

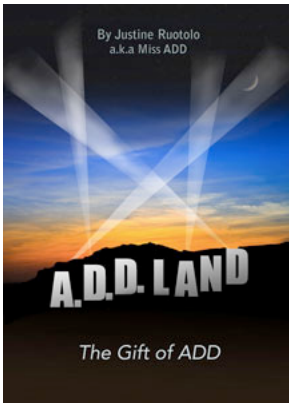
Creative Talent Management

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A.D.D. Land: The Gift of ADD

By Justine Ruotolo

a.k.a. Miss ADD

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Ebook and Soft Cover

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“Justine not only teaches solution-focused techniques that effectively transform ADD behaviors, but she helps clients to see that their ADD is truly a gift. By compiling this book, Justine can now help many more children, teens and adults.”

--Ellen Kimmel, LCSW.



Miss ADD has been an ADD/Life coach for over 20 years, helping

people with ADD embrace their gifts and overcome roadblocks. A graduate of the Pepperdine University MFT program, her practice is located in Torrance, California, where she also serves on the board of CHADD (Children and Adults with ADD).

FOR IMMEDIATE RELEASE

AUTHOR REVEALS THE KEY TO HOLLYWOOD—ADD

(Los Angeles) - What do Steven Spielberg, Michael Jordan and Steve Jobs have in common? They all have ADD and are successful because of it. In her new book, *A.D.D. Land: The Gift of ADD*, Justine Ruotolo, a.k.a. Miss ADD, challenges the stereotypes of the ADD mind as being lazy and stupid, highlighting that ADD is actually a gift, and that Hollywood wouldn't exist without it. Her debut book will be released this October.

The majority of the artists, innovators, creators and entrepreneurs of the world have ADD. This includes people like Justin Timberlake, Richard Branson, Frank Lloyd Wright, John F. Kennedy, and Agatha Christie, to name a few. This book serves as a resource for the ADD population to see examples of successful ADD people—people who have overcome obstacles and achieved success in every field imaginable. It also includes case studies of clients Justine Ruotolo has worked with, highlighting the successes they were able to achieve once they embraced their ADD as a gift rather than an obstacle

After being diagnosed with ADD at age 40, Ruotolo started working on releasing her past and embracing her own creativity. Through her own struggle she developed a self-awareness and was able to regulate her emotions, so much so that she was able to drastically reduce her ADD medication. Through this work she was able to transform trauma into positive growth. “I want people to embrace their ADD and understand the gifts associated with their ‘Creative Mindset,’ rather than getting stuck in the past,” says Ruotolo, now an ADD/Life Coach of over 20 years in Torrance, California.

A portion of the proceeds of this book will be given to CHADD (Children and Adults with ADD), a powerful non-profit spreading the word nationally about ADD, and to the St. Jude Children's Hospital for never turning anyone away. To learn more about Miss ADD visit

<http://www.missadd.com>.

Available for purchase at amazon.com and missadd.com

By Justine Ruotolo
a.k.a Miss ADD



A.D.D. LAND

The Gift of ADD

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This book is dedicated to my parents, George Ruotolo (deceased) and Sophie Ruotolo. Thank you for the gift of life! You taught me to always follow my passion.

To my sons, Christopher and Michael Gewehr. You are the genesis of "The Gift of ADD." Thank you for your encouragement and for helping me stay focused on my dreams. And, to my husband, Stephen Craig Aristei. Thank you for showing me the real meaning of love, and for your continued support as I help others. I love you all, and without you, all of this would mean nothing.

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Preface

Consider the award winning campaign “Think Different” by Steve Jobs and Apple.

