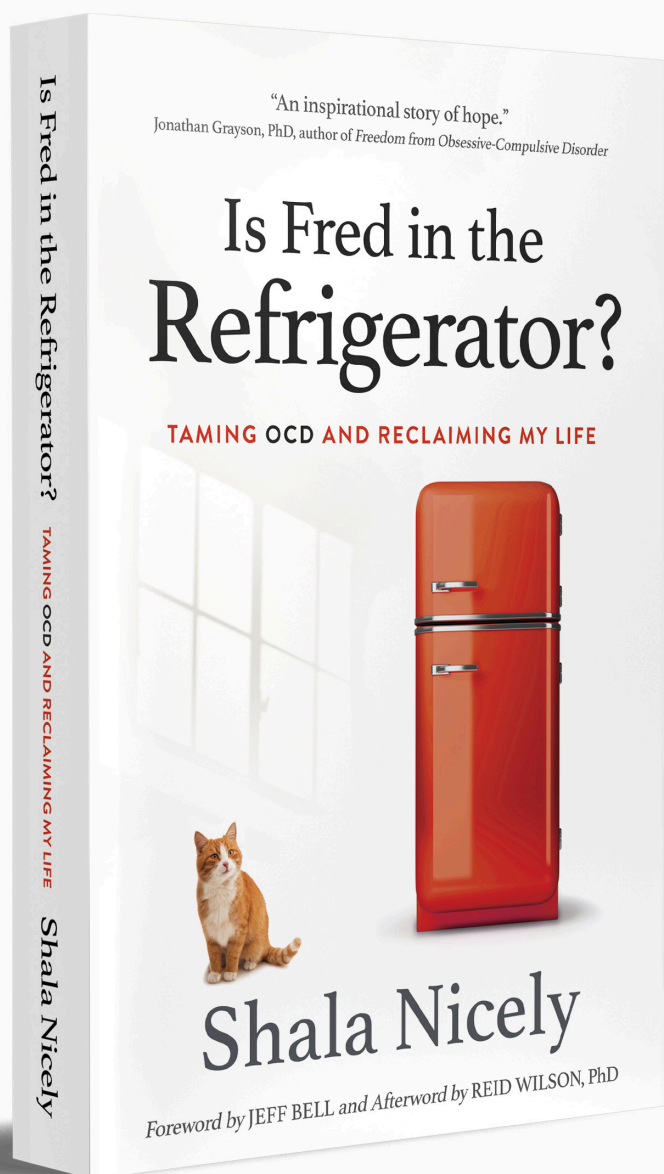


Media Kit

Is Fred in the Refrigerator?

TAMING OCD AND RECLAIMING MY LIFE



AUTHOR: Shala Nicely

BOOK SIZE: 5.25 x 8

PAGE COUNT: 312 pages

ISBN: 978-1-7321770-0-0 (print)

978-1-7321770-1-7 (eBook)

PRICE: \$16.95 (print) \$9.99 (eBook)

PUBLICATION DATE: 5-29-2018

CONTENTS

Sell Sheet

Author Biography

Photographs

Endorsements

Q&A Sheet

Press Release

Is Fred in the Refrigerator?

TAMING OCD AND RECLAIMING MY LIFE

Shala Nicely

“*Is Fred in the Refrigerator?* is a masterfully written memoir-meets-educational-meets-inspirational tale that I couldn't put down.”

