

Leaders Offer High Acclaim for... *The Sup'rhero Factor*

“*The Sup'rhero Factor* shares a basic truth—we all have an inner strength. Tom tells us how to release it when we most need it.”

—Mike Chaves
Owner, Michael Chaves Advertising

“Most people are so afraid to fail that they never try.... *The Sup'rhero Factor* shows dreamers how to become doers of dreams! It's a must-read for all entrepreneurs!”

—Pat Stillman
Chairman of the Board
Mack-it Inc, Manufacturer of Precision Parts

“Tom, thank you from the bottom of my heart.... Reading *The Sup'rhero Factor* gave me the inspiration and strength to finally quit smoking—for good!”

—Margaret Decicco
Mother of Five

“If you've ever said to yourself, ‘When I grow up, I want to be a Superhero,’ then *The Sup'rhero Factor* is the book for you. Discover how to seek and find your own personal Sup'rhero skills and superpowers. Learn what it means to be an everyday real-life Sup'rhero as you develop the abilities and talents that will guide you in overcoming any villain. Ultimately, the question isn't whether it's too early or too late to start becoming your own Sup'rhero. The real question is, ‘Are you ready and willing to do it?’”

—Alan Myers, CPA

“Tom understands what it takes to achieve success.... With his advice my reps are ready to become selling Sup’rheroes!”

—Mike Garrison
Regional Sales Manager, Yellow Book

“Tom is warm, sincere, and extremely genuine; refreshing characteristics in a day of glitz and glamour. Students of all ages respond positively to this enthusiasm.”

—Peter Teague
President, Lancaster Bible College

“*The Sup’rhero Factor* is well written...from the heart of an intelligent man. It gave me a great sense of motivation and meaning in life.”

—Nate Rosenberry
Senior, Warwick High School

“The basic principles Tom outlines in *The Sup’rhero Factor* pertain to young and old alike! I particularly liked the question and answer sections, which helped me to get into the true mentality of a villain crusher! Thank you, Tom!”

—Pebbles Jacobo
Owner, A&P Virtual Enterprises, Inc.

The **Sup'hero** **Factor**

**Unleash! Your Sup'rpowers
Crush! Your Villains
Ignite! Your Life**

Tom "Terrific" Schenck

A ***Possibility Press*** Book

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Dedication

To my parents, Leland Ray and Mary Elizabeth Schenck: thanks for imbuing me with an inextinguishable zest for life. To my wife, Nancy, my lover and best friend: I love you passionately more and more every day. To my sons, Hagan and Gable, for giving me the joy of fatherhood and the privilege of watching them develop into wonderful men. To my brothers, Peter, David, John, Paul, and Mark, and my sister, Mary: thanks for your lifelong friendship and unconditional love. To Eric Peterson, friend, brother from another mother: you're one of my Sup'heroes.

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—Introduction—

GET READY TO DON YOUR TRAINER CAPES!

What do Superheroes have to do with success? Everything! The virtues they practice are universal to achievement. Isn't this kind of ridiculous? Absolutely! It's also passionate, crazy, and about living life like your hair is on fire.

To distinguish us mortals from the immortal comic book Superheroes, we're spelling it “Sup'rhero.” While we can learn from their values, we won't be flying under our own power or having x-ray vision anytime soon. Anyone who wants to be a Sup'rhero can learn how to do so and become one of the most powerful villain crushers on earth by reading this book. Whatever challenges you may face, be confident you'll summon every power available to you to become unstoppable!

Being a Sup'rhero isn't about taking the safe, practical, go-with-the-flow, don't-rock-the-boat approach to life. It's about not having any regrets, no passions left unfulfilled, no goals left unaccomplished, and no people left unloved by the time you get old. *The Sup'rhero Factor* is about celebrating life, passions, and dreams; it's about crushing any villain that dares get in the way of your destiny!

How Long Will It Take to Ignite My Sup'rhero Sup'rpowers?

Only as long as it takes you to do these three things:

1. Believe you deserve to achieve your destiny.
2. Commit to preparing yourself through daily training—mentally, emotionally, and physically—to crush your villains.
3. Accept the *ITOR* (I'm The One Responsible) *Oath* and *The 21 Virtues of a Sup'rhero*.

What if I Can't Envision Myself a Sup'rhero?

Do you have to envision yourself in purple tights, gold boots, and a flowing cape in order to feel powerful? Absolutely not! Remember, most of the time Sup'rheroes lead regular lives. But when their villains attack, their Sup'rpowers explode onto the scene with ferocious fearless force. Their energy and skills are in a constant state of readiness. This is what makes a Sup'rhero...cape or no cape.

Note: The comic book Superheroes were sometimes referred to as “capes.”

Are You Ready to *Rock, Roll, and Fly*?

Are you ready to blast beyond the goals of mere mortals and...