Here’s to the crazy ones.
The misfits. The rebels. The troublemakers.
The round pegs in the square holes.
The ones who see things differently.
They’re not fond of rules. And they have no respect for the status quo.
You can quote them, disagree with them, glorify or vilify them.
About the only thing you can’t do is ignore them.
Because they change things.
They invent. They imagine. They heal. They explore. They create. They inspire. They push the human race forward.
Maybe they have to be crazy.
How else can you stare at an empty canvas and see a work of art?
Or sit in silence and hear a song that’s never been written?
Or gaze at a red planet and see a laboratory on wheels?
While some see them as the crazy ones, we see genius.
Because the people who are crazy enough to think they can change the world, are the ones who do.
© Apple “Think Different” Campaign

If you have ADD, it is more than likely you just saw yourself in the lines above. They capture the often overlooked qualities of ADD, which can be a “gift” for all those blessed with it!

There are two types of Attention Deficit Disorder. Those with ADD Inattentive have a creative mindset and their creative thoughts impair their ability to focus. Children, adolescents and adults with this type of ADD usually go undiagnosed because they fly under the radar. In the school setting, they are often not seen as having a behavior problem. Those with ADHD (Attention Deficit Hyperactivity Disorder) are hyperactive and impulsive. They are usually diagnosed earlier and in school, and like myself, get into trouble. Over the years, ADD has become synonymous with both types of disorders, and you will see both terms used interchangeably throughout this book.

I decided to assemble this book because of the negative labeling and stereotypes that society has attached to the members of the ADHD population: lazy, stupid, absent minded, impulsive, etc...the list goes on and on. None of these labels addresses or describes the real issues of the disorder, yet all of them wholesale undermine one’s innate value and the opportunity to maintain a healthy and positive self-esteem, and therefore limit one’s ability

The Gift of ADD

to live a creative and productive life.

What society as well as most people who suffer from one or more of the many forms of ADHD don't realize or recognize, are the levels of imagination and creativity that come along with having ADHD. People with ADHD are fun, non-linear, out-of-the box thinkers. We make up the majority of the artists, innovators, creators and entrepreneurs of the world.

Very often, the children, adolescents and adults I work with have been beaten down by society and their inability to control the negative aspects of ADHD, which has run unchecked throughout their lives. Many have little or no self-esteem. And many have nearly lost all hope.

If you have ADD, rather than allow all the old stereotypes to box you in, undermine your self-esteem, and rob you of hope, consider how you can acknowledge and embrace your unique gifts! Even beyond teaching the ADHD population how to control and manage the negative aspects of ADHD, and develop the positive aspects, what I truly want you to learn through this book is that ADHD is a gift. I want you to discover your passion in life and connect with your true calling.

As a member of the ADHD population, I want you to see examples of successful ADHD people; people who may have suffered in every way you may have, and yet overcome the obstacles and achieved success and sometimes "greatness." I want you to be encouraged and maybe even find a mentor--someone "just like me," someone who has suffered "just like me," endured all the negative labels, "just like me" and worked past them to pursue their passions toward success.

Possibly the most important observation I made while compiling this book is that in most cases, the people featured found, developed and created their success because of their ADHD, not in spite of it!

So, I want this ADHD population that I so admire and am so passionate about, to not only see examples of success, but most of all to develop and have faith, with the added belief that you too can seek and find your passion, accomplish your goals, and as many of those listed in this book have done, make your dreams come true.

Yes, it is The Gift Of ADD!

Sincerely yours,
Justine Ruotolo
Miss ADD

A portion of the proceeds of this book will be given to CHADD (Children and Adults with ADD), a powerful non-profit spreading the word nationally about ADHD, and to the St. Jude Children's Hospital, for never turning anyone away.

Apple and Think Different are registered trademarks of Apple, Inc.

Introduction

I would bet that there are many of you who do not know that ADD is a GIFT! My name is Justine Ruotolo, and I am also known as Miss ADD. I have been an ADHD/Life Coach for over twenty years. I am also a Marriage and Family Therapist Intern, under the supervision of Ellen Kimmel at the DAZ Foundation. Above all, I am a parent. I was diagnosed with ADHD when I was forty years old and my two sons, ages twenty-six and twenty-two, also have ADHD.