—Ashley Smith, PhD, coauthor of *Childhood Anxiety Disorders*

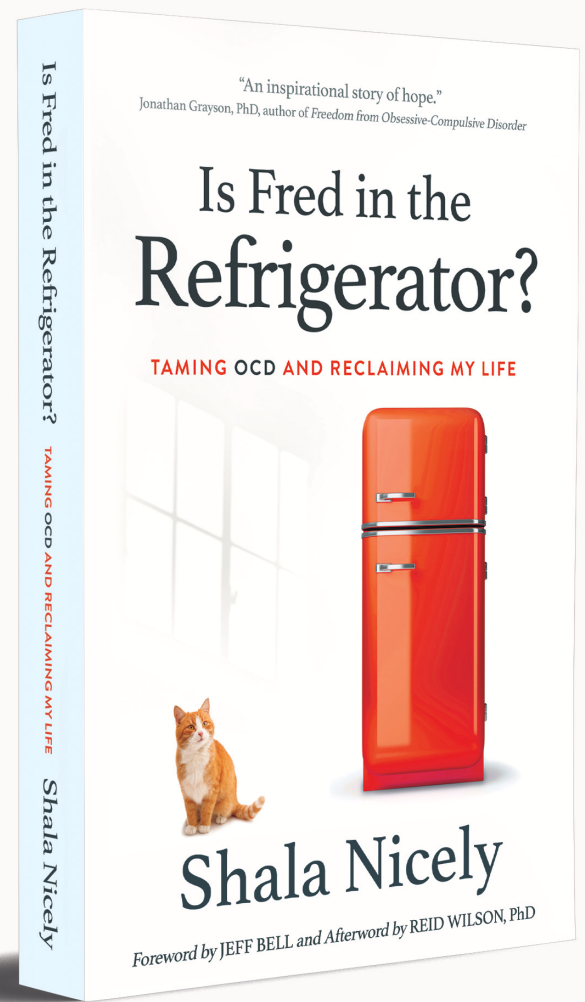
A gripping memoir that gives voice to the invisible, life-destroying power of obsessive-compulsive disorder—and how one woman stood up to fear, embraced the unknown, and reclaimed her life.

Even at nine years old, Shala Nicely knew there was nothing normal about the horrifying thoughts that tormented her at bedtime—or the nightly rituals she summoned to beat them back. More importantly, she knew to obey her mind's Rule #1: keep its secret, or risk losing everything and everyone she loved.

It would be almost two decades before she learned the name of the menacing monster holding her hostage: obsessive-compulsive disorder (OCD). It would take years longer to piece together the keys to recovery that would change her life forever—beginning with the day she broke her monster's silence.

Writing with wry wit, unflinching candor, and resounding insight, Shala takes readers on a riveting journey into the dark and dimly understood inner workings of OCD and its frequent co-conspirator, body dysmorphic disorder (BDD). Thwarted repeatedly as she struggles to escape the clutches of these formidable foes, she finally stumbles upon an unexpected path to freedom. As she journeys into the heart of fear to reclaim her life, she weaves a self-compassionate roadmap to recovery—to living in an uncertain world and being happy anyway.

With an Afterword by Reid Wilson, PhD offering powerful guidance for applying Shala's strategies in daily life, *Is Fred in the Refrigerator?* will leave legions of those affected by mental illness feeling seen, understood, and empowered.



“A memoir ... about all of us with this kind of mind.”

—Jon Hershfield, MFT, author of *Overcoming Harm OCD*

“One of the clearest descriptions of the experience of OCD ... you'll cry, you'll cheer, and you'll put your *shoulders back* with Shala as she conquers the OCD demon.”

—Randy O. Frost, PhD, Harold and Elsa Siipola Israel Professor of Psychology at Smith College and coauthor of the *New York Times* bestseller *Stuff: Compulsive Hoarding and the Meaning of Things*



Is Fred in the Refrigerator?

