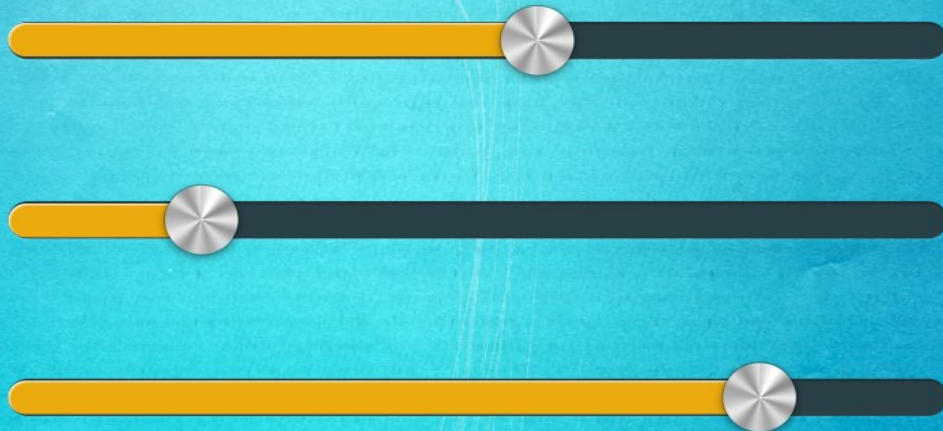


HIGHACHIEVERS
UNIVERSITY

THE SEVEN STEP
COMEBACK
PLAN



ALIGNING STRATEGY WITH ACTION
TO FIND YOUR SILVER LINING

TOM TERWILLIGER

THE SEVEN STEP **COMEBACK** PLAN

THE SEVEN STEP COMEBACK PLAN

**Aligning Strategy With Action
To Find Your Silver Lining**

A Bulletproof Plan For Growth And Prosperity



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THE SEVEN STEP **COMEBACK** PLAN

INTRODUCTION

This training wasn't designed to simply inspire, although it will do that. It wasn't designed simply to make you think, although it will do that as well. It wasn't even designed to "motivate" action.

The Comeback Plan was created as a tool to get you to actually - TAKE ACTION.

More succinctly, the right action specifically for you. Strategic action, unencumbered by the prevailing fears, doubts, and uncertainties inflicted by the COVID-19 and resulting economic climate.

Ultimately this training is about you re-establishing the power that has, to one degree or another been usurped by this massive disruption to our lives.

Then using that power to take over the world.

OK, so I may be exaggerating just a little. But the truth is YOU at your full potential and power could very likely take over the world. Lesser men and women have done it. Shy of that goal, you get to decide how to use your power and in what direction it moves you.

What you'll discover, first and foremost in the following pages is that your MINDSET and overarching ATTITUDE will be the greatest determining factors in manifesting an impressive comeback.

It's time to start focusing on a new and positive outcome and a new positive attitude. This setback has given rise to countless exciting new opportunities that never existed before. Those opportunities can only be seen through the lens of a growth mindset. Fear, anxiety, doubt will blind you any of these opportunities. The

THE SEVEN STEP **COMEBACK** PLAN

exercises that follow are designed to help create that mindset and to open your eyes to what's possible.

Everything written below is only there to provide context. What will illuminate those possibilities and create the needed mindset changes are the exercises.

Recommendations:

1. Don't rush through this training. Take your time, think through your responses and absorb the information.
2. Look at everything through the lens of your specific situation. Think about how it applies in the context of your comeback.
3. Complete every exercise with as much thought and contemplation as possible.

Never ever say to yourself, "I already know this." Knowing it is one thing, doing it is another. DO IT.

SETBACKS CAN LEAD TO COMEBACKS

Comebacks happen all the time, in sports, politics, acting, relationships, and finances. There are countless stories of people and organizations that have gone off the cliff and were somehow resurrected. Like the Phoenix rising from the ashes they somehow manage to return bigger, better, more resilient than ever before. Adversity can either strengthen us or it can crush us. It's a choice.

KATRINA DEVASTATION

During the aftermath of Hurricane Katrina, it was a tough time to run an event planning business. But that's exactly what Jeff O'Hara did. He moved out of the

THE SEVEN STEP COMEBACK PLAN

city and took a series of part-time jobs to supplement his income, but he was determined to wait it out. However, he continued to keep in touch with clients and suppliers regularly.

"Any time I got a piece of positive news, I blasted it out to my client base," he says.

O'Hara moved back once the city restored the infrastructure needed to support the events industry. His challenge *wasn't* getting people to choose his event company over another, his challenge was getting them to believe the city was even open for business.

Images of the devastation were still fresh in their minds. Just as the recovery was beginning, the Great Recession hit, slashing revenue for the events industry nationwide by as much as 75 percent. Lucky for Jeff, **persistence** has always been his strong point.

"When the tide turned, there were only a few of us left, and we, at long last, reaped the benefits."

REJECTED

Kurt Warner went undrafted in 1994 and took a job working at a grocery store for \$5.50 an hour. With no NFL team wanting to give him an opportunity he played in the Arena Football League and later with NFL Europe. His **perseverance** paid off when he finally got in the NFL. His comeback was complete when he led the St. Louis Rams to a Super Bowl victory winning both the MVP for the league and Super Bowl. He led his team to another Super Bowl and won a second league MVP. Warner retired as one of the best clutch players in NFL history and was named the 2008 NFL Man of the Year for his off-field accomplishments.

