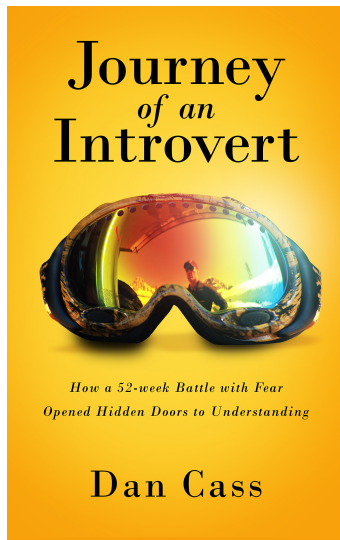


Press Release: Monday 2nd October 2017



Title: **Journey of an Introvert**
How a 52-week battle with fear opened hidden doors to understanding.

Author: **Dan N Cass**

Quote: *Everything you want is on the other side of fear*

Journey of an Introvert, is a memoir that chronicles how growing up as an introvert in an extroverted society prepared the author to spend the 52 weeks of his 52nd year of life facing his greatest foe, the overwhelming fear of heights. At the end of the yearlong confrontation, it only took 52 in seconds in skydiving free fall to arrive at an ironic and overwhelming paradox. Piece by piece, memory by memory, the intricate jigsaw puzzle of his life had become clear. At its core, this is a story of how he challenges life, but more importantly, himself.

Journey of an Introvert published by 52at52 Productions

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About the Author

Athlete, adventurer, author, and introvert, Dan has lived and worked around the world: Bermuda, Lisbon, Toronto, Vancouver, San Francisco, Shanghai, Bangalore, Maui, and Japan. To fund this lifestyle, Dan has worked in the banking, finance and technology industry since 1986 in various roles from software engineer to consultant to Chief Information Officer. Born and raised in Nebraska, Dan played collegiate football at the University of Nebraska and at University of Nebraska at Kearney. Divorced with no children, he lives in Northern California. When not challenging himself with sports, the martial arts, and the pleasure of work, Dan spends much of his time refining his golf swing and studying the Japanese language.



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1. Author bio(s)

2 line bio of 140 characters (Twitter)

Athlete, adventurer, author, and introvert, Dan has lived and worked around the world designing a passionate life in the constant search for personal growth.

50 word bio

Athlete, adventurer, author, and introvert, Dan, a banking CIO has lived and worked around the world. Born and raised in Nebraska, Dan played collegiate football at the University of Nebraska. He lives in Northern California. When not challenging himself with adventure sports, he spends his time refining his golf swing and studying the Japanese language.

100 word bio

Athlete, adventurer, author, and introvert, Dan has lived and worked around the world: Bermuda, Lisbon, Toronto, Vancouver, San Francisco, Shanghai, Bangalore, Maui, and Japan. To fund his lifestyle, Dan has worked in the banking, finance and technology industry since 1986 in various roles from software engineer to consultant to Chief Information Officer. Born and raised in Nebraska, Dan played collegiate football at the University of Nebraska and at University of Nebraska at Kearney. Divorced with no children, he lives in Northern California. When not challenging himself with adventure sports, the martial arts, and work, Dan spends much of his time refining his golf swing and studying the Japanese language.

Fun facts you didn't know about me.

I'm an introvert (INTJ), but I'm not shy.

I'm an adequate cook and give great massages.

I rarely read a book once. Some books I've read 20 times.

I don't have any heroes. I have teachers.

I only wear pink polo shirts on the golf course.

Favorite quotes

"Everything you want is on the other side of fear"

"Discipline is simply a function of remembering what you want"

"Ask me a better question"

2. Book Synopsis

For an extreme introvert (INTJ) content to be alone for days at a time, it took fifty-two years of avoidance for the author to ignite a yearlong battle with his greatest demon, the paralyzing fear of heights. A type-A control freak either competing with society or pushing it away, it was only when he'd reached his emotional bottom that he finally surrendered, pleading for help.