Taming OCD and Reclaiming My Life
by Shala Nicely

Size: 5.25 x 8 | 312 pages

ISBN: 978-1-7321770-0-0

**Available now in
print and ebook versions**


www.shalanicely.com

Shala Nicely

BIOGRAPHY



SHALA NICELY

 404-632-4804

 shala@beyondthedoubt.com

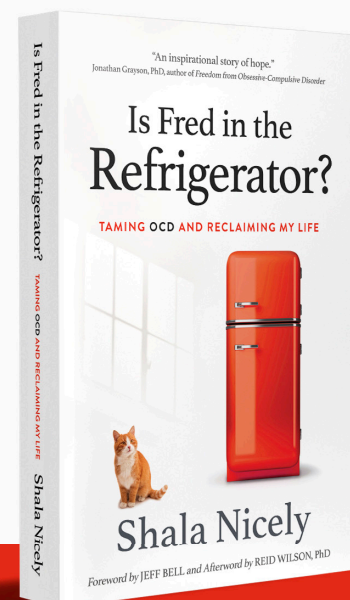
 shalanicely.com

 twitter.com/ShalaNicelyLPC

 facebook.com/shalanicelylpc

Shala Nicely is an OCD survivor, author, advocate and therapist specializing in the treatment of OCD and related disorders in Atlanta. Her life is a testament to the power of resilience, as she learned to thrive despite being shattered twice—once by a car and again by her crushing OCD, which she vividly recounts in *Is Fred in the Refrigerator? Taming OCD and Reclaiming My Life*. *Fred* has received critical acclaim within the OCD community, where it's been hailed as a “masterpiece,” “an amazing story of terror and resilience,” “an inspirational story of hope,” and “one of the clearest descriptions of the experience of OCD and how one can learn to defeat it” by international experts in the field.

Shala is coauthor with Jon Hershfield, MFT, of *Everyday Mindfulness for OCD: Tips, Tricks and Skills for Living Joyfully*. She is cofounder with Jeff Bell of BeyondtheDoubt.com, an initiative dedicated to helping people learn to thrive through uncertainty, and an advocate for The Adversity 2 Advocacy Alliance. She blogs for *Psychology Today*, offering an inside perspective on life with OCD, her most popular post being “The Hidden Power of Swearing at Your OCD: Three ways to use the art and science of cursing to power up your recovery.”





This book is a compelling and powerful portrayal of the inner workings of OCD. Shala paints a vivid portrait of life with this debilitating disorder as well as a candid depiction of what it takes to overcome it and thrive. *Is Fred in the Refrigerator?* is a masterfully written memoir-meets-educational-meets-inspirational tale that I couldn't put down.

—Ashley Smith, PhD, coauthor of *Childhood Anxiety Disorders*

Shala is a good friend and one of my heroes. In this memoir she bares her soul and the result is an inspirational story of hope for those with OCD. My patients are often concerned about their ability to do the hard work of overcoming OCD; it often seems to them that perhaps those who succeed in treatment are somehow better. Shala's recovery is not a sugarcoated fairytale. Her pain and suffering are real and her story riveting. Everyone with OCD will be able to see themselves in her struggles, and her journey will provide them with the hope that the road to recovery is one that they, like her, can travel.

—Jonathan Grayson, PhD, author of *Freedom from Obsessive-Compulsive Disorder: A Personalized Recovery Program for Living with Uncertainty*

An amazing story of terror and resilience. *Fred* is at once a gripping portrayal of an unrelenting disorder and a guide for doing battle with it. It is one of the clearest descriptions of the experience of OCD and how one can learn to defeat it. A fascinating read filled with hope and inspiration. You'll cry, you'll cheer, and you'll put your *shoulders back* with Shala as she conquers the OCD demon.

—Randy O. Frost, PhD, Harold and Elsa Siipola Israel Professor of Psychology at Smith College and coauthor of the New York Times bestseller *Stuff: Compulsive Hoarding and the Meaning of Things*

Is Fred in the Refrigerator? is a true story that reads like a novel. Shala's rocky journey to recovery will act as a guide to navigate people toward recovery and away from the pitfalls that face those lost in their own minds. Although Shala's story is sadly one that many people with OCD face due to the lack of understanding of OCD both in the generic public but also among healthcare professionals, her story is a testament to her spirit and determination to find a way in spite of this.

—Stuart Ralph, *The OCD Stories*

In this book, Shala Nicely, a consummate storyteller, takes the reader on a journey inside the mind of someone who struggles with OCD. You are immediately transported into her life, which is crippled by OCD, ultimately finding yourself cheering her on as she learns of the appropriate treatment for her disorder. You are with her as she does battle with her internal demons and emerges empowered and victorious, having faced down her OCD and having learned that she is, and always has been, the stronger force on this battlefield. It is a story of inspiration and hope, providing insight for therapists and encouragement for those with firsthand experience of the disorder. It will serve as a great introduction to those just learning about OCD, or as a treasured addition to those building their OCD libraries.

