

# DEMOTIVATORS® STICKYPADS

FOR EVERY INCONSEQUENTIAL THOUGHT THAT GOES THROUGH YOUR HEAD.

**THE STICKY NOTE** has become one of the five best-selling office supplies in America. But let's face it – while they may be useful, they're about as dull as a stack of paper with a repositionable adhesive holding them all together. Until now.



**IDIOCY:** Never underestimate the power of stupid people in large groups.  
Sticky Pad – SP-019

**CLUELESSNESS:** There are no stupid questions, but there are a LOT of inquisitive idiots.  
Sticky Pad – SP-027

**CONSULTING:** If you're not a part of the solution, there's good money to be made in prolonging the problem.  
Sticky Pad – SP-038

**PROCRASTINATION:** Hard work often pays off after time, but laziness always pays off now.  
Sticky Pad – SP-010

**BURNOUT:** Attitudes are contagious. Mine might kill you.  
Sticky Pad – SP-014

**MEETINGS:** None of us is as dumb as all of us.  
Sticky Pad – SP-058

**GET TO WORK:** You aren't being paid to believe in the power of your dreams.  
Sticky Pad – SP-052

**MISTAKES:** It could be that the purpose of your life is only to serve as a warning to others.  
Sticky Pad – SP-008

**STICKYPADS \$9.95**

## SHIPPING INFO

Orders shipped to addresses within the continental U.S. usually arrive within 3 to 5 days.

Overnight shipping is available for an additional fee to customers within the continental U.S.

Despair also ships to international addresses for an additional fee. Call or visit website for details.

## DELIVERY RATES

ORDER TOTAL	INCLUDE
\$14.99 .....	\$5.95
\$15 – \$29.99 .....	\$6.95
\$30 – \$49.99 .....	\$7.95
\$50 – \$99.99 .....	\$9.95
\$100 – \$199.99 .....	\$14.95
\$200 – \$299.99 .....	\$19.95
Over \$300.....	Call or visit website

We are required to collect sales tax for items delivered within Texas.

## ORDERING & SUPPORT

Order online (24/7)  
[www.despair.com](http://www.despair.com)

By telephone (7am - 7pm CST)  
**1-866-WOE-IS-ME**

For customer service on orders already placed (7am - 7pm CST)  
**1-877-DESPAIR**

Or visit our online service system  
[www.despair.com/troubtc.html](http://www.despair.com/troubtc.html)

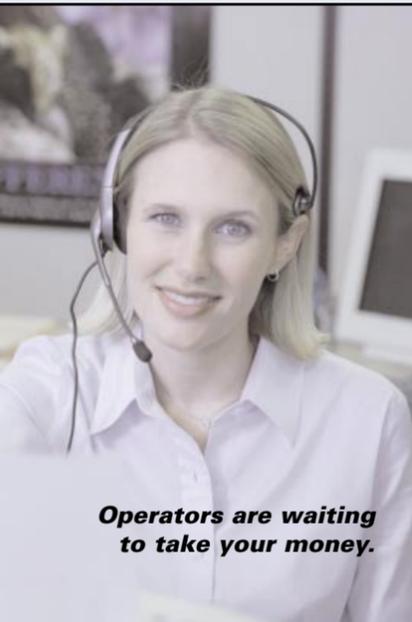
## MAILING LIST

To be removed, e-mail  
[escape@despair.com](mailto:escape@despair.com)

To be added, e-mail  
[noescape@despair.com](mailto:noescape@despair.com)

Coupons and special exclusive offerings are available to subscribers of our email newsletter.

**The Wailing List™**  
[www.despair.com/subscribe.html](http://www.despair.com/subscribe.html)



**Operators are waiting to take your money.**

Despair, Inc. • 1305 East 6th St. • Austin, TX 78702

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**:-(**  
**DESPAIR, INC.®**

For longer than most can remember, motivational speakers, authors and publishers have inspired and delighted us by championing the idea that within each person exists virtually unlimited potential.

At Despair, Inc., we agree wholeheartedly – and helping others to unleash their hidden potentials remains our singular obsession.

Think about it for just a moment – what hidden potentials exist within YOU?

