

#1  
WE SWEAR, THIS IS  
A SELF-HELP COMIC!  
\$2.99

NOT  
APPROVED  
BY THE  
COMICS  
CODE  
AUTHORITY

# A NATIONAL STORY OF MINOR SIGNIFICANCE



READ OUR  
FABULOUS FIRST  
ISSUE, OR DIE!  
(JUST KIDDING. BUT NO,  
REALLY, YOU SHOULD  
READ IT.)

Mendelson  
Czaplarski



# DON'T BE EVIL

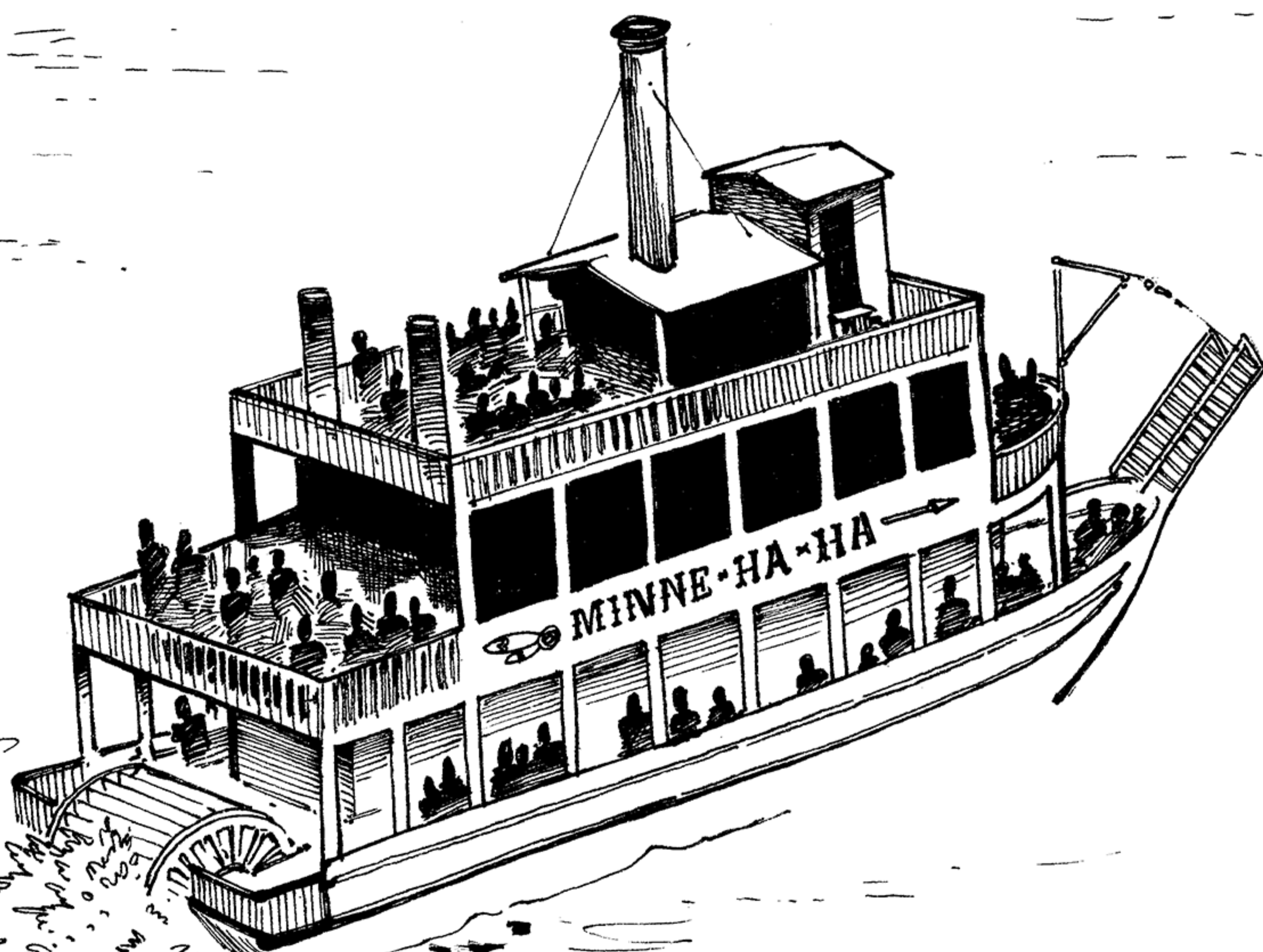
rule #1:

Don't be a dick

Learn more at [BJMendelson.com](http://BJMendelson.com)



PEOPLE ARE ALWAYS TELLING ME  
THAT I SHOULD WRITE A BOOK.



A NATIONAL STORY OF MINOR SIGNIFICANCE  
WRITTEN BY B.J. MENDELSON  
ART BY PIOTR CZAPLARSKI

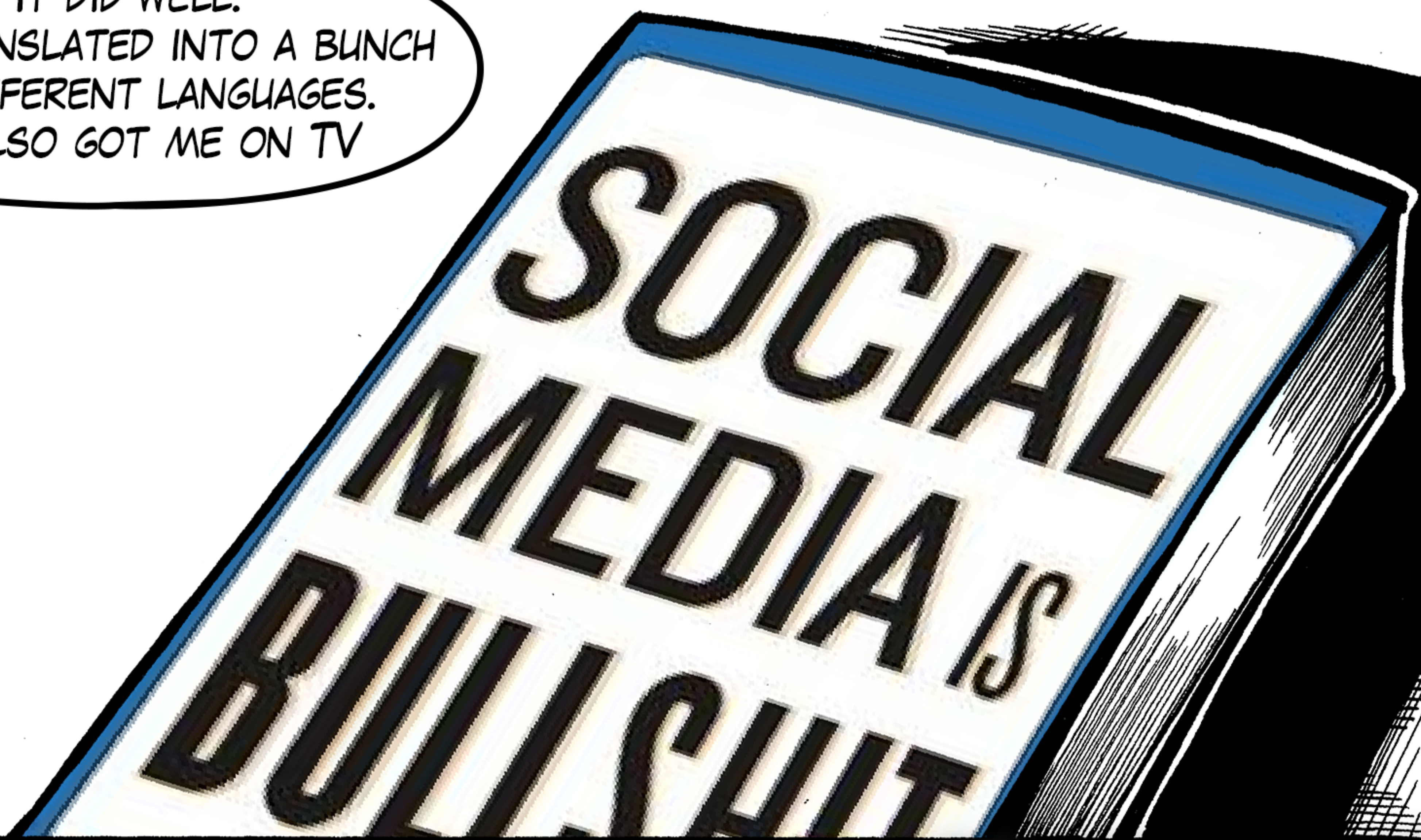








IT DID WELL.  
GOT TRANSLATED INTO A BUNCH  
OF DIFFERENT LANGUAGES.  
IT ALSO GOT ME ON TV



AND THAT'S WHY  
I DON'T THINK  
GOD EXISTS.



SURE. I GET IT.  
BUT WHAT DOES  
THAT HAVE TO DO  
WITH YELP?



BUT HERE'S THE THING ...  
I NEVER WANTED TO WRITE  
A MARKETING BOOK.

OR WORK IN THE MARKETING  
INDUSTRY, FOR THAT MATTER.

WHEN I WAS GROWING UP,  
ALL I WANTED TO BE WAS THIS GUY.



GEORGE  
CARLIN

I GOT TO SEE HIM ONCE.  
IT WASN'T LONG AFTER 9/11.  
MY SISTER TOOK MY BROTHER  
AND I TO THE BEACON THEATER.

WATCHING CARLIN WORK  
I REALIZED SOMETHING ...



ALL I WANT TO DO  
IS ENTERTAIN PEOPLE, AND WE HAVE  
A SHORT AMOUNT OF TIME  
TO DO THE THINGS WE WANT TO.

SHORTER THAN WE THINK.  
JUST ASK BILL HICKS.

JUST AS HE WAS FINALLY  
GETTING THE ATTENTION  
HE DESERVED, HE DIED.