THE SEVEN STEP **COMEBACK** PLAN

REENLISTED

Ulysses S. Grant went to West Point and entered the Army as an officer but did not like his post in the new Oregon Territory or being separated from his family. He drank too much, fell into depression, and quit the Army. He went home and failed at business as well. When the Civil War broke out in April 1861, Grant was asked to reenlist in the Army. He was so impressive as an officer this time; he was promoted to the top general of the Union Forces. After leading the Union to victory he was elected twice as president of the United States. His comeback culminated in his writing of *Memoirs*, a book about his life that at the time became the bestselling book in American history.

LEFT BACK (MY COMEBACK STORY)

Early on I struggled in school and was even left-back in the sixth grade. My challenge in large part was due to severe dyslexia and attention deficit disorder (they called it “hyperactive” in those days). By the time I made it to high school, I was a failing student and in constant trouble. I spent most of my time alternating between smoking weed on the handball court and inside the principal's office.

I had tried and failed at most of the typical sports which didn't help my attitude any. Then late into my freshmen year, I discovered weightlifting. I fell in love with it. A short time later I joined a local gym and was getting coached by a regional bodybuilding champion. My newfound passion quickly evolved into a desire to compete for the first time in my life.

I entered my first teen bodybuilding competition at age 16 and placed third. One competition led to another and before I knew it, I was turning into a champion with dozens of local, regional, and national trophies on my mantle.

THE SEVEN STEP **COMEBACK** PLAN

Then just as I was starting to enjoy all the newfound accomplishments my earlier default program and limiting beliefs system stepped in and shut it all down. A short 30-day break from training quickly morphed into 2 months, then 6 months, and ultimately 5 years. It wasn't just a turn for the worse, it was a turn for the nasty. During my five-year hiatus, I drank constantly, did every drug imaginable, broke the law and rode my old Harley chopper with a notorious outlaw biker gang.

It was complete paganistic debauchery without an end in sight.

Then like divine intervention, I suddenly knew it had to stop. I guess if I'm honest, I had been wrestling with the idea of walking away for some time. The divine intervention was the courage to do it.

The first step was a long-awaited chat with God. The second step, the gym. My old coach was still there and embraced me with open arms. (Big ass muscular arms). I stopped drinking, trashed the drugs and buried myself in the training and nutrition. I worked out, ate, slept, and re-educated myself for three years before stepping back on the competition stage. It paid off. I placed third at the National Championship in New Orleans. The next year I placed second. The following year was victory. After winning the Nationals I co-produced a successful Fox Sports Net TV show, opened a chain of NY athletic clubs, continued to compete as a pro. I've since written two #1 bestselling books on the subjects of mindset and goal achievement.

Have there been moments along the way when the loser in me wanted to re-immerge? You bet. Which is why I have never allowed myself to lose momentum again...until COVID-19.

THE SEVEN STEP **COMEBACK** PLAN

THE DISRUPTION

It was a cold Tuesday, Colorado afternoon March 2020 when we received the news. Everything was being shut down as of 8 am the next day. By government order, all “non-essential” businesses including restaurants, coffee shops, retail outlets, hair salons and gyms would be required to close their doors and cease doing business for the next 30 days.

The COVID-19 virus had hit home.

Until that point, it was little more than a distant threat and some additional prayer time for the inflicted. But for us and millions of American it was business and life as usual with all the typical challenges, frustrations and rewards.

Then suddenly everything changed.

The rest of that week was like nothing any of us had ever experienced before. Retail stores, malls, small businesses, even roads and highways looked like a ghost town.

The reality didn’t quite hit us at first. The depth of what this moratorium on business was going to mean was still unknown.

But by the eighth day, it was like a hard slap in the face. The numbers didn’t lie.

There was no income flowing in with all the same expenses going out. Our clients were putting their accounts on hold. Our trainers were forced to look for lesser paying jobs, which they could not find. Even the on-air newscasters started to look unkempt and disheveled. And the business we had spent the last 10 plus years building was facing imminent ruin.

THE SEVEN STEP **COMEBACK** PLAN

We had dear friends who were in far worse shape than we were. Many of them, in the service industries simply had no work. They couldn't pay their bills or support their families. The majority had to file for unemployment and reach out for government support. Many are still living in their homes or rental properties unable to pay their rent or mortgage, just waiting for the hammer to drop.

The hardest hit, those dealing with this same harsh economic reality who have also contracted the virus itself. On top of not having a job, unable to pay their mortgage or rent and having a hard time putting food on the table – they were also fighting for their lives.

IMPACT OF FEAR AND ANXIETY

In no time at all, fear, doubt and uncertainty become the predominant emotions. It hangs in the ether and occupies our amygdala's (the fear center of the brain) daily. The virus and its economic impact are the only social discourse. And for many, that fear and uncertainty has turned into full blown anxiety.

Fear is a human emotion triggered by a perceived threat. It's a basic survival mechanism that signals our bodies to respond to danger through the well-known fight, flight or freeze response. It is an essential part of keeping us safe.

EMOTIONS UP INTELLIGENCE DOWN

However, when we live in constant fear, whether from physical dangers in our environment or perceived threats, we can become paralyzed or even incapacitated (the freeze part).

THE SEVEN STEP **COMEBACK** PLAN

Once our fear pathways are ramped up as they've been during the COVID-19 pandemic the brain reacts in predictable ways.

First, the brain reacts immediately to signals from the amygdala and short-circuits processing pathways to the more rational and logical thinking part of the brain.