- Ignite your Sup'rpowers?
- Rocket past your competitors?
- Unleash boundless emotional energy?
- Crush the villains that may be kicking your butt?
- Maintain rock-solid stamina against any setback?
- Fly out of bed ready for victory?
- Smash through any adversity?

- Energize your professional skills?
- Explode with physical Sup'rpower in every activity?
- Dazzle people with a compelling physical presence in just ten seconds?
- Electrify every presentation with dynamic creativity?
- Invigorate your personal passions?
- Stimulate your life's priorities?
- Command daily success...now?
- Gravity-proof your gratitude?

Yes, of course you are! *Then read on...*

Who Can Benefit From This Book?

This book isn't just for casual skimming. Have your pen, pencil, or highlighter in hand to make notes, draw pictures, highlight points—then reread. This is your chance to realize the Sup'rhero Sup'rpowers you were born with and have had inside ever since! Appreciating and using them, however, won't happen overnight.

What's *Your* Motivation?

- You're ready to be a Sup'rhero in your profession.
- You're a veteran achiever but concerned about losing your place at the top.
- You're new to your profession and you want to get off to a fast start.
- You're in mid-career and want to give yourself a shot in the arm.
- You're a seasoned pro and want to make sure you have the energy to compete with younger people.
- You're endeavoring to decide what career path is really the right one for you.

- You want to earn a boatload of money, do lots of great things, buy lots of great stuff for you and your family, and have time and money options.
- You just want to ignite your Sup'rpowers and kick some villain butt for the joy of doing so!

Giving Back—*Why I Wrote This Book*

As a shy, nonathletic kid, I had considered myself average. Like the time in second grade when I received all Cs. Okay, I thought, this is my lot in life—nice guy, average, friendly, who likes to draw cartoons. Had it not been for the many people who loved and encouraged me with friendship and honest advice, I wouldn't have even come close to the many successes I'm thankful to have had. I would have probably used my failures as opportunities to quit.

This is my chance to share some of the virtues and priorities I've discovered that provide strategies to improve your life. Does it answer the great questions of life? Probably not. Will it change or at least affect the course of your life in twenty-four hours? Maybe. Is there a good chance you'll be a better person with a greater understanding of how to improve your life? *Absolutely!*

A New Attitude

As a youngster I adopted the attitude that I had the Sup'rpower to achieve great things. In contrast to my lack of athletic prowess, my dad was a star in many sports including being the Middle-Weight Boxing Champion of Minnesota. Even so, he wasn't the kind of dad who pushed me into boxing. Instead, he introduced me to many different sports to see if I'd like any of them. This didn't start until I was ten, as my parents had feared that because of a latent family birth defect I needed to be physically protected when I was little.

Turning eleven, I took a wrestling clinic at the local YMCA. Choosing to be enthusiastic, I was usually game to do anything. For four weeks I trudged to a small padded room that smelled like a combination of dirty socks and Lysol. The odor must have been infused into the rafters. Built in 1938, the twenty-by-twenty-foot room still had horse-hair mats. But at least they had been updated with blue rubber covers.

Eleven other boys and I from the neighborhood pushed, pulled, and squashed against each other as Coach Lincoln instructed us in wrestling’s finer points. We learned how not to get stuck on our backs, and how to turn the other guy onto his. We were all pretty bad at it, but by the end of an hour and a half we had, at least, gotten a good workout. We were all focusing on learning a few things before our first tournament that coming Saturday.

The Pivotal Moment

When Saturday arrived Coach Lincoln told us we would wrestle two matches, and if we won both of them we would get a medal. Growing up with a father who had a wall full of medals and trophies, coupled with the fact that I had yet to receive a medal in anything, the incentive was etched deep in my mind.

Since my opponent and I were both weak and inexperienced, the first match was pretty dull. Through three one-minute periods, we grabbed each other’s arms and legs, hoping that some real wrestling hold would magically appear. It never did.

At the end of the second period the score was still 0-0. In the third period I started in the bottom position. By the time the whistle blew, I had managed to squirm out of his grip and escape. I was awarded a point and, amazingly, won the match!

Now keep in mind, I was the kid who was the last one picked for dodge ball! I was the kid who couldn't do a forward roll in gym class when, of course, my eight-year-old brother could. But wait a minute I thought to myself; maybe there's a tiny bit of athletic blood in my body after all. Maybe I could win a medal! The mere thought of winning anything was exciting! Turning my winning bout sheet in to the head referee, I started grinning...and kept grinning for the next half hour. The people around me must have thought I was goofy.

Staring at my next hulking opponent, any fantasies of greatness I might have had suddenly vanished. He was nothing like the lumpy-bodied kid I barely beat in the first match. This kid's diamond-cut muscles resembled those of Superman's—without the cape. My heart thumped like a jackhammer against my chest as I pictured my body being torn apart. As soon as the match began, he grabbed me and slammed me down straight to my back. Somehow, I managed to writhe back over to my stomach—again and again. I felt my body twisted and contorted in multiple ways, but I refused to let him keep me on my back for the full two seconds needed for a pin.