Perhaps you're a wholly reasonable person, with the potential to become an irrational fool? Perhaps you're a team player, with a potentially argumentative loner lurking about inside you? Or perhaps you're a dreamer, within who lives a potentially disillusioned grouse, simply waiting to take flight upon wings of bitterness?

No matter who you are, you have the potential to be so very much less. And with the transformative powers of our Demotivators® products, you will be.

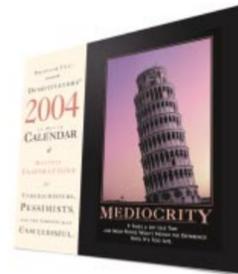


**E.L. Kersten, Ph.D.**  
 Founder & COO, Despair, Inc.



## ARE YOU READY TO UNLEASH THE POWER OF MEDIOCRITY?

## EXPERIENCE A WHOLE NEW KIND OF BUYER'S REMORSE AT WWW.DESPAIR.COM.



### CLASSIC DEMOTIVATORS® 2004 CALENDAR

Our 12"x11" Demotivators Wall Calendar remains our most popular product, winning the coveted "Most Humorous Calendar" award from the Calendar Marketing Association. It's the perfect holiday gift for the person who has everything – but still isn't very happy about it. Featuring "Procrastination," "Mistakes," "Ineptitude" and nine other designs from our "Classic" collection.  
**CP-099 \$14.95 each**  
**Volume discounts for 3 or more.**



### 24" x 30" LITHOGRAPHS

Beautify your office, home or dorm room with Demotivators Lithographs from all of our innovative and demoralizing collections. Each is printed on heavy-weight, premium paper stock, and is perfect for display wherever motivation might strike!  
**\$15.95 each**  
**See catalog for available designs.**



### THE PESSIMIST'S MUG

The glass is half-empty. Literally. Our Pessimist's Mug will confront you with that bitter reality every single time you pour yourself a drink, rendering you invulnerable to the wily lures of optimism that lead only to pain.  
**MG-001 \$9.95 each**



### NOTECARD PACKS

Turbocharge your communications with coworkers, relatives, friends and enemies with our Demotivators Notecard packs. Each 6-Pack of Notecards is printed on high-quality glossy paper stock and includes 6 envelopes.  
**\$9.95 each**  
**See catalog for available designs.**



### GREATEST HITS NOTECARD PACK

Our Greatest Hits Notecard Pack includes 18 of our most popular Demotivators designs from our card collection of over 70, and is priced at less than \$2 per card (if you include fractions of a penny)! *When You Care Enough to Send the Very Worst.*  
**NS-018 \$35.95 each**



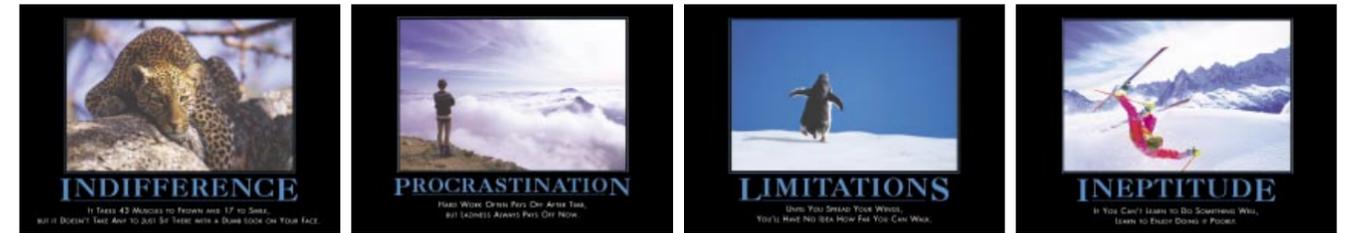
### 5" x 7" DESKTOPPERS™

Our stunning, framed DeskToppers will take your breath away, along with any desire to succeed, hope or work. Each is set in a brushed-back aluminum frame, behind glass, with a sturdy easel-back. Perfect for desktop display!  
**\$15.95 each**  
**See catalog for available designs.**



# UNDERACHIEVERS™

THE POWER OF MEDIOCRITY. UNLEASHED.™



**UNLEASH THE POWER** of mediocrity in your own office, home or dormitory with our amazing *Underachievers* collection. These compelling depictions of the merits of laziness, indifference and underachievement are virtually guaranteed to inspire you or someone you love to not bother trying to soar to new heights!