This is why so many people tend to panic.

When in this overactive highly emotional state, sometimes referred to as "the amygdala hijack," the brain perceives events as negative and remembers them that way.

NEURONS THAT FIRE TOGETHER, WIRE TOGETHER

The brain then stores all the details surrounding the danger—the sights, sounds, odors, time of day, weather, who we are with and so on. It will also connect the dots between the perceived threat and whatever other predominant thoughts we might be having— job, family, home, bills, partner and so on. This can create negative and even fearful connections or associations to something that might otherwise have no connection.

These memories tend to be very durable, and often fragmented.

The details of the event or even any of the otherwise unrelated neurobiological connections can trigger that same fear later.

The sights, sounds, and other contextual details of a fearful event may bring back the memory or they may cause us to feel afraid without consciously knowing why.

THE SEVEN STEP **COMEBACK** PLAN

Because these cues were associated with the previous threat, the brain may see them as a predictor of future threat.

In severe cases, this can result in PTSD.

For example, a soldier who experienced an IED attack on a foggy day might find himself panicking on foggy days without knowing why.

CHRONIC FEAR

Living under constant threat for a month or two can have serious health consequences.

PHYSICAL COST

Physical health. Fear weakens our immune system and can cause cardiovascular damage, gastrointestinal problems such as ulcers and irritable bowel syndrome, and decreased fertility. It can lead to accelerated aging and even premature death.

MEMORY

Fear can impair the formation of long-term memories and cause damage to certain parts of the brain, such as the hippocampus. This can make it even more difficult to regulate fear and can leave a person anxious most of the time. To someone in chronic fear, the world looks scary and their memories confirm that.

BRAIN PROCESSING AND REACTIVITY

THE SEVEN STEP **COMEBACK** PLAN

Fear can interrupt processes in our brains that allow us to regulate emotions, reflect before acting, and act ethically. This impacts our thinking and decision-making in negative ways, leaving us susceptible to intense emotions and impulsive reactions. All these effects can leave us unable to act appropriately.

So, whether threats to our security are real or perceived, they impact our mental and physical wellbeing. Which will ultimately affect your ability to act decisively or even logically when trying to move forward or take a leap of faith.

ECONOMIC COSTS

A 2012 Gallup Poll of 31 countries found that less than half of adults surveyed reported feeling safe walking alone at night. They were also able to measure some serious economic implications associated with this fear. There is a serious global impact to this statistic. When people feel less comfortable venturing out in the evening to work or buy goods, the economy suffers.

We have yet to see the full impact this virus associated economic shut down will have on the economy much less our personal financial safety, but there are some economists who are describing it as MASSIVE.

IS IT ALL BAD NEWS?

I realize this is starting to sound like a lot of bad news or a lot of old bad news regurgitated.

But there's good news and opportunity hidden among all the bad.

THE SEVEN STEP COMEBACK PLAN

Most people, however, will never see it. Much like the Natives of the Caribbean Islands who couldn't see Columbus' ships on the horizon (even though they were there) because those ships were beyond their knowledge and comprehension.

We can only see what we believe is possible.

What's been hidden in plain sight are the opportunities. Namely, the GROWTH opportunities.

This experience has given you and me an opportunity to do a life, career and relationship audit. Meaning an evaluation of what you've been living with or tolerating for too long. Once you've identified those things in your life, you also have an opportunity to change them.

It's also created the opportunity to identify how you either *respond* or *react* to threat.

Every growth opportunity innately carries with it a potential or perceived threat. Knowing how you respond is extremely valuable information. Do you react in a way that causes you to contract and withdrew? Or, respond in a way that leads you to expand and move forward.

It's an opportunity to take a close look inside yourself and better understand your general overarching mindset. Is your mindset fixed and rigid or flexible and growth-oriented?

There's one more opportunity here.

If you've ever thought you could be doing more or achieving more or playing bigger in your life - if you could only break the old habits that hold you back. Or, if

THE SEVEN STEP COMEBACK PLAN

you only knew what habits were holding you back. You can't fix something if you don't know it's broken. Right?

Here's why this is important.

THE FLOW OF MANIFESTATION

THOUGHTS → FEELINGS → ACTIONS → RESULTS

In our [Goal Juice](#) Training System, we go deep into this process and even explore how your beliefs influence your thoughts and ultimately your results. For now, it's important to understand how this flow affects your decision-making process.

Your **Thoughts** lead to **Feelings**, Your Feelings lead to **Actions** (and unconscious habits) and your Actions and habits lead to **Results**. More on this later.

So, here's the opportunity to change what might be a "fixed mindset" and free yourself to create new more empowering habits.

Question: As a result of the coronavirus did you find yourself being more mindful of some of the things you used to do almost unconsciously?

Here's what I mean. I am a chronic face toucher. Not other people's faces...my own. I'm always touching my face, scratching my eyes, rubbing my nose and so on. I do it unconsciously – like a habit.

As a result of my hyper-awareness around the possible ramifications of such a habit, I became aware, for the first time that I was doing it. Then I consciously

THE SEVEN STEP **COMEBACK** PLAN

altered my behavior. Now, I am hyper alerted every time I reach for my face and before I can get there I stop. That's my new habit.

I'm betting you've had a similar experience of some kind.

So here is my point. If you think you can't change an old behavior or some deeply entrenched habit, clearly you can.

You can also identify behaviors and habits that you had no idea you were engaging in. It all depends on context and motivation.