During the second period, that kid put me through the same physical torture, making my body feel like the clapper of a huge bell being smashed from side to side. The only sounds I could make were screams and loud moans. But once again, by some miracle, I managed to keep off my back. Maybe it wasn't my physical skill at all that was saving me. What if he merely wanted the practice and was saving me for the third period—where he would dramatically break all my limbs and rip my head off, presenting it to my horrified parents?

During the final period, he was clearly getting frustrated, as I was sure he had been confident he was going to pin me

in the first period. Hammering his right forearm across my nose, he forced my face to my knee, squeezing my body together like a pretzel, while slowly inching my back to the mat. I was ready to give in, pat myself on the back for having survived for as long as I did and call it a day, thankful I would see my twelfth birthday.

But as I started feeling myself losing energy, my mind leaped back to those nights I had spent under the covers reading about Superheroes. I recalled their conviction in never giving up against the toughest of villains, even when all seemed hopeless. It was *I* who now had the chance to be The Sup'rhero. Suddenly, I envisioned the kid to be Lex Luthor, one of Superman's arch enemies, and we were fighting for the fate of planet Earth. In that instant, I knew that it was I, not he, who would triumph!

Not really knowing what to do, I arched and distorted my exhausted body; frantically doing anything I could to break his grip. Between my sudden spastic fit surprising him and the buckets of sweat, his hands finally slipped apart. Everything was a blur as I just kept jerking and grabbing limbs until I finally found myself on top of his chest pressing *his* back to the mat. Desperately choking down a gurgling wad of vomit and struggling to stay conscious, the opening words from the “Superman” TV show—“More powerful than a locomotive, faster than a speeding bullet, and able to leap tall buildings in a single bound,”—echoed in my head. I squeezed his neck with the last ounce of strength I could muster. Finally, the ref slapped the mat giving me the pin and the victory.

It was a pivotal event in my young life, and it made me realize my future was forever changed. Instantly, I knew my fear could be beaten and maybe, just maybe, I, too, could be a Superhero. My opponent was, of course, not the villain; it was my fear of the unknown. From that moment on I contin-

ued challenging myself against that fear, knowing that as long as I didn't give up I would win.

This book is about helping you affirm that deep down inside you are and have always been a Sup'rhero. You were born with and have developed a host of Sup'rpowers that give you the ability to crush your villains and live your dreams!

Your New Sup'rhero Journey

You're beginning a journey that'll put you through a series of steps, teaching you how to summon your Sup'rpowers. There's tremendous potential hidden in your deep-seated yearnings. You also may have years of specialized knowledge and expertise in a certain field, a kind heart, quick mind, generous spirit, and deep insights into others.

Most people, however, have not been able to put it all together. They haven't been able to bring forth all they have into a single focused blast of conviction and personal empowerment; otherwise they would have already achieved their most cherished goals and be living the life they imagined.

In determining how to unearth and appreciate your natural Sup'rpowers, as well as how best to use them, you'll need to learn some strategies and techniques. You'll also need to determine at what intensity to use your Sup'rpowers and for how long.

So what kind of preparation do you need to make to discover a passion or priority? You need to achieve a constant state of readiness. It's developing all the strategies you need to be constantly in a state of mental, physical, and emotional preparedness that'll enable you to proactively crush any villainous challenges that get in your way. Your villains may be personal, like stuttering or shyness, debt or financial insecu-

rity; or perhaps more global villains like hunger, sickness, and war.

We all have scattered bits of natural talents and skills, memorable remnants of past glories, and uneven or unrelated achievements of success. The problem is, most of us haven't yet been able to put them all together, all the time, against every villain. Get ready. This book shows you how to do it—*once and for all!*

Reflection...Growing up, what comic-book Superheroes or mortal Sup'rheroes—like a special coach, leader, boss, friend, parent, or teacher—did you admire?

Action...Make a list right now. What qualities about them did you admire? Write the qualities down next to their name(s).

Defining Terms—*You Can't Identify or Use Your Sup'rpowers Without a Plan*

The Sup'rhero Factor—The ability to spontaneously and dynamically demonstrate core personal values, talents or professional skills and knowledge in the face of adversities otherwise known as villains.

Sup'rhero—Anyone who maximizes and leverages their knowledge, skills, and personal attributes to crush villains and achieve their life's dreams, goals, and objectives.

Sup'rpower—A maximized knowledge, skill, talent, or trait that can be used to instantly blast forward to achieve goals and fight villains whenever necessary.