Initially, after being diagnosed, I lived in fear, not only for myself but also for my oldest son, Chris Gewehr, who was nine at the time. Through the years I have experienced firsthand what many of my clients have shared with me: intense fear, which prevents us from moving forward and discovering our creative mindset. This fear stems from the not so-user-friendly symptoms, which are highlighted during and after the initial diagnosis. These negative symptoms include difficulty focusing and regulating emotions, inattention, hyperactivity, impulsivity, poor communication and social skills, procrastination, and difficulty in relationships.

In my practice I work with children, adolescents, adults, parents, and couples, approaching their ADHD as positive potential, and as a gift! In my quest to help others, I had to learn how to embrace my own ADHD by learning the skillset necessary to manage the negative symptoms, rather than let these symptoms control me. As my own transformation unfolded, I was able to accept ADHD as the greatest gift of my life. I began to see firsthand the positive qualities and opportunities of ADHD, and I was able to see my own creativity—life became fun! The positive qualities are what make us unique, and put us in the category of gifted. People with ADHD are often highly creative, extremely intelligent, determined, energetic, fun-loving, out-of-the box thinkers, passionate, multi-taskers, charming, successful, compassionate, empathetic and hyper-focused, to name a handful of the positive qualities.

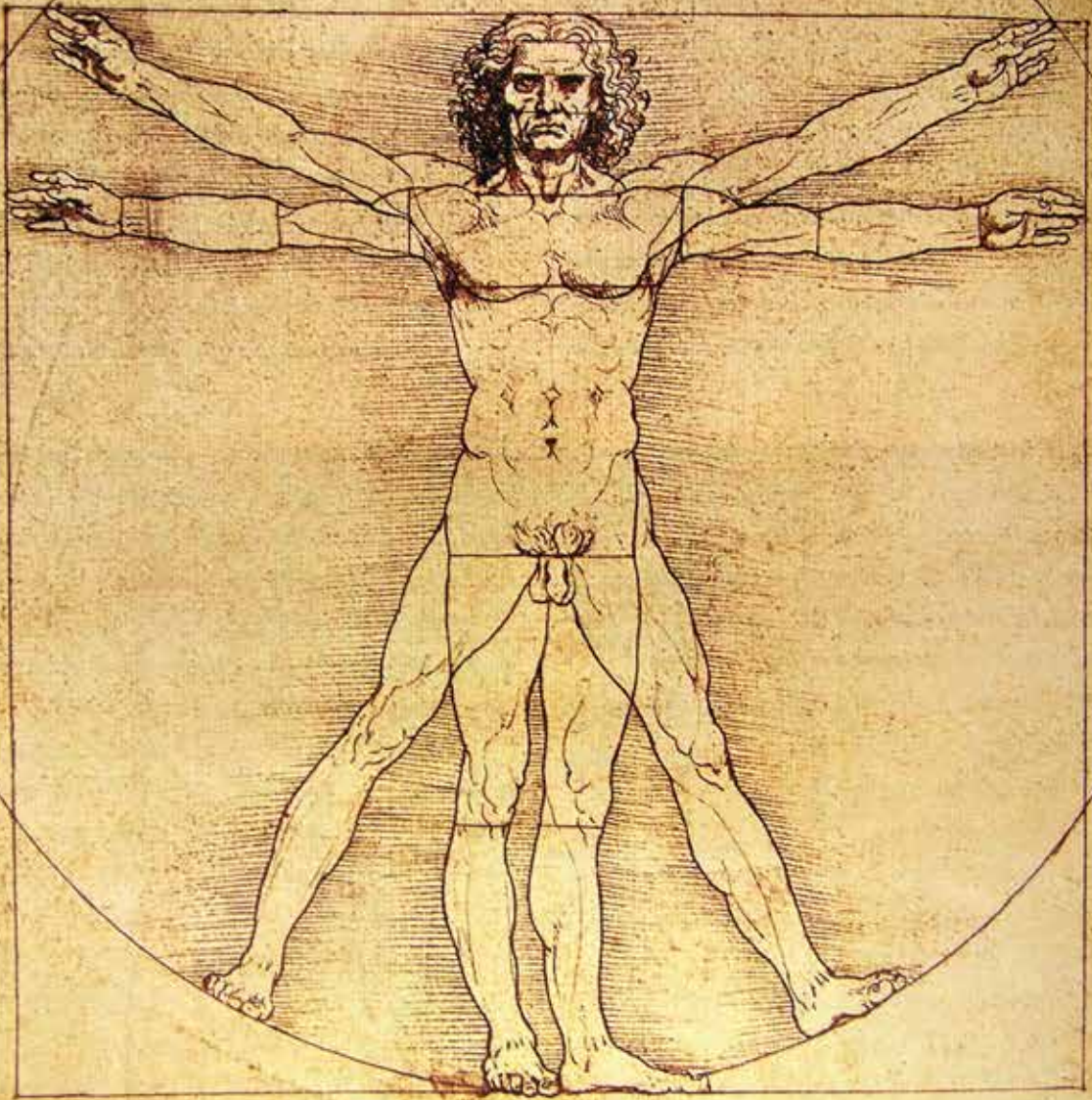
Although I do not personally know all the people highlighted in this book, one can enjoy the successes in their life trajectories. One can easily imagine that they also worked through their own fears, learning how to embrace their ‘symptoms’ and moving past to discover their creativity. I am sure that many struggled with the negative symptoms of ADHD, but they have been able to push through and reach their dreams.