(Wm M) BILL HICKS

DEC. 16.1961



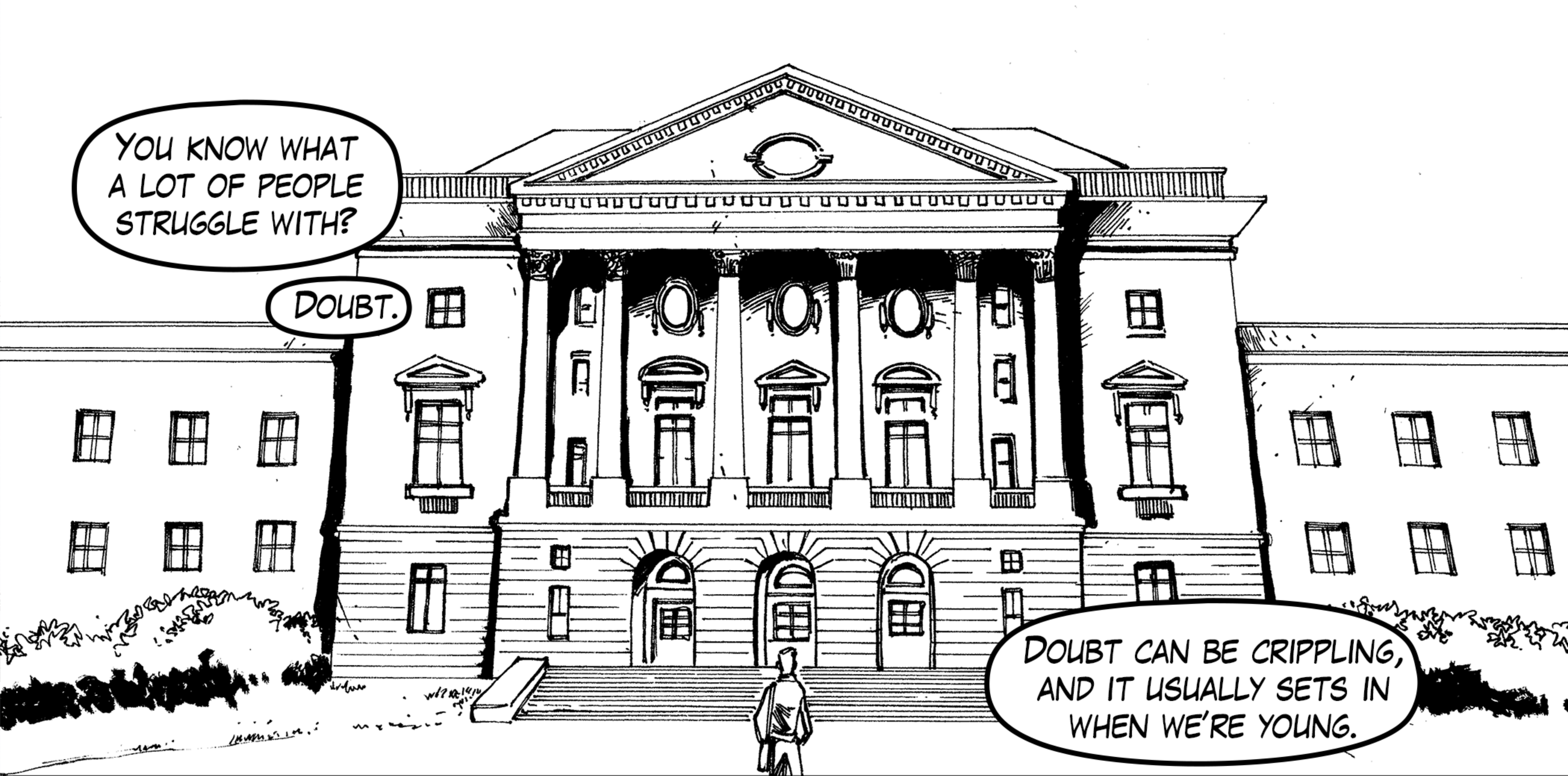
FEB. 26. 1994

NOT LONG AFTER I TURNED 30, I ALMOST DIED.  
ALL ANYONE WOULD HAVE KNOWN ME AS  
WAS A GUY WHO WROTE A FUNNY MARKETING BOOK.

NOT LONG AFTER IT HAPPENED,  
I KNEW I HAD TO MAKE A CHANGE.  
BUT HOW?

IT TOOK ME A FEW MORE YEARS  
TO FIGURE THAT ONE OUT.

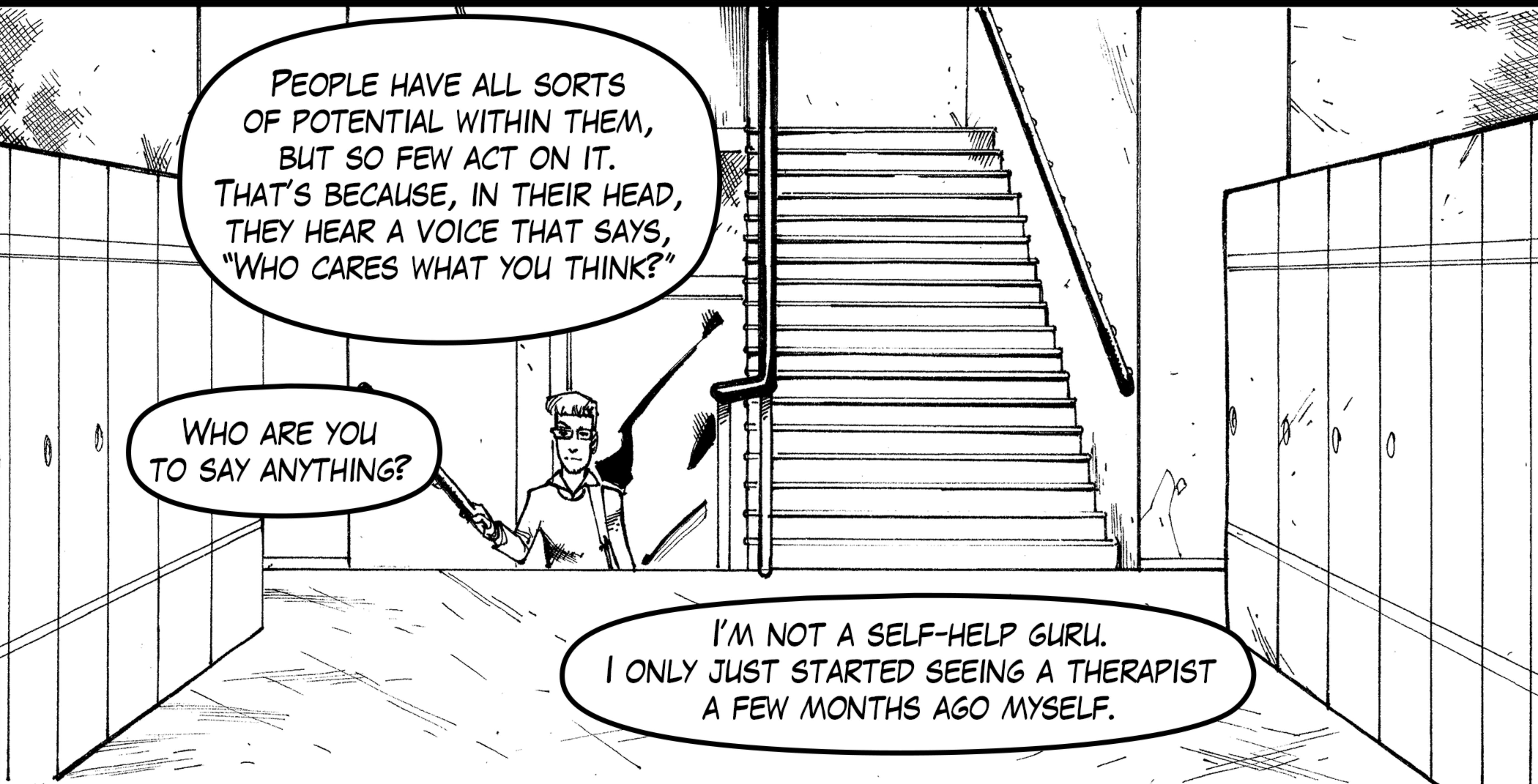




YOU KNOW WHAT  
A LOT OF PEOPLE  
STRUGGLE WITH?

DOUBT.

DOUBT CAN BE CRIPPLING,  
AND IT USUALLY SETS IN  
WHEN WE'RE YOUNG.



PEOPLE HAVE ALL SORTS  
OF POTENTIAL WITHIN THEM,  
BUT SO FEW ACT ON IT.  
THAT'S BECAUSE, IN THEIR HEAD,  
THEY HEAR A VOICE THAT SAYS,  
"WHO CARES WHAT YOU THINK?"

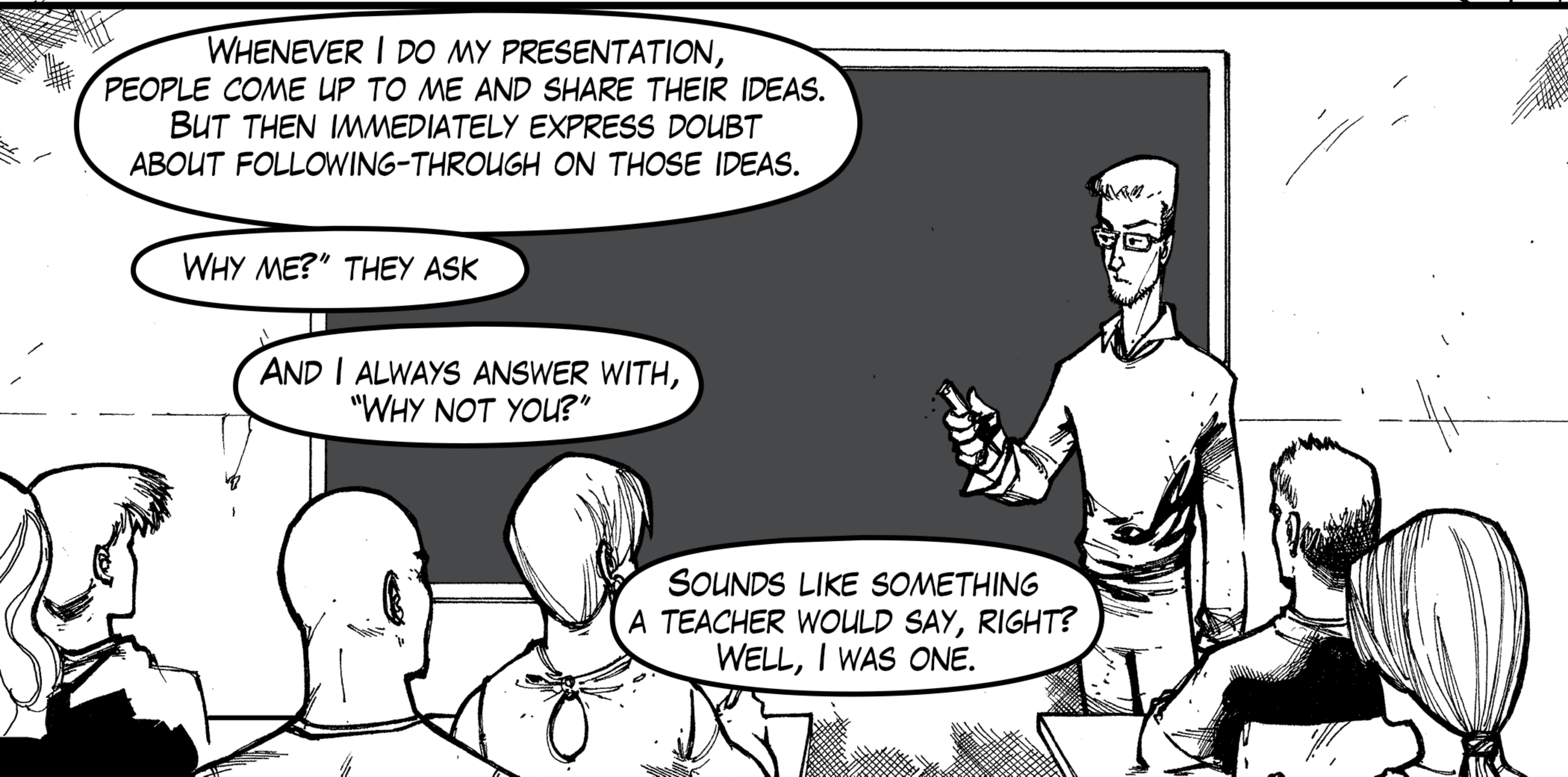
WHO ARE YOU  
TO SAY ANYTHING?