—Allen H. Weg, EdD, founder and director of Stress and Anxiety Services of New Jersey and author of *OCD Treatment Through Storytelling: A Strategy for Successful Therapy*

Shala's very articulate descriptions are fine examples of aspects of body obsessions, known as body dysmorphic disorder. Her own struggles illustrate so well how completely these types of insidious ideas can intrude on a person's consciousness and take over their actions. Her delightful prose will be a great help to many who seek to understand their own experiences through reading about those of a fellow sufferer.

—Gail Steketee, PhD, MSW, Professor, Boston University School of Social Work and coauthor of the *New York Times* bestseller *Stuff: Compulsive Hoarding and the Meaning of Things*

With exquisite candor, Shala reveals how her inner BDD demon, “the salesman,” cunningly manipulates and distorts her self-perception. Having walked hundreds of miles to raise awareness about BDD, I am awed that Shala covers the same distance metaphorically with elegant prose and in much less time. Since I have lived in the arena of this cruel disorder with my son Nathaniel, I know that Shala's insights about how she fights back will give courage and hope to sufferers and caregivers.

—Denis Asselin, Founder of Walking With Nathaniel

Is Fred in the Refrigerator? Taming OCD and Reclaiming My Life is a true depiction of the turmoil and disruption caused by OCD followed by the hope one can get when they finally receive the help that they need to manage their illness. As you hear the intimate details of Shala's life story, you will be educated, inspired, and moved. This book illustrates the incredible results of ERP therapy for OCD and the life-changing benefits of moving into advocacy and sharing our OCD story.

—Elizabeth McIngvale, PhD, Assistant Professor, Baylor College of Medicine and founder, the Peace of Mind Foundation

What starts as a gripping horror story turns into a book filled with stellar advice and inspiring action for those who suffer from obsessive-compulsive disorder and other mental illnesses. *Is Fred in the Refrigerator?* is a stunning story of growth, perseverance and hope. Shala beautifully details how mental illness shaped her life, taking us with her on her brave journey through perfectionism, shame and fear. This book is the perfect combination of entertainment, education and validation for those who are on their journey to recovery from OCD, but also for any human being who wants to live courageously and joyfully. Bravo, Shala!

—**Kimberley Quinlan**, LMFT and founder of CBTschool.com

Shala has crafted a masterpiece detailing the suffering and pain associated with OCD, while providing hope and inspiration to those affected. Her writing style—which is a perfect combination of educational and inspirational—is certain to make this book a must-read for those embarking on their journey in beating OCD as well as for those closest to them.

—**Eric Storch, PhD**, McIngvale Presidential Endowed Chair & Professor, Vice Chair & Head of Psychology at the Menninger Department of Psychiatry & Behavioral Sciences, Baylor College of Medicine

Is Fred in the Refrigerator? is one of the best books ever written about obsessive-compulsive disorder. It reads like a page-turning novel. Shala brings the reader into her world, and she helps the reader truly understand how OCD operates in one's mind as well as how to lean into it, externalize it, and develop the skills to live a fulfilling life. This book provides the reader with key elements that would greatly benefit everyone with OCD as well as their friends and family who are trying to understand this debilitating disorder. It's so helpful to have a book that tells the story of OCD from the person experiencing it who has also become an expert in treating it. Ultimately, the book instills hope, compassion, and the motivation to thrive in the face of OCD.

—**Becky Beaton, PhD**, founder & clinical director of The Anxiety & Stress Management Institute and cofounder, OCD Georgia

I have known Shala for many years. I have learned her story of OCD and her growth into an OCD therapist. After this book, I really know Shala and have an even better understanding of the day-to-day difficulties and struggles a person with OCD must overcome to just get out of bed, go to work, or be social. If you have had trouble understanding just how interfering OCD can be in one's life, you won't after reading this book. Thanks Shala.