I have told many of my clients that the famous Hollywood sign should really say “ADD Land”! My belief is that there would be no Hollywood were it not for the Gift of ADD; hence, the front cover of this book, designed by my very creative son, Michael Gewehr. He is a student at The Academy of Art University, in San Francisco, California. Mike is majoring in Music Production and Sound Design for Visual Media. Because he has found

The Gift of ADD

his passion, his fear is gone, and he is excelling in whatever he does. I hope that all of you experiencing this book, especially the parents of children and adolescents with ADD, will come to the same realization that I have: ADD is a Gift!

Handwritten text in a cursive script, likely a Latin manuscript, located at the top of the page. The text is partially obscured by the top edge of the circular frame.



Handwritten text in a cursive script, likely a Latin manuscript, located at the bottom of the page. The text is partially obscured by the bottom edge of the circular frame.

creative

hyperfocused

gifted

Artists and Architects

visualizers

passionate

resourceful

revolutionary

problem solvers



Ansel Adams

American photographer known for his black-and-white photographs of the American West.

Large format camera. © Jose Gil.



Chuck Close

American painter and photographer known for his large-scale photo realist portraits.

Chuck Close, 2008. © lev radin / Shutterstock.com.



Salvador Dalí

Spanish surrealist painter.

Portrait of Picasso, 1947, by Dali. © LUCARELLI TEMISTOCLE / Shutterstock.com.



Walt Disney

American cartoonist, film producer and theme park innovator. When he was a young man working for a newspaper, his editor fired him because he had “no good ideas”!

Disney characters. © s_bukley / Shutterstock.com.



Pablo Picasso

Spanish painter. Known as one of the Masters of the 20th century.

Pablo Picasso, Child with a Dove, 1901. © Neveshkin Nikolay / Shutterstock.com.



Robert Rauschenberg

American painter and graphic artist.

© Karramba Production.



August Rodin

French sculptor.

August Rodin, The Thinker, 1879-1889. © S1001.



Richard Rogers

Renowned British Architect.

Lloyds building, London. © Christopher Penler.



Vincent van Gogh

Dutch post-Impressionist painter.

Vincent van Gogh, Café Terrace at Night, 1888. © StampGirl / Shutterstock.com.



Leonardo da Vinci

Famous for his paintings. He was an Italian architect, musician, anatomist, inventor, engineer, sculptor and geometer.

Leonardo da Vinci, Mona Lisa, c. 2503-1519. © catwalker / Shutterstock.com.



Frank Lloyd Wright

World renowned, award winning innovator of architectural design.

Ceiling of Guggenheim Museum, New York. © Entropia, LLC / Shutterstock.com.