I'M NOT A SELF-HELP GURU.  
I ONLY JUST STARTED SEEING A THERAPIST  
A FEW MONTHS AGO MYSELF.

WHENEVER I DO MY PRESENTATION,  
PEOPLE COME UP TO ME AND SHARE THEIR IDEAS.  
BUT THEN IMMEDIATELY EXPRESS DOUBT  
ABOUT FOLLOWING-THROUGH ON THOSE IDEAS.

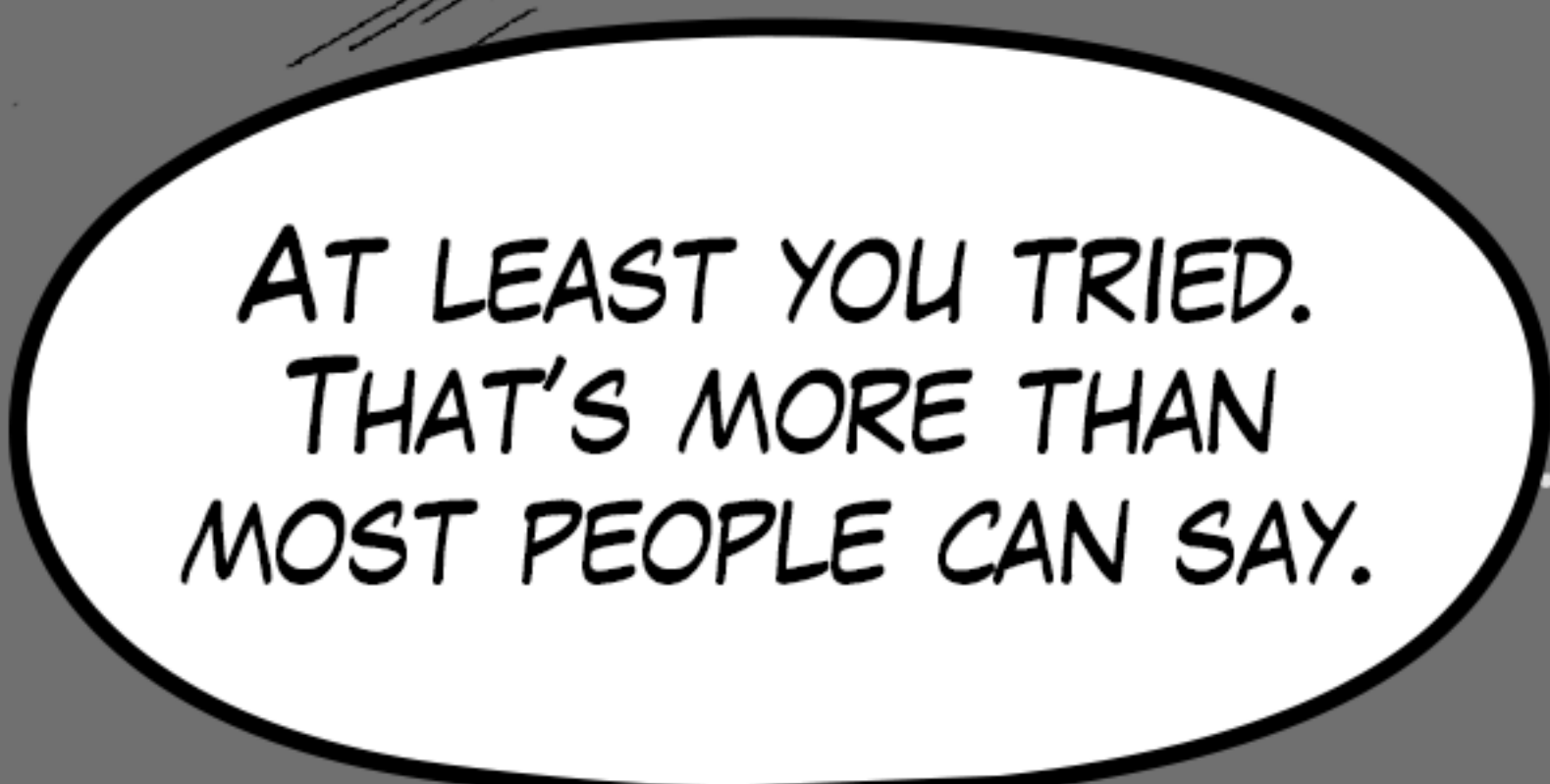
WHY ME?" THEY ASK

AND I ALWAYS ANSWER WITH,  
"WHY NOT YOU?"

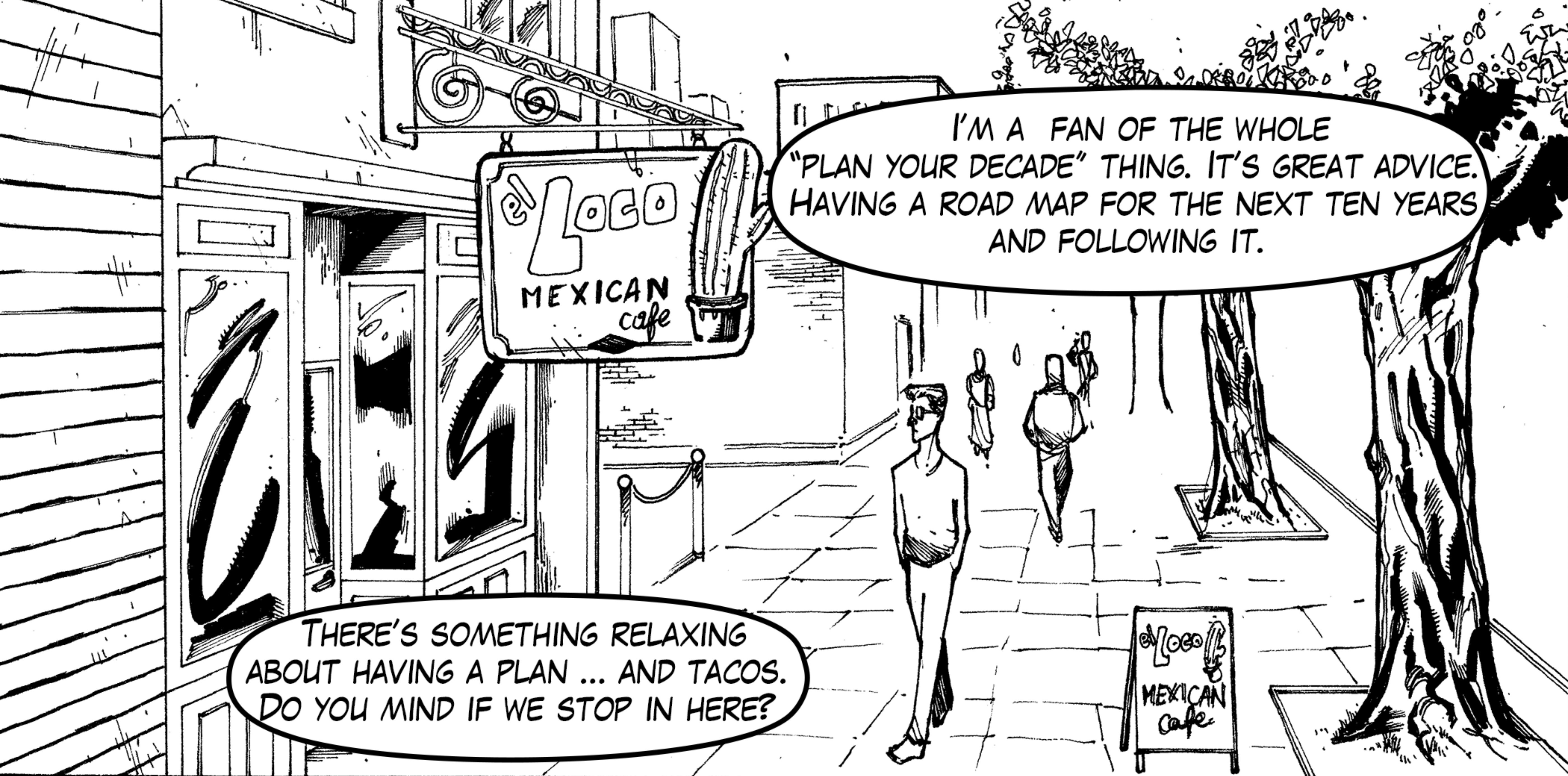


SOUNDS LIKE SOMETHING  
A TEACHER WOULD SAY, RIGHT?  
WELL, I WAS ONE.