**INDIFFERENCE:** It takes 43 muscles to frown and 17 to smile, but it doesn't take any to just sit there with a dumb look on your face.  
 DeskTopper – NF-050 • 6 Notecards – NH-050 • Lithograph – PU-050

**LIMITATIONS:** Until you spread your wings, you'll have no idea how far you can walk.  
 DeskTopper – NF-057 • 6 Notecards – NH-057 • Lithograph – PU-057

**PROCRASTINATION:** Hard work often pays off after time, but laziness always pays off now.  
 DeskTopper – NF-010 • 6 Notecards – NH-010 • Lithograph – PU-010

**INEPTITUDE:** If you can't learn to do something well, learn to enjoy doing it poorly.  
 DeskTopper – NF-005 • 6 Notecards – NH-005 • Lithograph – PU-005

# BUSINESS-AS-USUAL™

IT'S NOT PERSONAL. IT'S STRICTLY BUSINESS.™



**THE WORKPLACE CAN BE A CRUEL** and callous machine, one that crushes the very souls of employees in the endless pursuit of financial gain. But if your place of business isn't yet a pestle for grinding human dignity into a fine paste, there's no reason you can't change that right now! With our *Business-As-Usual* collection, you'll create an environment that reflects the values of today's incredibly competitive marketplace, and bluntly reminds your laborers of their complete and utter dispensability!

**GET TO WORK:** You're not being paid to believe in the power of your dreams.  
 DeskTopper – NF-052 • 6 Notecards – NH-052 • Lithograph – PU-052

**NEPOTISM:** We promote family values here – almost as often as we promote family members.  
 DeskTopper – NF-068 • 6 Notecards – NH-068 • Lithograph – N/A

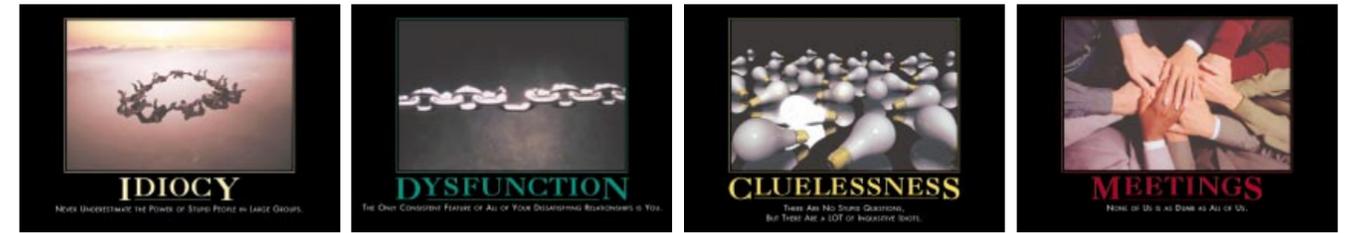
**DEMOTIVATION:** Sometimes the best solution to morale problems is just to fire all the unhappy people.  
 DeskTopper – NF-039 • 6 Notecards – NH-039 • Lithograph – N/A

**CONSULTING:** If you're not a part of the solution, there's good money to be made in prolonging the problem.  
 DeskTopper – NF-038 • 6 Notecards – NH-038 • Lithograph – PU-038



## IDIOTIC INSIGHTS™

WHEN YOU JUST DON'T GET IT, DO YOU?™



**THERE IS NO JOY** more profound and enduring than that of being a complete idiot. But with our *Idiotic Insights* collection, you'll derive a fleeting, meaningless glimpse of that happiness yourself as you sample various flavors of foolishness. You'll chuckle literally for seconds, before returning to your barely endurable state of miserable lucidity!

**IDIOCY:** Never underestimate the power of stupid people in large groups.  
 DeskTopper – NF-019 • 6 Notecards – NH-019 • Lithograph – PU-019

**CLUELESSNESS:** There are no stupid questions, but there are a LOT of inquisitive idiots.  
 DeskTopper – NF-027 • 6 Notecards – NH-027 • Lithograph – PU-027

**DYSFUNCTION:** The only consistent feature of all of your dissatisfying relationships is you.  
 DeskTopper – NF-032 • 6 Notecards – NH-032 • Lithograph – PU-032

**MEETINGS:** None of us is as dumb as all of us.  
 DeskTopper – NF-058 • 6 Notecards – NH-058 • Lithograph – PU-058

## ENTROPIC EXPRESSIONS™

BAD STUFF HAPPENS™



**DESPITE THE VALIANT EFFORTS** of the bumper sticker industry, bad stuff happens. Regularly. When life attacks, some cling desperately to denial, while others collapse into self-pity. But with our *Entropic Expressions* line, you'll stand firm on the feet of wry objectivity, with the satisfaction that comes from knowing no matter how bad life gets, it still beats the alternative.