His rescuer? Teasing, whispering, and provoking him for years, fear, his mistress and muse, was waiting for him on a moonlit mountain road, desperate to rekindle their love affair. When he remembered that fear existed *for* him, a lifetime of frustration exploded into perfect clarity. Fear was more than a physical emotion. It had become a motivational idea. It was time to return to the beauty of internal competition and the audacity of setting impossible goals.

Falling back on a well-honed toolbox of strategy, intuition, and discipline, the plan was to spend fifty-two weeks at fifty-two years of age explicitly confronting fear in all its forms. Incrementally building up to the ultimate goal to skydive, he'd windsurf Maui's north shore. He'd risk putting his motorcycle—and aging body—on a racetrack. Precarious cliffs snow skiing would become the norm. He'd even fly multiple aircraft, from gliders to military combat trainers.

Following his plan, journaling his week by week adventure, his notes quickly became an unfolding mystery: Could he actually jump out of an airplane by his fifty-third birthday? When the question changed to, "How had his life prepared him to ultimately face his biggest foe?", his mystery became a memoir, splicing together fifty-two years of adventure with a fifty-two-week journey into fear.

At the end of the yearlong confrontation, it only took fifty-two in seconds in free fall to arrive at an ironic and overwhelming paradox. Piece by piece, memory by memory, the intricate jigsaw puzzle of his life had become clear. At its core, this is a story of how he challenges life, but more important, himself.

3. Sample Chapter

Introduction

“Moderation?” He leaped up on the desk, like an evangelist. “Moderation? It’s mediocrity, fear, and confusion in disguise. It’s the devil’s reasonable deception. It’s the wobbling compromise that makes no one happy. Moderation is for the bland, the apologetic, for the fence sitters of the world afraid to take a stand. It’s for those afraid to laugh or cry, for those afraid to live or die. Moderation”—he took a deep breath, getting ready for his final condemnation—“is lukewarm tea, the devil’s own brew.”

—Socrates

Way of the Peaceful Warrior

by Dan Millman

“Why are you always so serious?” From parents to girlfriends. From wives to a few close friends and many workplace acquaintances, it’s been a constant refrain. From every possible perspective I’ve heard some variation of, “Why can’t you relax, be silly, and have a little fun?” It’s been gently pointed out with maternal concern by classroom teachers. It’s been shared by objective observers whose opinions I respected. I’m sure my mother, a bubbly social extrovert, always excited to meet new people, has often wondered if I was mistakenly switched at birth in the hospital nursery.

Echoing in the back of my mind for years, I’ve been on the receiving end of a girlfriend’s wrath, laced with frustration, sarcasm and ridicule: I was embarrassing her. I couldn’t relate to her verbose girlfriends and certainly hadn’t developed the extroverted social skills necessary to fake a shallow hug and an empty air kiss on the cheek. I’ve tried being silly conforming to fit in, but instead of feeling like part of the crowd, I usually felt awkward and distant. I’m sure the group felt the same.

Why isn’t it enough to enjoy the simple pleasures of a mindless day without trying to compete, sometimes with others, but mostly against the face reflected in the mirror? Why does the unrelenting desire to grow turn everything into a mission? A number of times I’ve tried letting go, pretending to be a leaf on a stream. Existing without purpose, passively accepting life as it came, I hated every complacent minute. Instead of relaxing into the moment, I was fighting an internal battle. Without a significant load, an impossible goal, or a set of challenging problems, the relentless engine of my mind implodes from boredom.

I’m fifty-two now, so why can’t I surrender to age, safely sliding through the rest of this life before slipping into a soft hospital bed and a quiet, peaceful death? It’s because I’ve never been able to let go. I don’t know any other way of living. I relish the

adventure of life and the interesting problems it presents. Swimming in deep pools of curiosity, I continue to savor the intensity of new challenges as I examine the unwinding mysteries of the world.