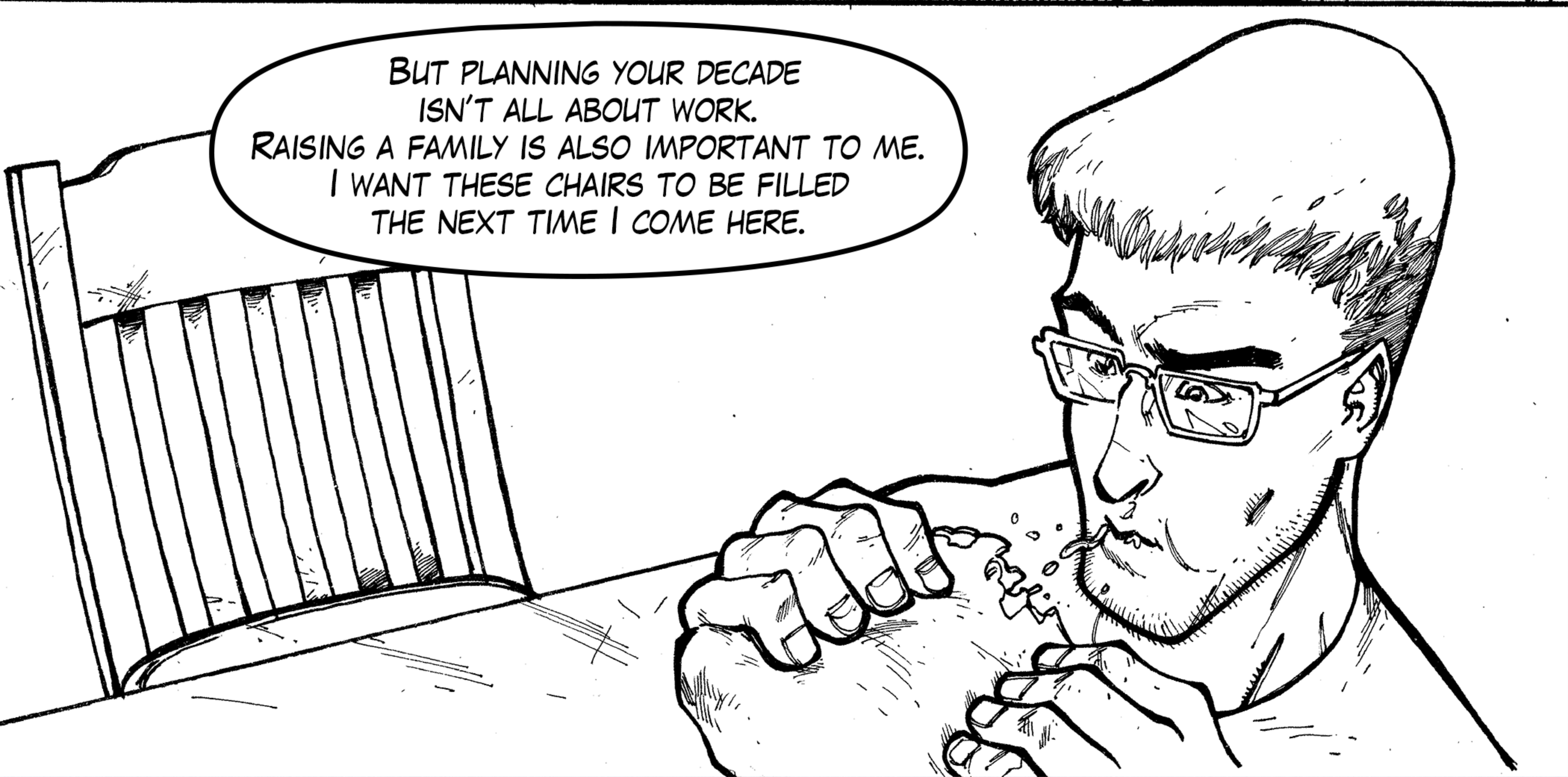
I'M A FAN OF THE WHOLE "PLAN YOUR DECADE" THING. IT'S GREAT ADVICE. HAVING A ROAD MAP FOR THE NEXT TEN YEARS AND FOLLOWING IT.

THERE'S SOMETHING RELAXING ABOUT HAVING A PLAN ... AND TACOS. DO YOU MIND IF WE STOP IN HERE?



FOR ME, 2000 TO 2010 WAS ALL ABOUT FIGURING OUT WHO I WAS AS A PERSON AND AS A WRITER.

2010 TO 2020 IS ALL ABOUT GETTING MY NAME OUT THERE AND MAKING SOME MONEY BY DOING THE THING I LOVE: ENTERTAINING PEOPLE.



BUT PLANNING YOUR DECADE ISN'T ALL ABOUT WORK. RAISING A FAMILY IS ALSO IMPORTANT TO ME. I WANT THESE CHAIRS TO BE FILLED THE NEXT TIME I COME HERE.



IT'S EASY FOR SOMEONE  
TO GIVE ADVICE LIKE  
"TAKE YOUR SHOT."  
BUT YOU SHOULD ONLY EVER LISTEN  
TO PEOPLE WHO PRACTICE  
WHAT THEY PREACH.

SO, I'M GOING TO DO  
WHAT EVERYONE KEEPS SAYING  
I SHOULD DO. WRITE A BOOK.  
BUT THIS TIME,  
WRITE THE BOOK I WANT TO WRITE.

WHICH, AS IT TURNS OUT,  
WORKS WAY BETTER  
AS A GRAPHIC NOVEL.

EVEN THE SUPER  
EMBARRASSING STUFF,  
LIKE MY  
SUPERHEROINE-IN-PERIL  
FETISH.

SO EVERYTHING YOU READ AND SEE  
IN THIS GRAPHIC NOVEL IS TRUE.

DON'T EVEN ASK.



IN SOME INSTANCES, I'VE CHANGED THE ORDER OF EVENTS.  
AND IN OTHERS, SOME NAMES AND LOCATIONS HAVE BEEN CHANGED FOR LEGAL REASONS.  
MY EX-WIFE DOES NOT ACTUALLY APPEAR ANYWHERE IN THIS BOOK, FOR EXAMPLE.  
MY BEST FRIEND JACKIE IS GOING TO STAND IN FOR HER.

HEY JACKIE.

HEY. DO I STILL  
HAVE TO WEAR THIS?

ONLY FOR THE  
BOOK PROPOSAL.

GREAT. LET'S GET  
THIS SHIT ON THE ROAD THEN.

YOU KNOW  
MY HUSBAND WAS  
IN THE ARMY,  
RIGHT?

HEY, DO YOU THINK YOU CAN  
KEEP THE COSTUME ON  
THROUGHOUT THE BOOK?

WHERE TO FIRST?

THE WORST PLACE  
ON EARTH.

OMAHA,  
NEBRASKA?

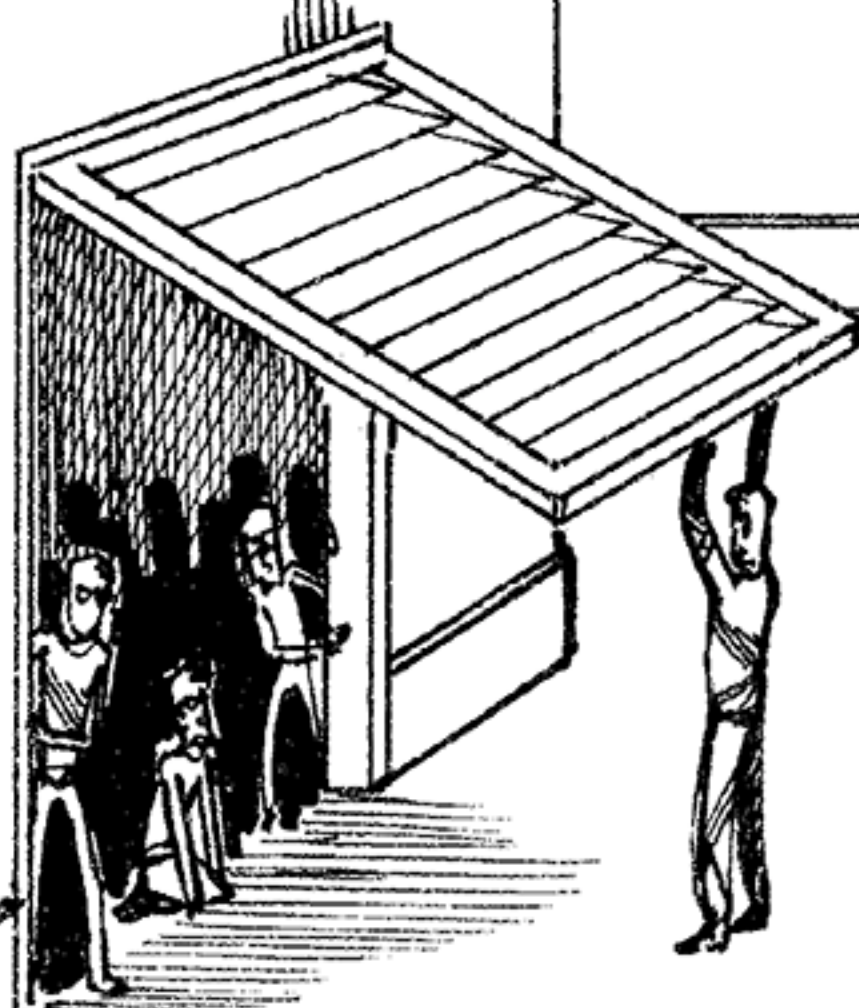
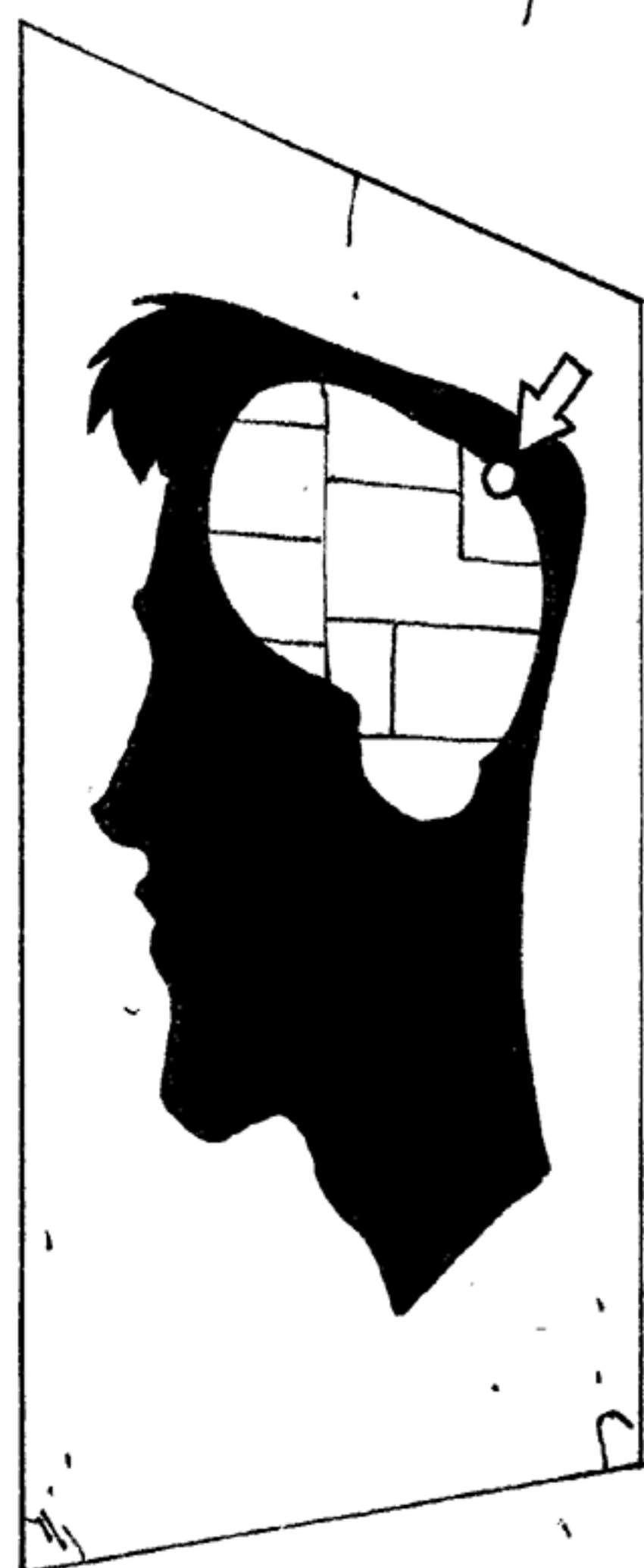
NO...