**MISTAKES:** It could be that the purpose of your life is only to serve as a warning to others.  
 DeskTopper – NF-008 • 6 Notecards – NH-008 • Lithograph – PU-008

**ADVERSITY:** That which does not kill me postpones the inevitable.  
 DeskTopper – NF-013 • 6 Notecards – NH-013 • Lithograph – PU-013

**PROBLEMS:** No matter how great and destructive your problems may seem now, remember, you've probably only seen the tip of them.  
 DeskTopper – NF-022 • 6 Notecards – NH-022 • Lithograph – PU-022

**DESPAIR:** It's always darkest just before it goes pitch black.  
 DeskTopper – NF-016 • 6 Notecards – NH-016 • Lithograph – PU-016



# MEGALOMANIACAL MAXIMS™

THE SUPERIORITY COMPLEX. SIMPLIFIED.™



**PRIDE — WHAT WAS ONCE** one of the Seven Deadly Sins has become the very foundation of a new American religion of self-esteem. Narcissism itself has been recast as ‘the greatest love of all.’ Our *Megalomaniacal Maxims* build upon this foundation of shallow self-absorption, providing profound insights for those who know the love that dare not shut its mouth!

**ARROGANCE:** The best leaders inspire by example. When that’s not an option, brute intimidation works pretty well, too.  
 DeskTopper – NF-037 • 6 Notecards – NH-037 • Lithograph – PU-037

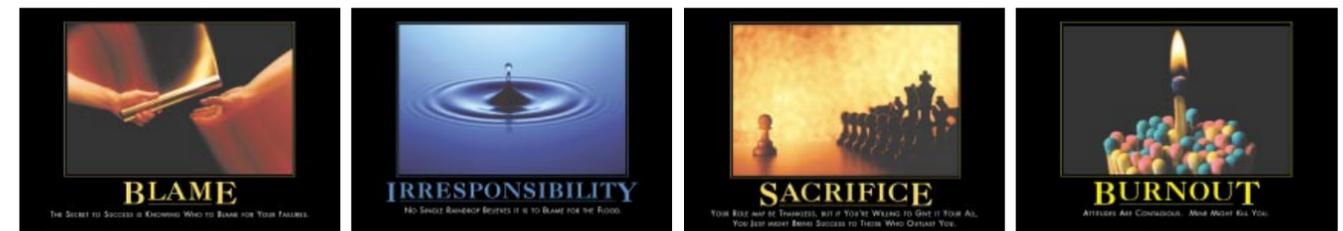
**ELITISM:** It’s lonely at the top. But it’s comforting to look down upon everyone at the bottom.  
 DeskTopper – NF-040 • 6 Notecards – NH-040 • Lithograph – PU-040

**POWER:** Power corrupts. Absolute power corrupts absolutely. But it rocks absolutely, too.  
 DeskTopper – NF-069 • 6 Notecards – NP-069 • Lithograph – PU-069

**PRETENSION:** The downside of being better than everyone else is that people tend to assume you’re pretentious.  
 DeskTopper – NF-036 • 6 Notecards – NH-036 • Lithograph – PU-036

# TEAMBREAKERS™

TOGETHER WE STAND. DIVIDED.™



**WHEN LIKE-MINDED PEOPLE** unite in a common purpose to complete a task that no one person can accomplish alone, almost anything can happen. Except, of course, the completion of that task ... Our new *Teambreakers* collection will hasten your resolve to not work well with others. Or perhaps might motivate the entire lot of you to not work very well — but, as a TEAM! Enjoy!