Villain—Any fear, poor perception, attitude, or image you may have about yourself; any negative voice in your head, or

threat of those who attempt to destroy your dreams. Villains are to be crushed swiftly, without mercy or second thought!

ITOR (I'm The One Responsible)—The core principle *all* Superheroes use as the foundation for their approach to life.

You Already Have Sup'rpowers—*You Just Gotta Believe!*

When facing a villain, it's helpful for Sup'rheroes to shout a loud exhortation in order to get focused and fired up. So let's get cooking! Ready. Set. *Here we go!*

Take a couple of deep breaths and read the first part of each question to yourself. Then yell out “*Shazam*” as loud as you can. As a Sup'rhero in training, you can't be shy about getting excited!

- Do you want to fly? *Shazam!*
- Do you want energy and enthusiasm? *Shazam!*
- Do you want Super-strength? *Shazam!*
- Do you want to crush your villains? *Shazam!*

Who's your favorite Superhero or Sup'rhero? What is it about him or her you particularly like? Do you want to be a Sup'rhero? Do you want to have Sup'rpowers and attain Sup'r-results?

Sup'rheroes make things happen. They achieve goals; they're passionate about their lives and the quest to crush their villains.

Remember, when you were a little kid and felt you could do anything, at any time? Remember when you wanted to be a Superhero all it took was to have Mom pin a towel on your back, and you'd “fly” around the neighborhood all day?

I have five brothers and a sister. At one point in my life, we were all young Sup'rheroes. We each had a special piece of clothing and some kitchen utensil for a weapon. Our Sup'rpowers were at full strength. My dad's red work socks became my Superman boots, and I carried the “Spatula of

Vengeance” in my right hand. While I’m sure Superman was never known for having a spatula, it was great waving it at my brothers. Man, when I had my stuff on, no villain was safe. I *believed* I had the ultimate Sup’rpowers and thought I’d have them forever.

Today, they’re still the same deep down inside of you. You have the Sup’rpowers you need to accomplish whatever you want! Are the villains different? Sure. Do you need different Sup’rpowers and weapons besides red socks and a spatula to crush them? Of course!

In growing older you may have forgotten about your Sup’rpowers and that you can crush your villains to achieve your goals and make your dreams come true. Over time, some of us may have, unfortunately, lost our feelings of being like Superman. Instead, we may only feel faster than a lobbed sponge, more powerful than a hamster, and able to leap over a small stool...in six attempts!

As long as you’re breathing you can rejuvenate your Sup’rpowers. Start dwelling on your aspirations and reclaim the vision of making them a reality. Some villain may have been trying to prevent you from going forward, but your dream never totally dies—it’s still there inside you—and you can make it happen. Start crushing your villains today!

Reflection...Think about the dreams you had as a child. How old were you when you had them? What Sup’rpowers or skills did you believe you had then? Did you wear particular clothes that made you feel special or powerful?

Action...Write down three things you really loved to do as a child and still love doing today. Call a friend from your childhood that you haven’t spoken to for a while. Look at one of your favorite pictures from your childhood doing something you liked.

—Chapter 1—

A SUP'RHERO IS BORN—JUST BARELY

At one of my presentations, a man came up to me and said, “What’s this Tom Terrific stuff? What makes you think you’re so special?”

“Because my mother always told me I was. That’s why!” I said.

Mom was an only child and told me she had dreamed of having seven children since she was a little girl. Her first child—my older sister—went full-term, but died a few hours later of a genetic complication, Spina Bifida, otherwise known as open spine. About eighteen months later, another brother was born, but he also died a few hours later. Again my parents were heartbroken, but my mother never gave up—*on anything*.

A year later, in Green Bay, Wisconsin, in the shadow of Lambeau Field, home of the Green Bay Packers, I was born—small but healthy. Mom later told me that as she held me in her arms she said, “Well, ‘Tom Terrific,’ it’s up to you.” She’s called me that ever since. Talk about something to live up to! A year later my first younger brother died, also shortly after birth. Determined as ever, Mom and Dad never gave up, continuing until they had five more sons and a daughter. Mom made her dream of having seven children a reality!

As an adult, I figured “Tom Terrific—America’s Sup’rhero Coach” was a little better, than “Tom Stupid—America’s Idiot.” Otherwise, I thought I might lose some credibility, since Mom *did* expect me to do something with my life.

I’m a very grateful man, having turned my failures into many successes. Using what I was born with and have developed over the years, I speak to others to fulfill my vision of enhancing the human condition. I’m here to help by reminding everyone that we’re all Sup’rheroes.

Appreciate what you’ve been born with, believe you have the Sup’rpowers to realize your goals, and pay the price every day. When you do, you’ll start unleashing Sup’rpowers you never knew you had and achieve what you never thought you could.

Reflection... Think about some physical or emotional challenge you overcame in your childhood.

Action... Write down the name of the person or persons you feel most inspired you as a kid.