—**Patrick McGrath, PhD**, author of *The OCD Answer Book: Professional Answers to More Than 250 Top Questions about Obsessive-Compulsive Disorder*

Shala Nicely has a story worth telling and she tells it brilliantly! Shala bravely shares some of her most intimate struggles with OCD and BDD and brings us into her world of unrelenting and often terrifying intrusive thoughts. Her writing cuts to the quick when describing the suffering that lies beneath the exterior that others see. If you struggle with similar problems or want to better understand them, you'll appreciate Shala's candor. But she also goes steps further, sharing what she learned from some of the best teachers in our field about how to accept and even welcome uncertainty and imperfection. Her wealth of knowledge, humor, and gift of storytelling shine a much-needed light on how to successfully pursue and embrace the treatment you need. Bravo Shala!

—**Joan Davidson, PhD**, codirector of the San Francisco Bay Area Center for Cognitive Therapy, and author of *Daring to Challenge OCD: Overcome Your Fear of Treatment and Take Control of Your Life Using Exposure and Response Prevention*

Shala brilliantly captures the relationship between the mind of a person with OCD and the OCD itself. She shows the reader why calling the OCD's bluff is worth it, and her defiance against this disorder is, for lack of a better word, infectious. For a memoir, it is refreshingly not just about her, but about all of us with this kind of mind.

—**Jon Hershfield, MFT**, director of The OCD and Anxiety Center of Greater Baltimore and author of *Overcoming Harm OCD*

Many excellent books have been written about OCD. Some promote compassion by articulating the challenges of a life tormented by this condition. Others inspire as they chronicle the struggle to recover. Some educate about treatments that can change lives and others bridge resources to those in need. *Is Fred in the Refrigerator?* does it all. Shala Nicely's story is at once compelling and enlightening.

—**C. Alec Pollard, PhD**, founding director, Center for OCD & Anxiety-Related Disorders and Professor Emeritus, Saint Louis University School of Medicine

1. Why did you write *Fred*?

I wrote *Fred* for 3 reasons:

- a. To communicate how it feels to have OCD. Ninety percent of OCD (and its close cousin, body dysmorphic disorder, or BDD) is invisible to others. My stories illustrate how having the disorder is akin to being held hostage, the barrel of a gun slammed into your temple, day after day, week after week, month after month.
- b. To share hope that you can reclaim your life from OCD and BDD. According to the International OCD Foundation, it takes sufferers 14-17 years on average from onset of OCD symptoms before they receive the right treatment, exposure and response prevention (ERP) therapy. It took me twice that long. But regardless of the treatment detours people with OCD experience, I want them to *never, ever give up*, because they, like me, can get better.
- c. To tell a good story. I love page turners—mystery and suspense novels that keep me guessing and on the edge of my seat—so that’s what I wanted to write. I hope readers will enjoy *Fred* and pick up some new insights about OCD and BDD along the way.

2. What kind of OCD do you have?

My OCD will be irritated by this answer (which is great, since the heart of ERP therapy is to learn to successfully annoy it), but I have quite average, run-of-the-mill OCD. It is not extraordinary by any stretch of the imagination (although it thinks it is). Since I had it for ~35 years before I received the appropriate treatment, I’ve had almost every kind of OCD content imaginable, including obsessions about harm coming to myself and others, sexual themes, “just right” concerns, existential issues, scrupulosity, you name it.

3. There are lots of OCD memoirs out there.

What makes *Fred* different?

- I have OCD and BDD, and *Fred* illustrates my experience with and how I manage both on a day-to-day basis.
- *Fred* is also a story of turning personal adversity into advocacy for others, as it chronicles my experience becoming a therapist treating people who have OCD, BDD, and/or other anxiety and OCD-related disorders.
- *Fred* is a combination memoir and self-help guide, with an Afterword by Reid Wilson, PhD, one of the world’s leading OCD experts, offering powerful guidance for applying my strategies in daily life.

4. But doesn't everyone have a touch of OCD?

Most people have a desire to do something in their lives meticulously, but that's not at all comparable to having OCD, the tenth most disabling condition in the world.* My goal with *Fred* is to take readers on a journey into the dark and dimly understood inner workings of OCD so that people will understand the vast difference between having a crippling disorder and being detail-oriented about a hobby or task.