**BLAME:** The secret to success is knowing who to blame for your failures.  
 DeskTopper – NF-026 • 6 Notecards – NH-026 • Lithograph – PU-026

**SACRIFICE:** Your role may be thankless, but if you’re willing to give it your all, you just might bring success to those who outlast you.  
 DeskTopper – NF-048 • 6 Notecards – NH-048 • Lithograph – N/A

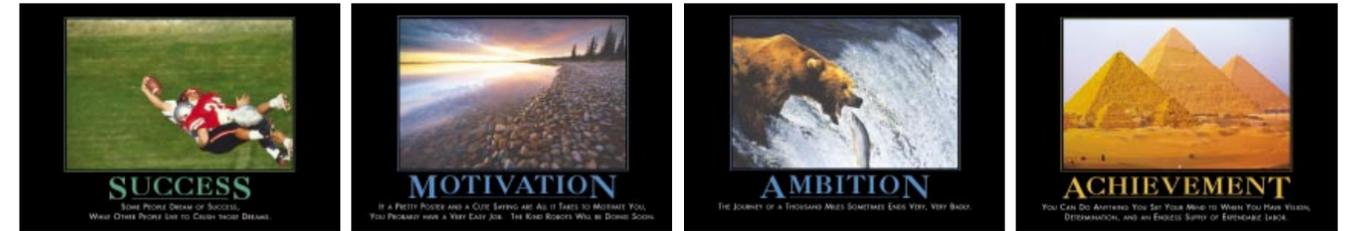
**IRRESPONSIBILITY:** No single raindrop believes it is to blame for the flood.  
 DeskTopper – NF-043 • 6 Notecards – NH-043 • Lithograph – N/A

**BURNOUT:** Attitudes are contagious. Mine might kill you.  
 DeskTopper – NF-014 • 6 Notecards – NH-014 • Lithograph – N/A



# POSITIVE NEGATIONS™

MOTIVATION, THE POSITIVELY NEGATIVE WAY.™



**HOPE SPRINGS ETERNAL** from industries that have economic incentives to market and package it for our consumption. And yet, in these sad times, astute marketers – sensing a growing national exhaustion with the empty promises of the motivation business – have cynically begun to craft and sell negative parodies to soothe the intellects, if not the souls, of a population grown weary of cheap hope.

**SUCCESS:** Some people dream of success, while other people live to crush those dreams.  
 DeskTopper – NF-071 • 6 Notecards – NP-071 • Lithograph – PU-071

**AMBITION:** The journey of a thousand miles sometimes ends very, very badly.  
 DeskTopper – NF-064 • 6 Notecards – NP-064 • Lithograph – PU-064

**MOTIVATION:** If a pretty poster and a cute saying are all it takes to motivate you, you probably have a very easy job. The kind robots will be doing soon.  
 DeskTopper – NF-059 • 6 Notecards – NP-059 • Lithograph – PU-059

**ACHIEVEMENT:** You can do anything you set your mind to when you have the vision, determination, and an endless supply of expensible labor.  
 DeskTopper – NF-063 • 6 Notecards – NP-063 • Lithograph – PU-063

## COMING SOON

YOUR IMPENDING EMOTIONAL COLLAPSE.



**DESPAIR NEVER STOPS**, and neither do we for that matter. In the coming week and months, Despair Inc. is slated to unveil a plethora of new and diverse products, certain to rock your already structurally unsound world.

**INSECURITEES:** Despair introduces an entirely new way to get people to leave you alone at concerts and clubs, with the official *INSECURITY*™ shirt. Finally, a product that's perfect for disaffected college students!  
 – November 1st

**GETHAPPY.COM:** Are you ready to Get Happy™? Despair Inc. and Oscar-nominated animator Mark Osborne join forces to bring depressed grownups everywhere the chance to experience the rapture of childhood bliss again. At a price you can afford.  
 – December 1st

**BITTERSWEETS™:** Our Valentine's Candy for the Dejected and Dysfunctional is back! New sayings for 2004 include: *PRENUP OKAY?*, *HE CAN KISS*, *MIDLIFE CRISIS* and *I LOVE ME 2*. Supplies are limited. But the pain that accompanies them may not be.  
 – January 1st, 2004

**THE ART OF DEMOTIVATION®:** This revolutionary new business book by E.L. Kersten, Ph.D. offers executives and managers everywhere a radical new vision for leadership and employee relations. And it ain't pretty.  
 – April 1st, 2004