The virus has a created context for behavior modification. Not touching your face, grabbing door handles with a tissue, wiping down equipment in the gym and social distancing perhaps. Do you think you'll ever stand directly in front of a close talker ever again?

Motivation: stay healthy.

So, if that's possible in the right context and with the right motivation what else is possible?

This guide is about setting your own context and creating your own motivation. Do that and even old hard to break habits can be broken unconscious and disempowering behaviors can be identified and changed. A new way of navigating life, love, and success can begin to flourish.

So, how do we recover?

How do you I, and hopefully more than just a handful of others survive this thing? Better still how do we recover, bounce back and thrive - stronger and better prepared for the next time?

THE SEVEN STEP **COMEBACK** PLAN

I wish I could give you a definitive answer to that question.

I can't. It's too personal.

What I can do is ask the empowering questions needed to find your own answers to that question.

What I can do is assure you with 100% certainty that if you create a good plan (it doesn't have to be perfect or even great), execute on that plan with a success mindset and prepared, if needed to pivot along the way – there is a very shiny silver lining at the end of all this.

“Everything will be okay in the end. If it's not okay, it's not the end.”

– John Lennon.

I'm also going to share with you a template for creating that plan. The plan for your extraordinary comeback. A map you might say for taking this next stage of your life to extraordinary new heights.

THE DECISION

Once my wife and I acknowledged the reality of how the COVID-19 economic shutdown was going to impact our business we made a decision right then and there.

This was not going to break us.

Yes, it might very well force us to shut down our business and start over, we may even lose our home - but it will not break us. In fact, we were determined to THRIVE and expand.

THE SEVEN STEP **COMEBACK** PLAN

Understanding the power of that decision cannot be overstated. That choice and our commitment to it, literally altered our biochemistry and shaped our mindset for the battle ahead. The next step was to create a plan.

THE COMEBACK PLAN



THE SEVEN STEP **COMEBACK** PLAN

STEP 1: THE EMPOWERING DECISION

If you are going to do more than just survive this setback you must first make the empowering decision that you are bigger, stronger and more resilient than some virus or economic challenge.

It isn't a setback at all, but rather a COMEBACK.

This is the first step in taking back your power and rising above your circumstances.

This empowering decision will literally change your biochemistry as it did ours.

Ultimately its your biology that will determine your outcome. This decision will take you out of fear, doubt and uncertainty. You will literally begin vibrating at a higher frequency.

I must caution you however, this is not as easy as it sounds.

Your unconscious mind may have already made a completely different decision.

What do I mean by that?

If you've had any past conditioning or programming that has led you to quit, back off, or gain from playing the victim during times of challenge or threat, then this decision will not come naturally.

That does not mean the decision can't be made. In fact, making the decision is quite easy. Following through and getting it to stick will be the challenge.

THE SEVEN STEP **COMEBACK** PLAN

When I was that teenager struggling in school and in trouble with the law, I always thought I was the victim of circumstance even though I myself had created those circumstances. This was a painful trap that I didn't even realize I had conceived.

After finally having had enough, I made a decision, *"I'm better than this."* For almost three years I was able to rise above any and all circumstances to excel as athlete. I was collecting trophies from all around the country. My grades had even improved. Then without warning or even realizing it, the old *"I'm no good"* victim mindset crept back in and led me down a very bad path.

That is why I say getting it to stick will be the challenge.

Once you make the decision and I am hoping you will, you must be on constant guard for the old thoughts, habits, and behaviors that represent the less than resilient and powerful you. They will try to sneak back in at every opportunity.

We all have a propensity to go back to our old default after making the decision to be, do, or have more. It's Neuroscience.

The good news, our brains are plastic and able to dramatically change when the right context and motivation is in place.

This virus and the resulting economic setback have created a super vortex for change. Now, all you need is the right decision and motivation.

CLARITY

Can you imagine following a map with no destination in mind? Or programing your WAZE app or GPS for "NOWHERE?" It would very likely lead you right back to where you are right now.

THE SEVEN STEP **COMEBACK** PLAN

That's exactly how your internal navigation system works as well. The "Flow of Manifestation" is a very powerful unconscious force that will often lead you where you didn't want to go or keep you stuck manifesting more of what you don't want.

Why?

You have all sorts of unconscious internal programming and default settings that have led you, to where you are in your life right now. Those same programs want to keep you there in the familiar and comfortable. Consciously taking hold of the wheel and fighting the current is going to require some 'navigational clarity' and a strong grip.

So, it is important to understand just how strong or not, your grip is before taking hold of something that will likely resist you every step of the journey.

So, let us begin there.

EMPOWERING QUESTIONS: [FOCUS]

1. Are you bigger than your circumstances? This is a clarification question.
What was it that popped into your head when you read that question?

Yes, I am – Maybe – No, not really?

In your own words explain why:

2. Are you stronger than the dark forces that would have you feeling defeated?

THE SEVEN STEP COMEBACK PLAN

Yes or No?

In your own words explain why:

3. Are you prepared to STEP UP and rise above any remaining feelings of fear, doubt and uncertainty, and help others do the same?

Yes, I'm ready – Maybe – No, not yet.

In your own words explain why:

4. Why is making a comeback important?

In your own words explain why:

ACTION STEP: Identify one thing you fear doing right now. It doesn't have to be big or life threatening. Calling a friend, going to the mall, visiting to the doctor, letting someone know how you feel, filing your taxes. Then freaking do it.