WORSE.





~~SADDEST~~  
THE SADDEST PLACE  
ON EARTH





*Sex Closet*

GREAT NAME  
FOR A BAND



*Sex Closet*

SO ALL YOUR  
PERVY THOUGHTS  
OF ME ARE  
HERE, HUH?



*Sex Closet*





THIS PLACE...  
MY BRAIN. IT'S A  
BAD NEIGHBORHOOD.

THERE GOES  
JUST ONE  
EXAMPLE.

ANOTHER  
EXAMPLE:

ANY GIRL I  
EVER HURT,

OR THAT  
HURT ME,

IS UP  
HERE  
TOO.

YOU KNOW  
WE'RE COOL NOW,  
RIGHT?

YEAH. BUT I  
HAVE OCD...

MY BRAIN LIKES  
TO PLAY, AND REPLAY,  
THE WORST MOMENTS  
OF MY LIFE.

SORT OF LIKE A  
DEMENTED CNN.



THAT'S WHAT LIFE  
WITH OCD IS LIKE.  
AT LEAST FOR ME ANYWAY.  
AND EVERY TIME I THINK  
I HAVE IT BEAT ...

☒ Anxiety  
☒ Depression  
☒ Doubt  
☒ Constant Worry

I GO AND DO  
SOMETHING STUPID  
AND THEN CRASH  
AGAIN.

I'VE BEEN SUICIDAL  
MORE THAN A FEW TIMES.  
EVEN NOW WHILE I WRITE THIS.  
I'M HOLDING ON BY A THREAD.

THERAPY  
HELPS A LOT.



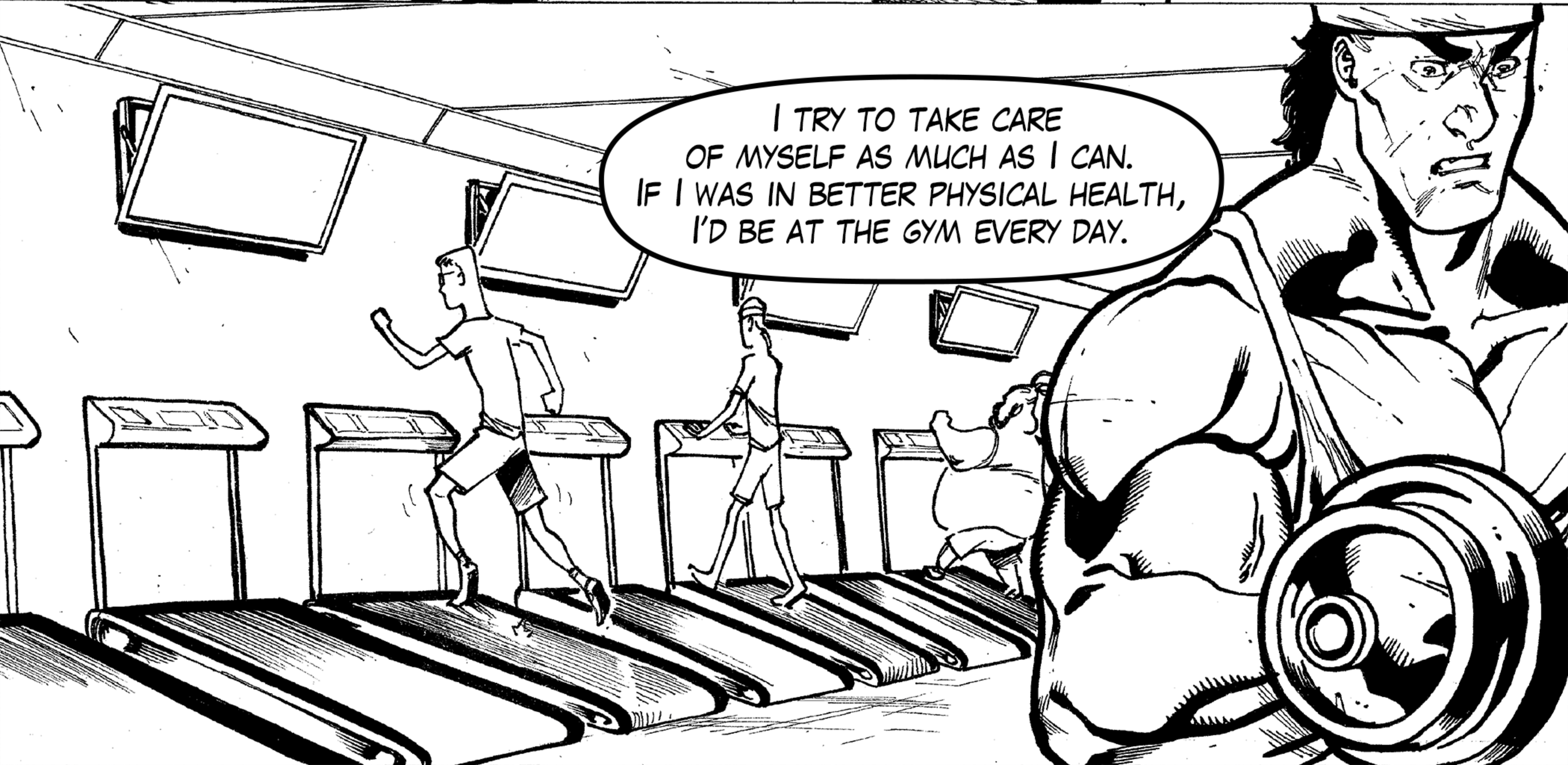
SO DOES  
PROZAC.



I ALSO STARTED  
MEDITATING DURING  
MY COMMUTE TO  
MANHATTAN.



I TRY TO TAKE CARE  
OF MYSELF AS MUCH AS I CAN.  
IF I WAS IN BETTER PHYSICAL HEALTH,  
I'D BE AT THE GYM EVERY DAY.





HIGH SCHOOL

IF YOU KNOW ANYONE WHO SUFFERS FROM DEPRESSION, I RECOMMEND GOING TO THERAPY, EXERCISE, AND GETTING MEDICATED.

EVEN THOUGH I STRUGGLE NOW, I KNOW I'M BETTER THAN I WAS YESTERDAY. AND IF I KEEP AT IT, I'LL BE BETTER TOMORROW THAN I AM TODAY.

IT ALSO HELPS TO LET GO OF THE PAST.

I MANAGED TO GET IT ALL INTO BOXES.

LOOK AT ALL THE STUFF I CAN BURN

WHAT WAS THAT?

I SAID THAT'S NOT GOOD ENOUGH. LOOK AT ALL THE SPACE YOUR OLD LIFE IS TAKING UP IN YOUR HEAD.

MAN, IT'S TOO BAD THEY CANCELLED "HOARDERS." THIS ROOM WOULD HAVE BEEN AMAZING FOR THAT SHOW.





WELL SHIT,  
IF WE'RE GOING TO  
BURN THESE BOXES  
WE SHOULD BURN  
THE REST WHILE  
WE'RE HERE.

THAT'S  
THE PLAN!



ONE DAY AT A TIME,  
ONE WEEK AT A TIME,  
ONE MONTH AT  
A TIME.

BURN BABY  
BURN

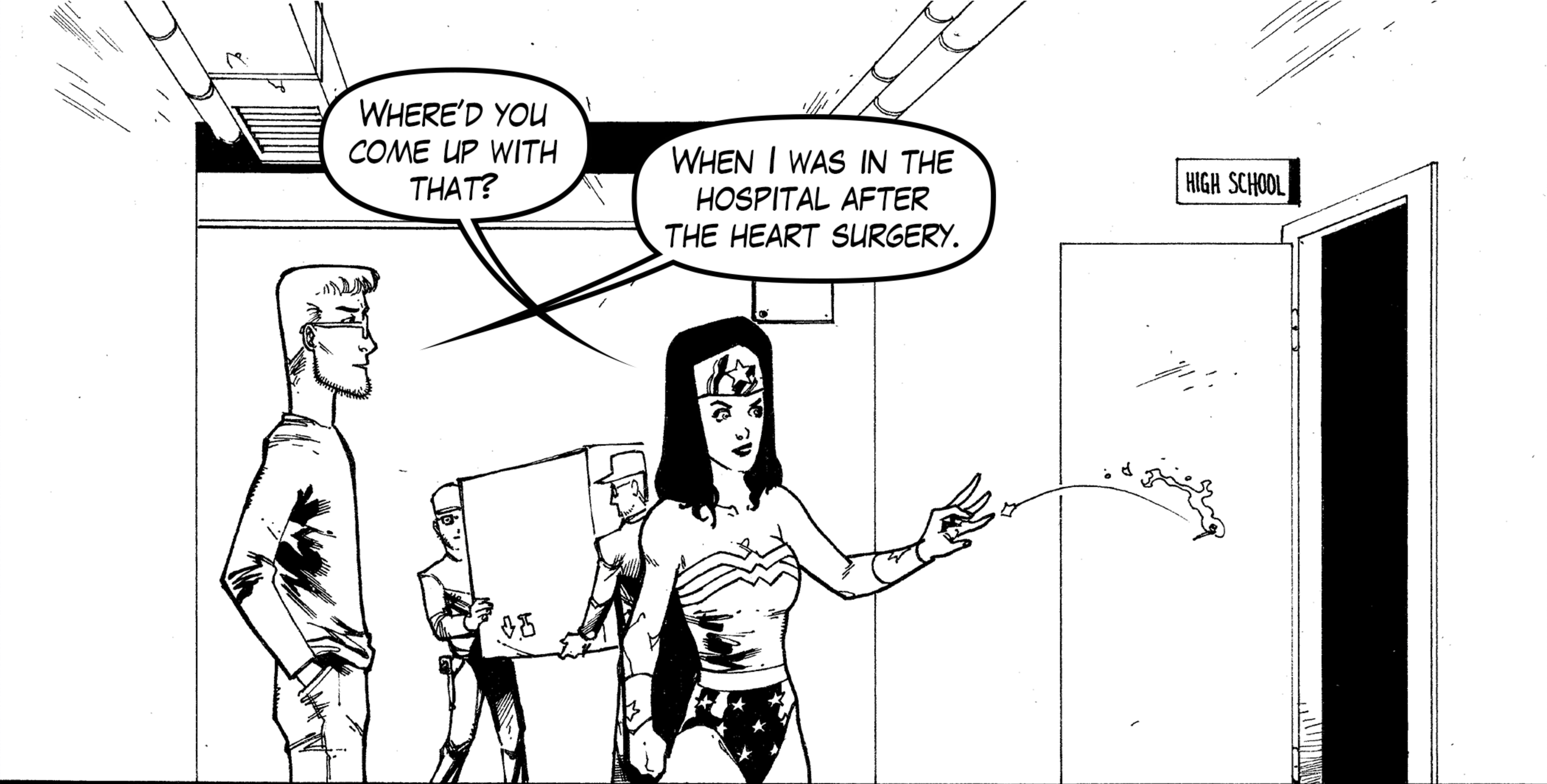


DID YOU SAY  
SOMETHING?