I stepped into my first martial arts dojo at twenty-eight. I started water-skiing on a slalom course at thirty-two. I ventured into the Canadian Rockies at thirty-eight to learn how to snow ski. This year, I entered the dynamic worlds of motorsports, heli-skiing, and skydiving. The more difficult the obstacles, the more unexpected twists and turns, the greater the satisfaction during the journey. I have an unyielding need to explore, expanding my knowledge, not only of the natural world, but what I'm capable of as a man.

When I reached five decades of life, I frequently heard new questions. "Dan, when are you going to stop doing these crazy things? When are you going to quit playing and join the adults?"

My response? "Never. I'm not playing."

The questions surprised me. Why would I knowingly walk away from pleasure? What possible reason could I find to deliberately close a door on curiosity? When do I become too old to set new goals? I don't want to retire from work or play, sublimating my thirst for new challenges. The interest and intensity pursuing new goals has never diminished. I continue to discover, and sometimes rediscover, untapped physical and mental abilities. Even more interesting is experiencing deeper levels of emotion, particularly the unique resonance of satisfaction. I want to savor all of it until the moment I depart this life.

I hope I meet my end on a steep mountain-side skiing at the limit of my ability, on a golf course admiring a long slow draw falling towards the green, or slumped over a chess board, my mind intensely contemplating the variations of moves six steps ahead. Better yet, my heart pumping its last ounce of oxygen filled blood, I'd prefer to die in the arms of a woman I trusted enough to set aside the thick armor of my emotional protection.

At fifty-two I've spent most of my life immersed in the hyper-competitive worlds of banking, technology, and sports. I've devoted years to introspection, carefully observing my thoughts and reactions to structured process and long, drawn-out strategies. With a little maturity and perhaps a tiny bit of wisdom, all built on a mountain of mistakes, I've made inroads into the moments when I perform well. These rare moments of inspired performance have always followed a process of setting a

large, almost impossible goal before developing an incremental, step-by-step plan to achieve that objective.

This book began as a daily journal charting my attempt to challenge an internal monster: my lifelong fear of heights. Once the journey began, I noticed my entries becoming an evolving mystery. Each day revealing new insights, I wondered how fifty-two years of life had prepared me to challenge my most dreaded foe. Would I finally overcome it once and for all, another satisfying check mark of achievement or slip into the dangerous shadows of my many weaknesses? My journal, unfolding into a day-by-day mystery, eventually became a memoir, a mirror into an intimate relationship with fear.

This is that story

4. Table of contents

Dedication

Contents

Introduction

1. Trapped with nowhere to run
 2. I've always been afraid
 3. Rage overwhelms my fear
 4. I won the birth lottery
 5. Creating an intimate game with fear
 6. Initiation into the world of men
 7. Setting the game in motion
 8. Feeding on the cruelty of the world
 9. I've signed a binding contract
 10. Accepted into my first tribe
 11. I've already been in a skydiving plane
 12. I'm not a freak of nature
 13. Accelerate the failure
 14. My life's dream is over at twenty-two
 15. Who's your Daddy?
 16. Being laid off was a blessing in disguise
 17. Glider flight over rolling, green hills
 18. When is the protective bubble of safety a trap?
 19. I'm ten years old again
 20. Leaving the illusion of a safe, predictable life
 21. Knight takes bishop at 125 miles per hour
 22. My fear turns to fun
 23. Look where you want to go
 24. A reminder of my contract with death
 25. I'm not an adrenaline junkie
 26. Alone, unemployed, and homeless
 27. Flipping my graduation tassel at 12,500 feet
 28. It's only a handshake
 29. Revelations
- Epilogue: Through fear, I am becoming more as a man
- Acknowledgments

5. Sample interview questions

Tell me about the book.

