. And, that is just not the case!

At the end of the day, addiction is not a disease. It is a life issue. And, if one is willing to liberate themselves from the source or sources of their emotional pain, then drinking, abusing drugs or engaging in any habitual behavior becomes repulsive. Therefore, armed with the right knowledge and plan, you can overcome your addiction without ever leaving home.

What People are saying about David Roppo

David, I have been an addictions Counselor for the past ten years, and I had a major problem with booze about 20 years ago. Although I was committed to my clients I knew that there was something missing because my clients were rarely getting well. And, although I was free from alcohol I still had issues with my deceased father and his alcohol issues. After reading your 5-step E-Guide, I believe I have found the answer.

The first client I counseled using your principles was addicted to cocaine for the past 15 years, I counseled him at DETOX and within 5 days I saw the light in his eye and when he finally went home to his family for the first time in 12 years they could see the difference. His mother called me and she could hardly speak, all she could say was thank you Blair. His father read the straight forward letter he wrote to him and hugged him in the kitchen for the first time in his life.

Myself, I read the e-guide and asked God to deliver me from the dysfunction I was carrying around with me from childhood. That night, I had a dream about my father and God showed me that it was his fault but that he was only another hurt person trying to bury his hurts in alcohol. I feel free from the past for the first time in years and I now look at addicted people as HURT not bad. Thanks for opening my eyes. I am also an ordained minister and I will begin to use these steps to set many in my care FREE, from past dysfunction.

*Thank you,
Blair R.*

*Hi David,
I just purchased your 5-Steps to Addiction Freedom E-System on line and it is nothing less than a blessing. I am struggling with alcohol and it is completely my way of anesthetizing pain inside of me. It helps for a while and then as I am sure you well know makes things even worse. It's completely destroying my self-esteem. I have attended AA meetings a couple of times but I just don't believe that Alcoholism is a disease. I know why and when I started and why I am drawn to it everyday. I know it's to escape, to cope with sadness, anxiety, and loneliness. Because of your e-system, I now realize that I am going to have to deal with the root of the issue and actually feel the pain to get through it. I just wanted to say thank you.*

*Best regards,
Amy P.*

*David,
Wow!!! Finally, I found someone who knows the truth about alcoholism. I am a 46 year old woman with a 30 year drinking career. I came from that dysfunctional family, drugs, control, (abuse-verbal, physical, and mental), and molestation. I started drinking at 14, and I have a*

million things to say about it. I drank to numb my childhood traumas, then before I knew what was happening I couldn't stop. I married an alcoholic, we both worked and had all the materialistic things this world has to offer, but I was always dissatisfied with myself emotionally and spiritually. You talk about low self esteem in great detail, and I can certainly relate to that. I'm an above average looking woman, intelligent, but emotionally I'm a mess. I didn't even know what a boundary was till 2 years ago. Thank you for this is insightful, honest, and a very well written e-system. I hope a lot of people have access to it. I will for sure tell anyone I know in need of some relief from themselves about it.

I LOVED IT!!!!

Marlene K.

Hi David,

I agree with your 5-step approach and have done the underlying work in your e-guide minus the parental confrontation, soon to be addressed. I see the pain and suffering daily in the meetings of 12 step groups. Multi year members caught in their own suffering, it is heartbreaking. I am seeing a trend of many recovery houses offering addiction services to persons afflicted, only to see the cycle repeat itself. Nearly all are headed by persons still suffering themselves. I would sure like to see your 5-step approach come to life in these recovery houses. Wasting time for these people only causes extended suffering, I find it hard to live with knowing there are solutions for this suffering. It's really a much bigger problem than just my area of Whiterock, BC. But, I just want to see better recovery rates than the less than 5% I see daily in my own community. I believe your 5-step program could revolutionize the entire recovery house industry!

Thanks sincerely,

Kerry V.

David, I am 55 years old and have been using alcohol for most of my adult life to mask all the emotional pain that I have experienced in my life due to family dysfunction. However I was not consciously aware of this until I searched the root cause of addiction on the internet, and I found your article on "Secrets of the Root Cause of Addiction." I found your statement "the root cause of addiction is a choice we make to mask the emotional scars of family dysfunction." quite intriguing! So, I decided to visit your website, and I downloaded your e-book. This was a great revelation to me, and really shed light on the cause of my alcohol addiction! Thank you for sharing your wonderful truth and for making it so easy to access. I share your spiritual beliefs and think that this is why my path has led to your door.