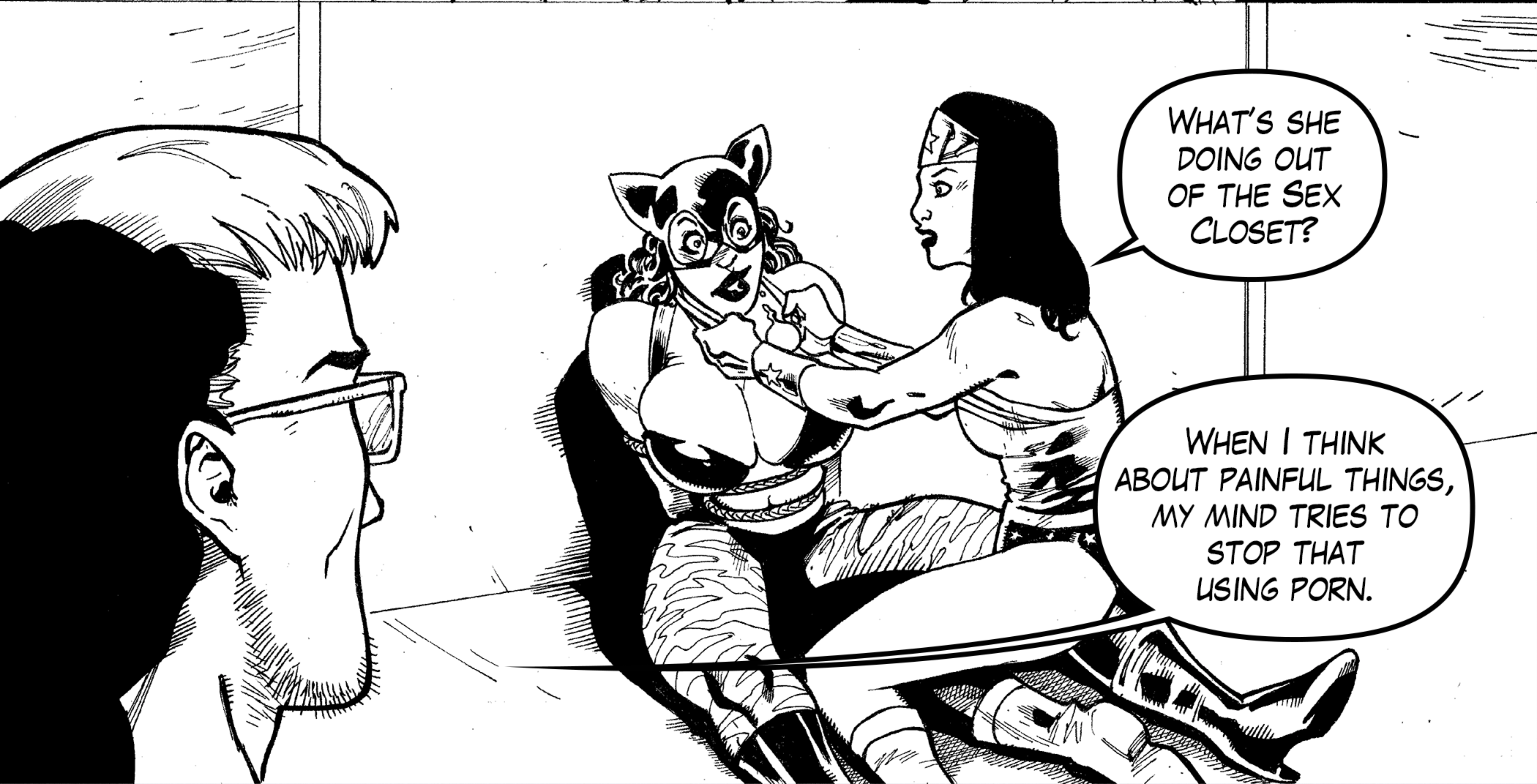
WHENEVER I'M  
FEELING OVERWHELMED.  
I SAY THAT TO MYSELF.

ONE DAY AT A TIME,  
ONE WEEK AT A TIME,  
ONE MONTH AT  
A TIME.







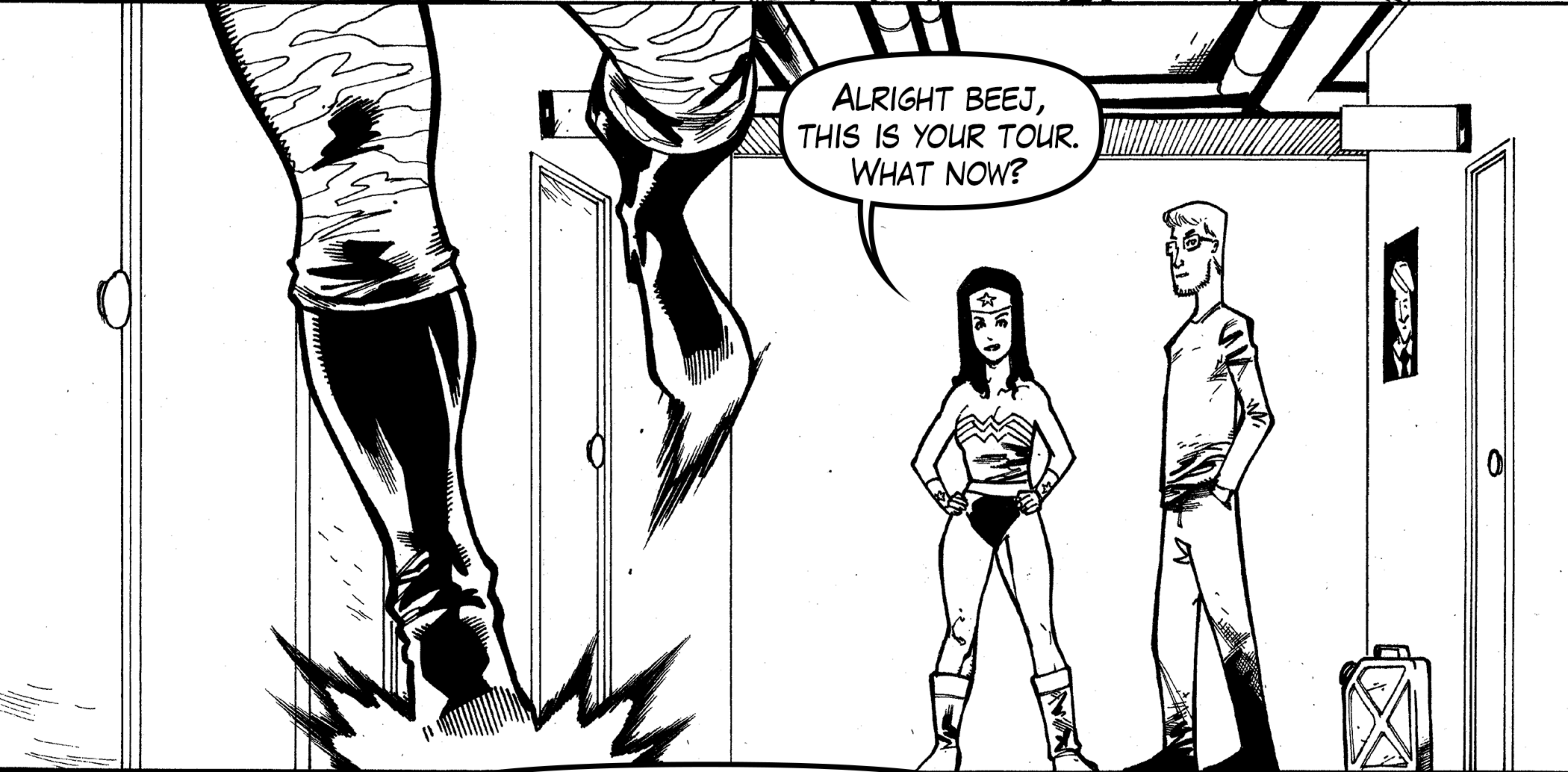






WAIT,  
THERE'S A SEX  
CLOSET?

THIRD  
DOOR ON  
THE LEFT.



ALRIGHT BEEJ,  
THIS IS YOUR TOUR.  
WHAT NOW?



OUR STORY BEGINS WHEN MY PARENTS  
CROSSED PATHS WITH THE 45TH PRESIDENT  
OF THE UNITED STATES, AND HE TRIED  
TO SUE THEM OVER A TOILET SEAT.

WHAT  
A DICK.