NOTE: This training is designed to help you identify where you are, where you want to go, and how to get there. If any of the questions stir up feelings that go

THE SEVEN STEP **COMEBACK** PLAN

beyond the scope of this training, we have several other empowering resources that can help at [High Achievers University](https://www.HighAchieversUniversity.com)

Now that you have some real clarity around **who you are** and the power and resilience, you'll bring into this quest or must develop along the way. Let's gain some additional clarity around what you want by first getting clear on what you don't want.

STEP II: THE BIG PICTURE

I understand that during a relative time of uncertainty it might be difficult to define exactly what you want with crystal clarity.

Setting a specific goal for example: *"In the next six months I am going to have \$100, 000 in savings and 2 Million in investments returning 7%."* Ambitious under any condition, but doable. Under the wrong conditions, it could be frustrating and even demoralizing.

What you absolutely must get clear on however is **The BIG Picture**.

For example: *"Over the next twelve months I am free of debt, financially stable, living in a nice home, producing a steady income, physically healthy and fit, and living a life filled with love and abundance."*

How all that comes to fruition is secondary. Just know that it will.

Why?

Because you are powerful, resilient, strong and able to rise above your circumstances. That is the mindset you must cultivate as you move forward. For

THE SEVEN STEP COMEBACK PLAN

right now, let's reverse engineer the process of getting clear on what you want by first understanding what you don't want or will no longer tolerate.

EMPOWERING QUESTIONS: [CONS]

1. What is it exactly you *don't* want?

(Fill in the blank(s)) I don't want to be xxxxx anymore!

Broke, fearful, unsure, disrespected, jobless, homeless, unloved, alone,
living from paycheck to paycheck, fat, out of shape, unhealthy,
unattractive, unheard, lonely or....

I don't want...

2. Exactly how and why has this shown up in your life? ("How" means in what *form* does it show up. "Why" means, why is it there?) What purpose or need does it serve? Remember, you are not a victim. If this is in your life, you either created or attracted xxxxx for a reason. Understanding that truth is like finding the antidote to kryptonite.

3. Why is this no longer acceptable or tolerable?

THE SEVEN STEP **COMEBACK** PLAN

4. What has tolerating this in your life cost you and what might it cost you in the future?

EMPOWERING QUESTIONS: [PROS]

1. Now that you're clear on what you don't want, what is it you do want instead? I want to be, do, or have xxxxxx.

Wealthy, courageous, self-assured and confident, respected, employed, living in a comfortable home, loved, lean and healthy, sexy, attractive, heard, fearless, powerful, safe, or...

Explain in your own words:

2. Why are these things important to you?

3. Why are they an absolute must for you?

THE SEVEN STEP **COMEBACK** PLAN

ACTION STEP: What's one small thing you've wanted to do but haven't?

Something you can do right now that you've been putting off. Not something you have to do, something you want to do. Rejoin the gym, go on an eating plan, balance your check book, take your partner on a date, run a marathon, file for a new business license...Do it.

STEP III: KNOW WHERE YOU ARE NOW

Clearly this outbreak and economic setback has changed our lives to one degree or another. Perhaps it has radically repositioned you in the marketplace. Perhaps you're looking for a new job outside or below your skill level. Or perhaps you're having to learn a new skill. Or maybe it has disrupted your relationships. Maybe it's your level of fitness and health that has suffered the most. For some, it's all those things.

What has been your greatest disruption?

As Dawn and I did, I'm sure you have also experienced some sort of setback. It's important to remember **YOU ARE NOT A VICTIM**. None of this happened to you. It just happened.

Where you are now is simply that – Where You Are.

Here is why this is important to understand.

The feelings of loss, failure, and “setback” are like kryptonite to Superman, they can rob you of your power, the power you need to stage an impressive comeback. Those feelings can be accompanied by additional feelings of regret, shame, frustration, and powerlessness. Further depleting your self-belief, confidence, and ability.

THE SEVEN STEP **COMEBACK** PLAN

It's understandable to feel those things. It's human nature.

But it's important to bring them to the surface and consciously acknowledge those feelings. Harboring them below the surface is like walking through a dark room with a dozen enemies swinging their fists wildly. One of them is bound to make contact and keep you from reaching the door on the other side. Let's get them out into the open then you can begin to "REFRAME" and change their meaning.

So, without creating or rehashing a big long story of commiseration or loss, (which does not serve you MOVING FORWARD) what's changed and in what areas of your life?

Most importantly where are you NOW regarding where you were and where you picture yourself going?

EMPOWERING QUESTIONS: [EMOTIONS]

1. What are your true feelings about your current situation?

Explain in your own words:

2. Do you feel like you're harboring any feelings of guilt, regret, remorse, shame, betrayal, or abandonment about this situation?

THE SEVEN STEP **COMEBACK** PLAN

Explain in your own words:

3. Can you acknowledge and even honor those feelings and still move forward?

Explain in your own words:

4. Is it possible that having these feelings might only mean you're human, you care and that they are an expression of mourning and nothing more?

Yes or No?

THE FRAME

Knowing where you are emotionally is a good start but more clarity around your financial, physical, spiritual, and even relationship position may also be import in moving forward.

Here's your exercise:

THE SEVEN STEP COMEBACK PLAN

1. In the context of your desired COMEBACK OUTCOME, list 5 things that have been repositioned, changed, or disrupted and how they might impact your **confidence**, **power**, **focus**, and **energy** moving forward.
2. Then choose the one with the greatest impact for this exercise.
3. Then you're going to **reframe** it in a way that turns it into a benefit. The truth is any experience can be reframed as a benefit no matter how disruptive. Perhaps the "disruption" itself is the benefit.