Kindest regards,

Heather

Hi David

I just read your e-book and found it very interesting and thought provoking. I have been a member of AA for almost 11 years and have remained sober throughout that period. I do agree that many members, maybe even a majority, remain stuck or go on to indulge in new obsessions while in AA. You're correct that those who do embrace the spiritual aspect of the program tend to have far greater success than those who don't. I had a spiritual awakening after going thorough the AA program and have continued to grow closer to my creator through inner work, prayer, meditation, and practice of other modes of spirituality. I have not time for religion or religious doctrines. To me, religion tied me up rather than give me the freedom I desired. I would just like to state that I wholeheartedly agree with your 5 steps procedure and feel it would help anyone, addicted or not, to bring them towards a more fulfilling and peaceful life.

Keep up the good work.

Mal K.

Hi David,

Unlike the mainstream approach, your message is pure and simple. You have given me inspiration to change my life and the lives of my family just through your emails, so God bless you for that. YOU have changed my life for the better and I look forward to your emails....thank you for sending them...they are a godsend when things are tough....and that is what I express to other women like me...they need to log on for your inspiration! God bless you always, you have wisdom, that truly I don't even think you are aware of....I log on everyday looking for your insight...you've got a gift....spread it!

Sincerely,

Tara B.

Dear Mr. Roppo,

This email is long overdue. I intended to write much sooner. I ordered your Beating Eating Disorder Secrets e-book a while back and read it immediately. I was so happy to see how you mentioned that the low self-esteem that most addicts have is a result of growing up in a dysfunctional family. I have long felt that was the case and I am glad to see a professional finally acknowledge it.

I came from a dysfunctional family so I know all too well what you said is true. I realized after reading your e-book that I was not going to get over my food addiction nor recover my self-esteem until I made drastic changes in my life. For 25 years I was stuck in a profession I hated and eventually went back to school to study film.

I recently inherited my mother's home after her death on June 2, 2009, so now I have a home of my own, something I thought I would never have. This year I turned 50 and have felt like a failure most of my life, but now have all kinds of wonderful opportunities to explore.

I never felt good about the way I looked and my clothing was uninspiring and boring, but now I am in the process of hiring a seamstress who will create some unique outfits for me that truly "clothe my spirit."

Before reading your e-book I knew that raising ones self-esteem was important, but you helped me to understand that the recovery of my self-esteem was imperative to my overcoming my food addiction. I had not placed working on my self-esteem as a high priority in my life until I read your e-book, and for that reason, I am very thankful.

Thank you for having the courage to answer your calling. If you had not decided to do the work you do, you would not have reminded me (and countless others, I'm sure) of the importance of the recovery of ones self-esteem.

*Most respectfully,
Helen W.*

Full Length Biography

David Roppo, a life coach and authority on addiction freedom and life transformation has worked closely with clients suffering from the effects of America's number one health crisis, (Addiction!)

As an Addiction Freedom Coach, Roppo has helped people everywhere learn the secrets to overcoming addiction, and he has established his unique five-step process as a potential benchmark for recovery. His success has overwhelmingly convinced him that the mainstream approach to addiction is fundamentally amiss because formal treatment programs attempt to defeat the symptoms rather than address the core issue.

He was inspired to pursue a career in life coaching because of his forty-five year journey through a dysfunctional environment. From a tender age, he knew his family was different. However, he never understood the cause and effect relationship of family dysfunction until he witnessed his sibling's addiction, and he was faced with defeating his own tribal demons. Ironically, he walked away from addiction and his sibling did not, even though they both had been subjected to the very same self-esteem bashing dysfunctions of control and part-time parenting. This contrast led him to discover the root cause of addiction and the component for abstinence. Walking this line caused a series of cascading and serendipitous events - including his sibling's addiction and his confrontation with "The Bad Boy of the Burg." Ultimately, these synchronistic events led to his spiritual transformation, the birth of "The 5-Steps to Addiction Freedom," and his aspirations of helping millions overcome addiction.

He has authored 15 e-books and has written over 100 articles on the subjects of addiction, relationships and spiritual transformation. He has established an internet presence with the creation of 5 Steps to Addiction Freedom, How to Stop Drinking without AA and Relationship Rehab for Women. This exposure has helped him educate thousands of subscribers on the subjects of addiction, family dysfunction, spirituality and relationships.

Addiction freedom and life transformation expert David Roppo is fiercely committed to helping people everywhere who struggle with addiction, career/ personal life identity crises, life purpose issues and low self-esteem problems. Guiding them with easy to learn steps, tips and empowering pearls of wisdom, David helps them create a truly magical existence that's free from habitual behavior and filled with happiness, love, true purpose and abundance.

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