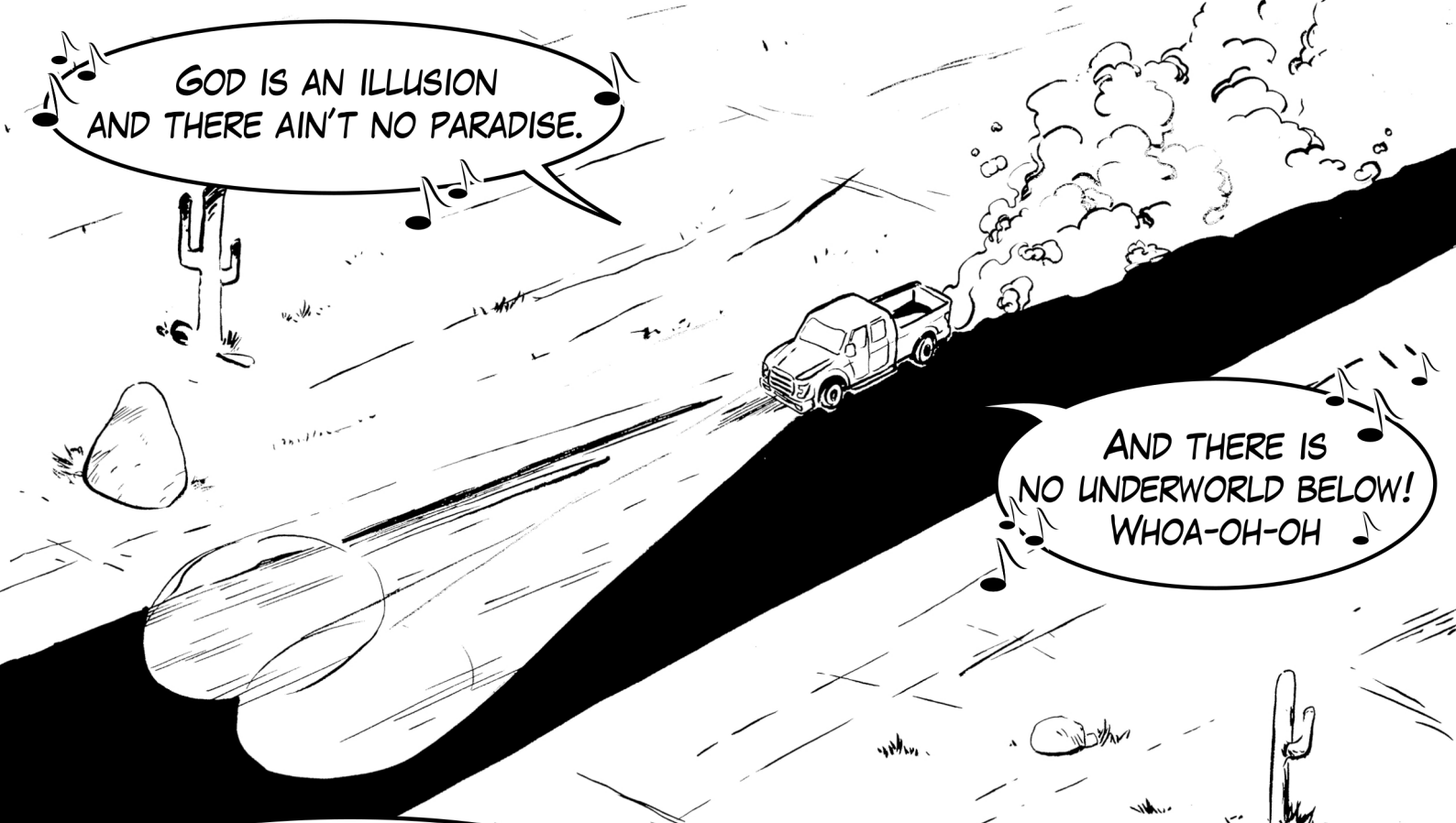
TO BE CONTINUED ...



AND I LOOKED, AND BEHOLD A PALE HORSE:  
AND HIS NAME THAT SAT ON HIM WAS DEATH,  
AND HELL FOLLOWED WITH HIM







GOD IS AN ILLUSION  
AND THERE AIN'T NO PARADISE.

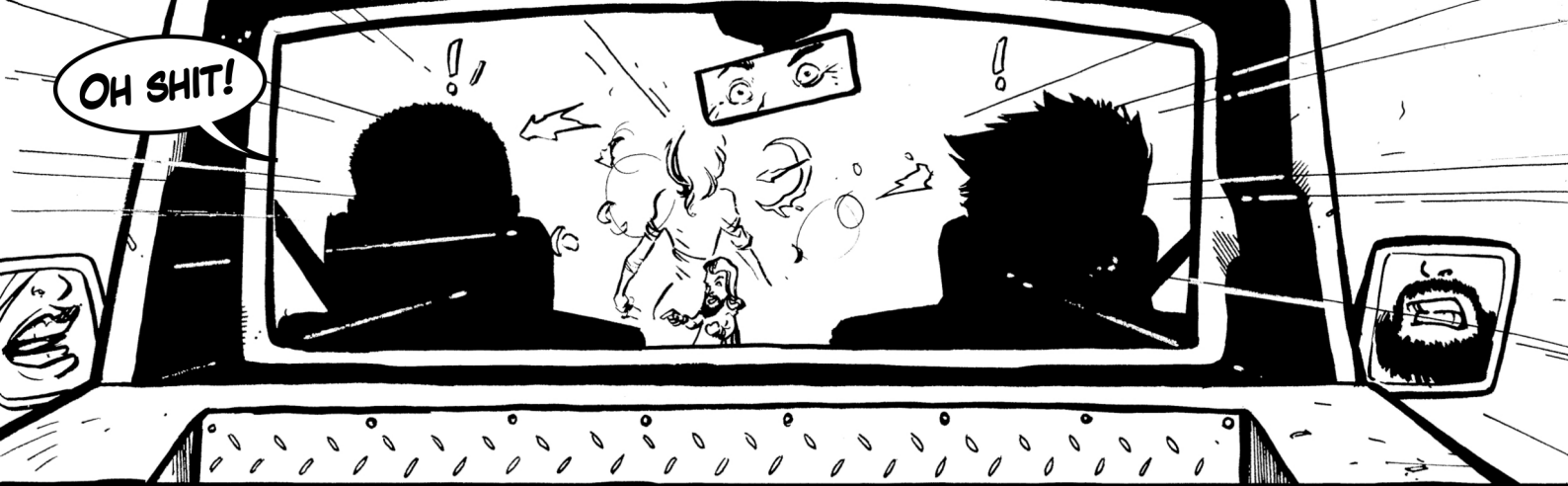
AND THERE IS  
NO UNDERWORLD BELOW!  
WHOA-OH-OH

OUT THERE IS NO HEAVEN  
AND THERE AIN'T NO ANTICHRIST.

WELCOME TO THE  
REAL WORLD AND THE SHOW!







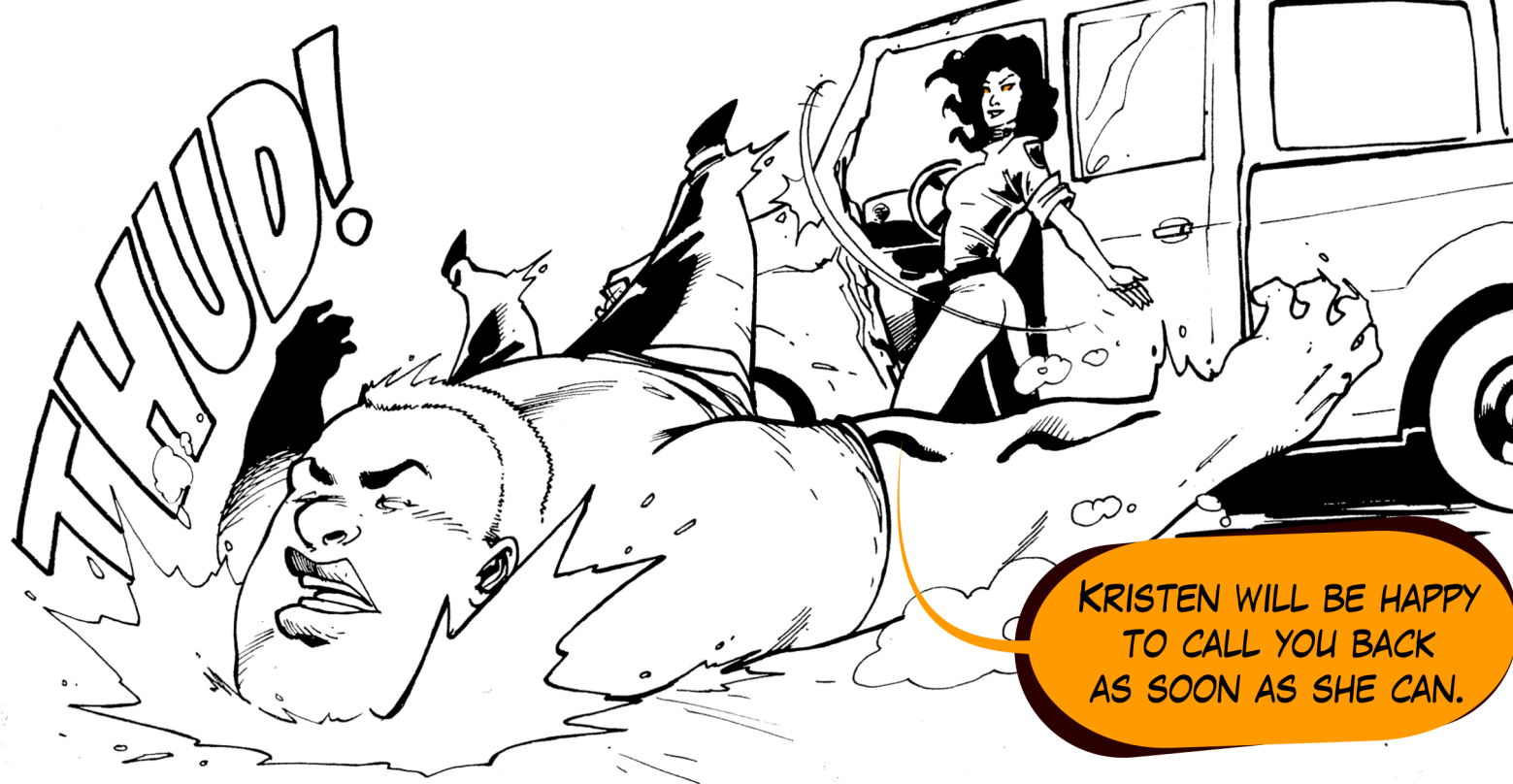
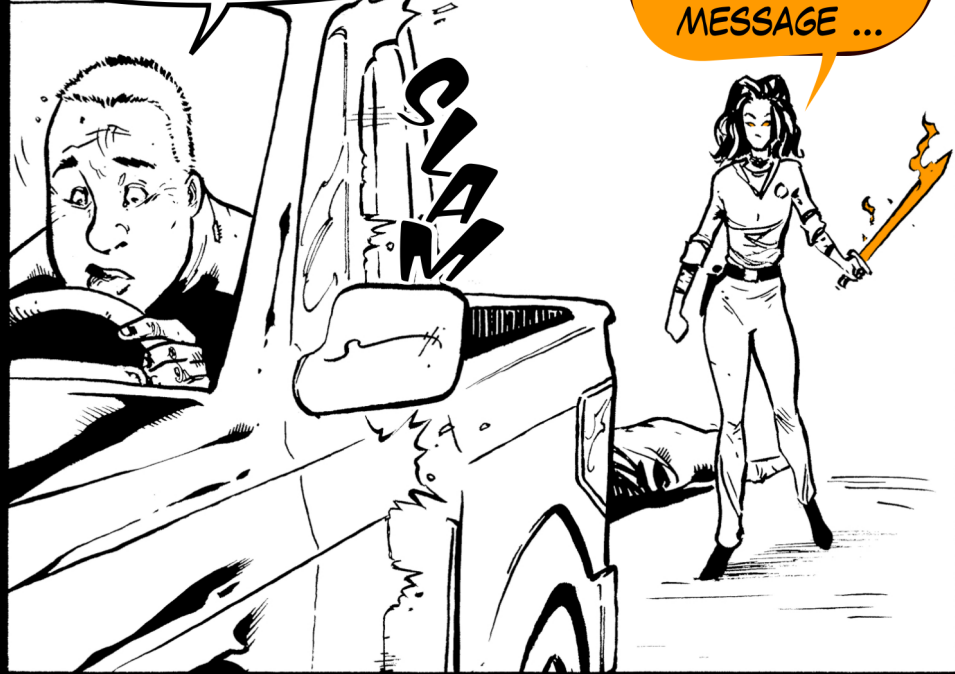






OHSHITOHSHITOHSHITOHSHIT

BUT IF YOU  
LEAVE A  
MESSAGE ...