Example: For Dawn and me it was our finances that were the hardest hit during the economic shut down; 90% of our income simply went away.

Confidence: This rattled our confidence. We felt unsure and off-balance. We questioned our ability to make the much-needed decisions moving forward.

Power: We felt like our power in the marketplace had been taken away...stolen. We allowed ourselves to feel like victims. At first, we pointed the finger of blame at anyone we could. Then we got mad at ourselves. This made us feel even less in control.

Focus: Our undivided attention and focus were on the PROBLEM. As a result, we couldn't see any solution in sight. We felt stuck.

Energy: Stress devours brain glucose and energy-- and man, we were stressed. Any energy we had was coming from caffeine and being used to keep our heads above water. This impacted and even threatened our relationship.

Having a clear understanding of where you are is critical as you move forward.

So, let's get to work.

THE SEVEN STEP COMEBACK PLAN

Subject: Money, Relationship, Body/Health, Job, Business, Children,
Spirituality...?

From your current perspective, how has this disruption affected your...

Confidence:

Power:

Focus:

Energy:

THE REFRAME

When you “reframe” something what you’re essentially doing is looking at it through a different lens or from a different perspective. Our “life lenses” tend to be shaped and colored by our experiences. This pandemic experience has tinted

THE SEVEN STEP **COMEBACK** PLAN

our lenses and skewed our perspective in a negative way. Making everything seem darker than necessary and slightly out of focus.

CHANGE THE LENS, CHANGE THE PERSPECTIVE OR BOTH

The largest tree in the world is a giant sequoia in California's Sequoia National Park. Called General Sherman, the tree is about 52,500 cubic feet (1,487 cubic meters) in volume and stands 274.9 feet. In other words, is massively HUGE.

Now imagine looking at a photograph of General Sherman zoomed into one square foot of its trunk. Instead of looking HUGE and magnificent it might just look old and wrinkled. Would you even know it was the same tree or how big it is?

Perspective and focus changes everything.

Yes, Dawn and I were economically hit hard by this disruption, but the truth is we were looking at it through the wrong lens and experiencing it from the wrong perspective.

We began to realize that after years of personal development work, leadership training, spiritual enlightenment and growth training we had never really put it to the test. Like a martial artist who has trained all her life but has never tested her skill. This was the opportunity. We had just been jumped in the parking lot by three big thugs and now must fight our way out.

Original FRAME [Narrow Lens]: “Our power in the marketplace had been taken away...stolen.”

THE SEVEN STEP COMEBACK PLAN

The REFRAME [Wide Lens]: “We are about to get exponentially STRONGER, more capable and a lot SMARTER.”

What if you were to zoom way back, change the lens filter, or look at your challenge from a completely different perspective?

How would it change and empower you in moving forward?

ACTION STEP: REFRAME

STEP IV: RESOURCES

We’ve all heard the saying, *“No man is a rock, no man is an island”*?

Unfortunately, we’ve been made to feel that way as of late. Social Distancing has created a divide between us. Whether we know it consciously or not we simply don’t trust each other the way we did just a short while ago.

Reach out to shake someone’s hand and you’ll see what I mean.

But now is the time to reconnect. Now is the time to reach out and ask for and provide support.

Those connections and community, whether one or many are going to be a part of your much-needed resources moving forward.

THE SEVEN STEP COMEBACK PLAN

When I had finally made it to the National Championships, I had fallen just short of victory after two attempts. As a result, I was feeling defeated and started losing confidence.

I knew three times could be a charm or it could mean striking out.

I needed support. Someone to kick my ass you might say. But who? I remembered a powerful resource –Tony, my mentor from years before. But would he be willing or even able? Out of the blue, I called and shared my situation with him. His reply, *“Be in the gym tomorrow morning at 6 am and be ready.”*

Acknowledging that I needed help and making that call led to some unforgettable and painful workouts. But also led to a Light Heavy Weight National Championship Title.

You also have a lot of resources available both internal and external that you can call upon.

It's time to take an accounting of what resources you have and what resources you will need to stage your big comeback and beyond.

EMPOWERING QUESTIONS: [WISDOM]

Like a superhero you have powers, knowledge, and experience that can help you rise above your challenges. Take an accounting of them right now. Remember the ones you've forgotten.

1. What are a few of your internal or intrinsic resources? What have you accomplished or overcome in the past and what superpower was required to achieve it? Education, experience, know how, gift of gab, great listener,

THE SEVEN STEP COMEBACK PLAN

strong body, discipline, marketer, never say die attitude, grit, determination, perseverance, great follower, great leader, certification, athletic, smart... what else?

2. What are some of your external or extrinsic resources? Who do you know that could support you? What tools can you gather? What banks, counselors, coaches or mentors would be willing to lend a hand? Remember, I had not seen my old mentor for a few years. If I had said sheepishly, *"No, I can't call Tony. Why would he help me?"* I may have remained stuck. Reach out without fear or doubt. Who knows, you may be able to help them along the way. That's empowering. Who can you connect with today?

ACTION STEP: Take the time right now to create a resource file in your computer and in the back of your mind. But more importantly, take the first action step in reconnecting with those resources. Call and offer them your support.

Next, make a list of some of the predictable resources you might need as you move forward.

