

T H E LIAR

EXPOSING THE LIES THAT KEEP US FROM
BECOMING WHO WE WERE MEANT TO BE

MEDIA KIT — PODCAST • NONPROFIT • MOVEMENT



MEET MICHAEL

Michael Schatz

ENTREPRENEUR • SPEAKER • RECOVERY ADVOCATE
FOUNDER OF THE LIAR

Michael survived more than twenty foster homes before losing both parents by the age of fourteen. He later built a successful business while quietly battling addiction, unresolved trauma, and the stories he told himself to survive.

Today he is creating The Liar, a podcast and nonprofit dedicated to helping people understand the connection between trauma, identity, shame, and radical honesty.

APPROVED INTRODUCTION

"Michael Schatz is an entrepreneur, speaker, and recovery advocate — and the founder of The Liar, a podcast and nonprofit exploring self-deception. He survived more than twenty foster homes, lost both parents by fourteen, and built successful companies while privately battling addiction. Today he helps people understand the connection between trauma, identity, shame, and radical honesty."

CONVERSATION TOPICS

- | | | |
|-----------------|-----------------|------------------------|
| x Addiction | x Recovery | x Trauma |
| x Foster Care | x Mental Health | x Identity |
| x Shame | x Authenticity | x Entrepreneurship |
| x AI & Humanity | x Resilience | x Personal Reinvention |

01 FOSTER CARE

More than twenty foster homes.

02 TRAUMA

Orphaned at fourteen.

03 ADDICTION

Recovery through honesty.

04 ENTREPRENEURSHIP

Built successful companies while privately struggling.

05 MENTAL HEALTH

Speaking openly about shame, grief, healing, and resilience.

06 THE LIAR

A fresh framework for understanding why we deceive ourselves.

QUESTIONS THAT SPARK GREAT CONVERSATIONS

- 01 What is The Liar?
- 02 Why do people lie?
- 03 Can addiction be understood as a survival strategy?
- 04 What is the relationship between trauma and identity?
- 05 What was rehab actually like?
- 06 How has foster care shaped your life?
- 07 What lies do successful people tell themselves?
- 08 How do we become radically honest?

CURRENT PROJECTS

The Liar — Podcast

Deep conversations exploring truth, trauma, identity, addiction, and healing.

theliarproject.org

The Liar Project — Nonprofit

Building community, education, and resources around radical honesty and recovery.

theliarproject.org

AIVX

Helping organizations become visible in ChatGPT, Claude, Gemini, Perplexity, and Google AI.

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*"The most dangerous lies are rarely the ones we tell other people.
They're the stories we tell ourselves."*