KRISTEN WILL BE HAPPY  
TO CALL YOU BACK  
AS SOON AS SHE CAN.



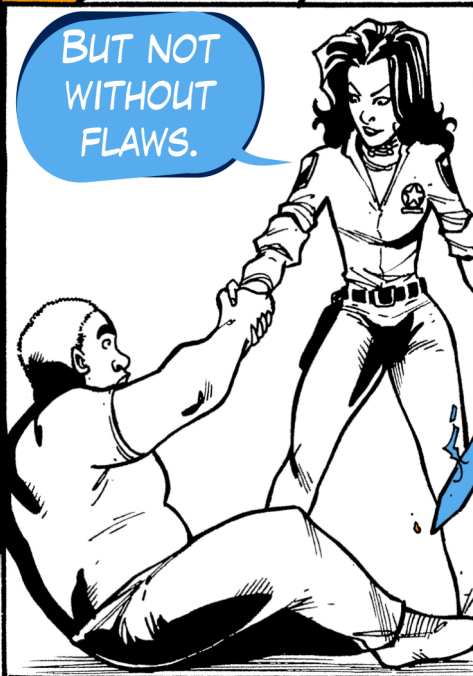
ALL WILL BE JUDGED!



INNOCENT.



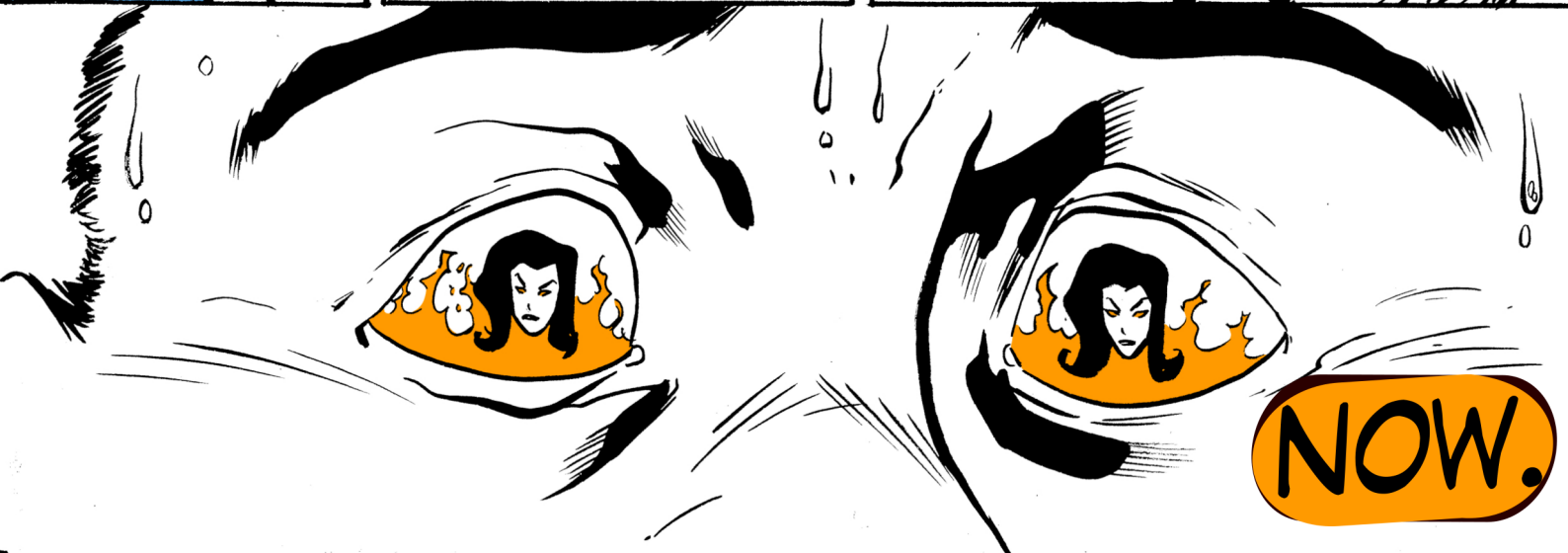
BUT NOT  
WITHOUT  
FLAWS.



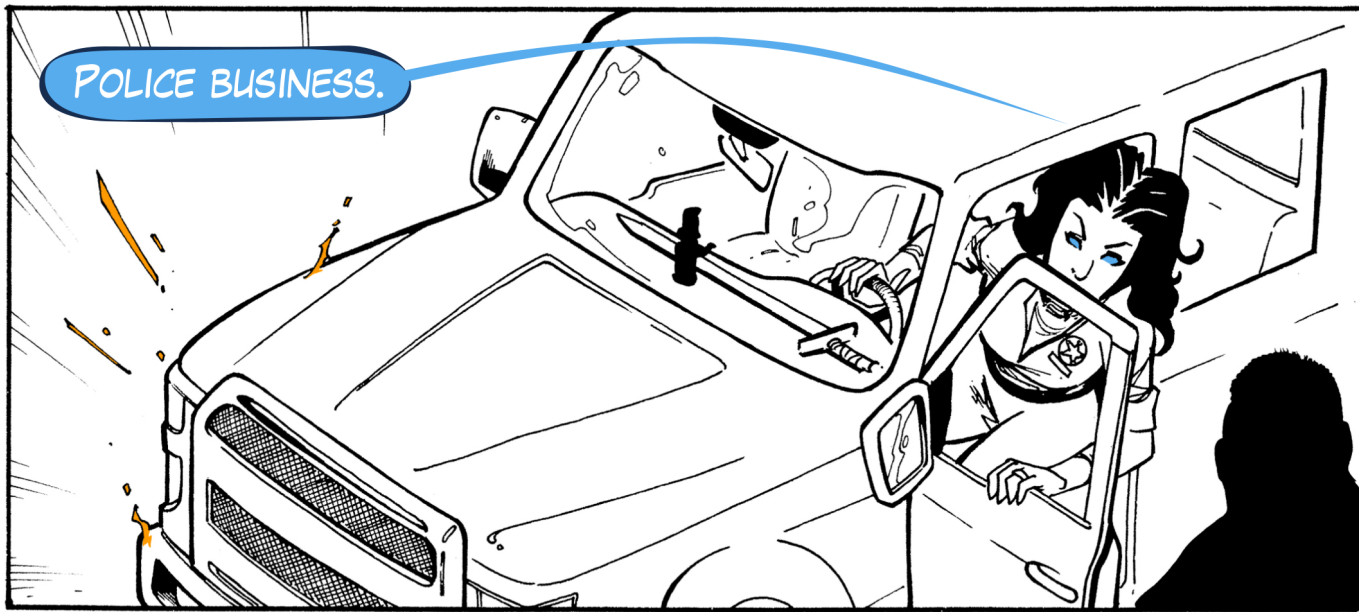
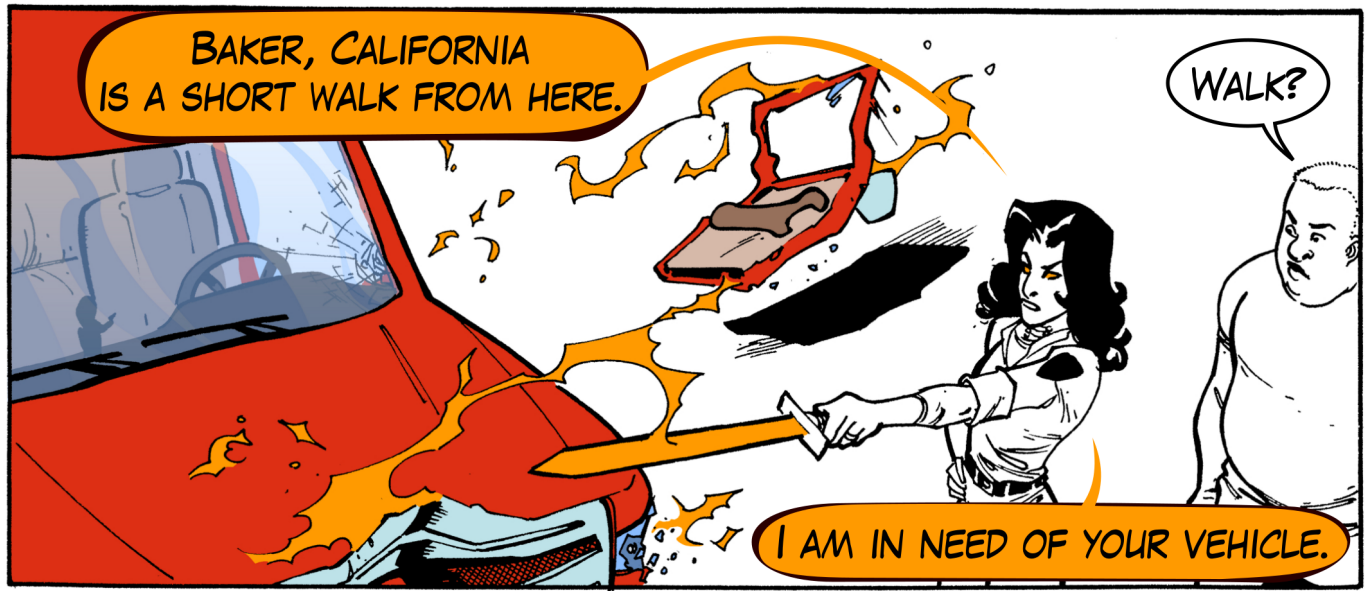
THE AFFAIR  
YOU ARE HAVING.




IT WILL STOP











THE HITCHHIKER  
YOU WERE GIVING A RIDE TO ...  
HE IS RESPONSIBLE FOR  
THREE UNSOLVED MURDERS  
IN CLARK COUNTY.

YOU WERE SUPPOSED TO BE NEXT.



CONSIDER THIS THE LUCKIEST DAY OF YOUR LIFE.