5. You have another book published by a publisher. Why did you decide to self-publish this one?

Telling my story is part of my life's work, and I wanted to have final decision-making authority on publishing details that mattered to me, such as the title, the cover, the flow of the story. Self-publishing gave me that authority, and I built a team of skilled editors, designers, and consultants to help me bring *Fred* to life.

6. You're a therapist working with people who have OCD and related disorders, all of whom can now read about your OCD and BDD triggers and your life with these disorders. Won't that compromise your ability to do effective therapy?

No. When I'm in a therapy session with a client, the session is about her or him. If my clients choose to read *Fred*, the likely effect is that the book will improve my ability to do therapy. From my stories, my clients will get a demonstration of how they can use various tools in their own recoveries. They will also realize I have personal experience with how they are feeling and with the challenging ERP therapy I'm asking them to do. Finally, they will know that recovery is a process—sometimes a long and difficult one—but one that is ultimately worth the hard work therapy requires.

*Murray, C. J. L., & Lopez A. D. 1996. *The Global Burden of Disease*. Cambridge, MA: Harvard University Press.

7. What are your dreams for *Fred*?

That *Fred* will help reduce the time it takes people with OCD to get the right treatment, and that it will help change the conversation about mental illness by illustrating that:

- Mental illness is nothing to be ashamed of.
- In the U.S., we need more graduate programs that teach future mental health clinicians evidence-based treatments—treatments that have been shown to work for many or most people for particular disorders—to help reduce the amount of time people suffer.
- Recovery from mental illness is a zig-zaggy, two steps forward, one step back process at times, and that's okay. Success is viewing recovery as a journey, not a destination.

FOR IMMEDIATE RELEASE

Noted OCD Expert Shares Her Own Long-Secret Recovery Story

Groundbreaking memoir offers intimate look at life with,
and recovery from, OCD and body dysmorphic disorder

ATLANTA - May 22, 2018 — Even at nine years old, Shala Nicely knew there was nothing normal about the horrifying thoughts that tormented her at bedtime, or the nightly rituals she summoned to beat them back. More importantly, she knew to obey her mind's Rule #1: keep its secret, or risk losing everything and everyone she loved.

It would be almost two decades before she learned the name of the menacing monster holding her hostage: obsessive-compulsive disorder (OCD). It would take years longer to piece together the keys to recovery that would change her life forever, beginning with the day she broke her monster's silence.

Writing with wry wit, unflinching candor, and resounding insight, Nicely takes readers on a riveting journey into the dark and dimly understood inner workings of OCD and its frequent co-conspirator, body dysmorphic disorder (BDD). Ultimately, *Is Fred in the Refrigerator? Taming OCD and Reclaiming My Life* is a story of turning personal adversity into advocacy for others, as it chronicles Nicely's experience becoming a therapist treating people who have OCD, BDD, and other related disorders. "It can take OCD sufferers years or even decades to receive the right treatment," says Nicely. "It's my great hope that, through my treatment practice, outreach, and this book, I can help reduce that timeframe."

With an afterword by Reid Wilson, PhD, offering powerful guidance for applying Nicely's strategies in daily life, *Fred* will leave legions of those affected by mental illness feeling seen, understood, and empowered.

Is Fred in the Refrigerator? Taming OCD and Reclaiming My Life will be released May 29, 2018.

ABOUT SHALA NICELY: Shala Nicely, LPC, specializes in the treatment of OCD and related disorders in Atlanta. She is coauthor with Jon Hershfield, MFT, of *Everyday Mindfulness for OCD: Tips, Tricks and Skills for Living Joyfully*. She is cofounder of BeyondtheDoubt.com, an initiative dedicated to helping people learn to thrive through uncertainty, and she blogs for *Psychology Today*, offering an inside perspective on life with OCD.

###

Fred Media Kit: <http://www.shalanicely.com/books/fred-ocd/media/>

Fred on Amazon: <https://www.amazon.com/dp/Bo7CQ66T6F>

Beyond the Doubt: <http://beyondthedoubt.com/>

Contact: Shala Nicely, shala@beyondthedoubt.com and 404-632-4804