THE SEVEN STEP COMEBACK PLAN

- Looking to become an internet marketing guru - you might need some training.
- Hoping to carve out a niche in the fitness community - you might need a certification.
- Wanting to become a social media influencer - you might need to start a group.

You cannot possibly predict everything you'll need, any more than you could have predicted this pandemic and that's ok. What you must do now is look as far forward as possible and recognize what you absolutely will need. Then get to work gathering those resources so they are there and ready when you need them. One way to do this is to look at who else has created the level of success you wish to create and model their map.

EMPOWERING QUESTIONS: [RESOURCES]

What resources will you need in 1, 3, 6 and 12 months?

STEP V: MILESTONES

Recall the old saying, *"What can be measured can be improved."*

Nothing stifles motivation and momentum quite like not knowing, with any real certainty, if you're making progress or not. On the other side of that coin, few

THE SEVEN STEP **COMEBACK** PLAN

things are as motivating as knowing you are getting closer to your desired outcome.

So how are you going to measure your progress?

Writing a book, for example, progress can be measured in words, paragraphs, or pages. In football, it's measured in inches or touchdowns. The scale or skin fold calipers can be used to measure your weight loss progress. Financial progress can be measured in several ways. You could measure your savings, your checking account, your net worth or even a reduction in your level of debt.

There are some objectives, however that are far more ambiguous and less quantifiable but must be measured none the less.

Suppose your BIG COMEBACK means experiencing more love and acceptance in your life.

How do you measure that?

Here's one way to measure quantifiably difficult objectives.

Let's use "love and acceptance" as our example:

Imagine a scale – more like a ruler. On one end is the number 1. This number represents the experience of feeling very little love or acceptance in your life. On the other end the number 20. That number represents the feeling of overwhelming love and acceptance.

On that scale, where are your feelings of love and acceptance right now? Keep in mind, this scale can be used for anything that might otherwise be hard to measure. Replace love and acceptance with whatever your objective might be.

THE SEVEN STEP COMEBACK PLAN

1 _____ 20

Once you've identified where you are now on the scale, you'll have something to measure against (using the following criteria) as you move forward.

EMPOWERING QUESTIONS: [EMBODIMENT]

1. Why do you feel like that's where you are on the scale?

2. What must you feel, do or experience in order to move up the scale?

3. What must you feel, do, or experience in order to know you have reached your ultimate objective – a 20 perhaps?

THE SEVEN STEP COMEBACK PLAN

I recommend looking 1, 2, 3 and even 6 months down the road and having some idea what those milestones look like. You can be as specific or broad as you like. That's up to you. What's important is that you'll know you're making steady progress every time you reach one of these milestones along the way. You may also want to place either a firm or slightly flexible date on these milestones and when they will be reached.

Deadlines are important for adding a little pressure. Equally as important is knowing when you're not making progress or recognizing when you're at a standstill. Then, taking the appropriate action to get things moving again.

ACTION STEP: Create a milestone map with small and significant markers along the way. Date those markers. Then review it in your mind again and again so your unconscious mind has something to move you towards.



STEP VI: IR

I'm betting what I am about to introduce you to has already been taking place in your mind's eye. There's a good chance that during the last 5 COMEBACK PLAN Building exercises you've begun forming a relatively clear picture of what your BIG COMEBACK looks, feels or sounds like.

Certainly, it's clearer than it was when we started this process. Now's the time to really bring it into focus.

THE SEVEN STEP **COMEBACK** PLAN

IR stands for **Internal Representation**.

Everything you have ever done, seen, heard or imagined has some sort of visual, kinesthetic, auditory and in many cases olfactory representation in your Mind/Body.

Quite often the brain can't tell the difference between what you experienced and what was vividly imagined, especially when there is emotion attached to it.

This ability gives you a powerful edge.

When you can create an internal representation so clear, vivid, and palpable that your brain thinks it real...you've hit the jackpot. Doing so is **the number two way** of programming your internal guidance system to move you towards what you want, as if you already have it.

The number one way - massive and consistent ACTION.

Taking you through the actual process goes beyond the scope of this guide. What I can do is direct you towards a powerful resource that can help make it easy.

[Max Mind IR Visualization Process](#)

Here are a few empowering questions to help you bring your vision into focus.

THE SEVEN STEP COMEBACK PLAN

EMPOWERING QUESTION: [VISION]

On a sperate sheet of paper or in your computer and with as much detail as possible **describe what you would like your life to look like, right now?**
(Never mind your current reality. What matters is the reality you want to create.)

ACTION STEP: The next step is to get relaxed, un-busy and picture this reality in your mind and feeling and hearing it in your body. Then repeat the process as often as possible. It will progressively begin to change what you think about, see, hear and feel and ultimately your reality itself.

It will change your biology.

STEP VII: ACTION

Remember the Flow of Manifestation?

THOUGHTS -> FEELINGS -> ACTIONS -> RESULTS

Your **thoughts and feelings** are part of your **internal world**.

Your **results**, in most cases, are part of your **external world**.

What **bridges** them together is **ACTION**.

THE SEVEN STEP COMEBACK PLAN

Action is the bridge between what you think and feel and what you tangibly have, do, or get to experience...your results.

If you were to **take all the right actions** on a consistent basis over the next 6-12 months your comeback would be inevitable. Only one problem, all those pesky thoughts and feelings keep getting in the way.

This is why the six steps that preceded this one were so critical.

We had to make sure your COMEBACK PLAN wasn't bogged down by the same fear, doubt, and uncertainty COVID-19 mindset of the previous weeks or months.

Now, with this new mindset, what are your first 3-5 action steps. What are the first things you are committed to doing to create some much-needed momentum and begin the journey?

EMPOWERING QUESTIONS: [COMMITMENT]

1. _____
2. _____
3. _____
4. _____
5. _____

THE SEVEN STEP COMEBACK PLAN

ACTION STEP: Choose the most important action step on the list above. Choose the one thing that will have the greatest impact moving you forward and take one large step towards making that happen as soon as you finish this program.

For more on the complete Flow of Manifestation and our exclusive, “Action Goals Achievement Process” you can learn more at [Goal Juice](#).

PUTTING IT ALL TOGETHER

There’s no doubt we’ve all gone through and are still going through something unprecedented these last few months. None of us knew, as we were being thrust into this thing what to expect or how we would handle it. One thing is for sure, only those with a flexible growth mindset, a belief in themselves, and a PLAN will come out on top.

“When you are injured, you need to strengthen yourself very well to make a comeback very confidently.” - P. V. Sindhu

I know you have what it takes *inside* to rise above this small setback. Now you also have what it takes *outside* as well. A plan, at least the beginning of one. It’s now up to you to expand upon it, to fill in the details and to maintain your focus, determination, and perseverance.

Mastering the details of your personal comeback will be no easy task. It will require discipline, a conscious effort, dedication, perseverance, action, and support.

It’s a fight against mediocrity and natural the desire to rollover and quit.

THE SEVEN STEP **COMEBACK** PLAN

I believe the opportunity of your lifetime has arrived. This disruption has provided the context for change, improvement, and growth. This Seven Step Process is the template for creating that change.

The devil however is in the details.

There are times to go it alone and there are times when you need to reach out and invest in guidance and support.

My team and I are here to help. It would be my honor to be part of your process and your inspiring COMEBACK. Growth happens in stages. It is, indeed, a process, like taking a LEAP of FAITH.

1. You can feel around in the dark for all the steps and hope not to miss any.
2. You can model what others have done and learn from their mistakes while trying to avoid your own.
3. Or you can find a guide who knows the terrain and the landscape. Someone who can help you move faster and with less frustration through the process.

If you liked what you learned from this guide, I've got a hell of a lot more for you and I'm eager to share. I want you to be successful and I know you can be.

Remember at the beginning I mentioned (tongue in cheek), "Taking over the world"? Well, what about mastering "Your World"? To do that you must master yourself first.

Our Experience The Leap Coaching Process and Mastermind isn't right for everyone. But if you're ready for next level strategies and action it maybe just-right for you.

THE SEVEN STEP COMEBACK PLAN

If you would like to schedule a no obligation, no pressure, free 20 minute consultation with me personally to share your challenge and to learn more, I invite you to reach out at theleapcoach@gmail.com

Include the word, "CONSULTATION" in your subject line and a very brief description of your challenge in the body.

We accept a very limited number of mastermind members into the coaching program so please act quickly.

"World-class results are the product of world-class coaching, habits and actions. From start to finish, the distinguishing characteristics of GREATNESS are found in the mindset and the details." -Tom Terwilliger

Tom and Dawn Terwilliger

[High Achievers University](#) & [MaxMindset.com](#)

P.S. If you're as astute as I think you are you've figure out by now that this training wasn't just about your COMEBACK, **it's about how you move forward with the rest of your life.** And whether you'll tolerate mediocrity or demand greatness from this point on.

THE SEVEN STEP COMEBACK PLAN

ABOUT TOM

Tom Terwilliger is equal parts athlete, entrepreneur and motivator. 5 years after pulling himself from the world of drug and alcohol abusing outlaw bikers Tom's never give up attitude, determination and willingness to sweat earned him a National Body Building Championship (Mr. America) title and a successful 16 year career as a Fox Sports Net TV show host. He is the recipient of the AAU Athletic Legends Award and the author of two #1 bestselling books, *7 Rules of Achievement* and *Why S.M.A.R.T. Goals May Be Dumb*. He and his wife Dawn are the founders of High Achievers University. His digital coaching programs [Goal Juice](#) and [Max Mind Lean Body](#) have impacted the lives thousands. Tom continues to teach countless individuals and organizations the empowering leadership, Body Rapport and life success tools, rules and strategies needed to take massive leaps forward in their body, business, and life. Learn more at <http://www.MaxMindset.com>

Interesting and fun Facts

- ✓ Trained martial arts with several legends including Bill 'Super Foot' Wallace, Guru Dan Inosanto and Grand Master, Alan Lee
- ✓ Played a lifeguard in a Billy Joel music video (*Second Wind*)
- ✓ Was a featured success story in Tony Robbins' *Get The Edge* infomercial
- ✓ Was kidnapped by outlaws and held at gunpoint (check that off the list)
- ✓ Made an appearance in the movie, *Problem Child* (no, he wasn't the kid)
- ✓ Competed in the Super Bowl of a professional body building - The Mr. Olympia
- ✓ Coached a Special Olympics weightlifting team that won several gold medals
- ✓ Was featured in several national TV commercials
- ✓ Wore a Native American chieftain headdress while riding a horse on stage in New York's historic, Beacon Theater
- ✓ Knocked 80s music icon, Billy Idol down a flight of stairs at the Limelight Club in Manhattan. (Accidentally, of course)
- ✓ Is the twin brother of world renowned tattoo and airbrush artist, Mike Terwilliger
- ✓ Is the recipient of the 2017 AAU Legends Awards