The book is actually two books in one. An autobiography and a memoir. The autobiography is alternating past tense chapters uncovering the life of an introvert and athlete. How I grew up. What influenced me. How I dealt with the struggles of being an introvert, in particular relationships. The other part of the book, the memoir, is how I spent 52 weeks at 52 years of age challenging my fear of heights. I built an incremental plan to get increasingly comfortable with more and more challenging activities concerning heights.

Why did I write the book?

The book began as a daily journal as part of a yearlong plan to overcome my fear of heights when I was 52 years old. The book's first title was Fifty-Two @ 52. I simply had 52 chapters to chronicle what I was doing. Mostly all adventure sports. After an editor was kind enough to tell me that no one except my mother would read the book, I changed the structure to the standard, beginning, middle and end style. That didn't work either. I then changed the book to its current structure, integrating the difficult lessons I learned through life and how I applied them to my 52-week project. When the book finally changed to focus on my introversion, the title changed as did the theme. How does an introvert survive and thrive in an extroverted society?

Who is the target audience?

I mainly wrote the book for me. It was actually very cathartic and I saved a lot of money on therapy. Like so many introverts and particularly INTJs, I've always felt misunderstood. When I try to say everything in the book verbally, few people are interested. Even if they are, it's difficult to understand me without multiple layers of context. It's extremely frustrating to the point of complete societal withdrawal. The book was a way to get many of my thoughts down on paper, with structure. I'm not a complex man, but I wanted to show that beneath the external discipline and confidence was a man with vulnerabilities and deep emotions.

The secondary audience is Introverts, primarily men. I want introverts to read my work and say, "Wow. That's exactly how I feel. I'm not alone." We're not stoic, unfeeling robots. That's why my book is full of vulnerability and my many failures.

The final audience is anyone with fear. I believe this is a large demographic. (That was humor by the way). I certainly didn't write the book as a motivational "How to" succeed book. I also didn't write it to say, "Hey, look at me, I'm doing all these things, even, at 52." I didn't write it to entertain people with a three-hour diversion. The book, like my cover photo of me in goggles, became a mirror I'm holding up to people

able to read my story and then reflect on their life and how they deal with their own fear. The book isn't small talk or gossip designed to distract. I want the reader to think. Deeply. Learn from my failures. Grow from my motivation.

How did a 52-year old do all those activities?

The gym is my sanctuary. I don't have a problem going to the gym, I have a problem staying away from it. It's an addictive pleasure. I'm very careful what I put into my body. Most importantly, I take care of what I put in my mind. I'm VERY sensitive to who I spend my time and energy with.

Why did a 52-year old do all those activities?

What else am I going to do? I relish the intensity of new challenges

Is the book a bucket list?

Absolutely not. I loathe that term. I don't do things for a novelty experience. I do difficult things to learn and expand from. Unlike buying a MVP trophy, I can't buy the satisfaction of personal growth. I have to earn it.

Besides heights, what else are you afraid of?

Being lied to by people I trusted.

Being trapped in situations without any sense of personal control.

Was it difficult writing the book?

Yes. It was incredibly difficult, but fun. It gave me something interesting to do. Something I'd never done before. But it was the same problem I've had when I was working, HR didn't know what to do with me. Same thing with the book. What problem am I trying to solve? I just want to help people. The book started out as I competed with my fear of heights. During too many edits, I had the ridiculous fear, *will everyone, anyone like the book?* The former fear is much harder to deal with. The latter, I don't care so much. "Why do You Care" is a chapter title for my next book, **"Ask me a better question"**, scheduled for release 2019.

What have you learned from writing the book?

Patience and balance. Those are tools I've often left in the toolbox. I've begun to take them out more often now.

What are the main takeaways for the readers?

- No matter how old you are, keep learning and growing.
- Aging is a function of the mind. If the mind is engaged, the body will respond.
- This is not a self-help book where I explicitly tell people what to do or how to live. I wanted to send a message without preaching. It's up to the reader. They *already* know what they want and what to do. They just have to get past all their fears. It's actually very simple. They just have to *'decide'*.

6. Book Reviews

Roger S

***** I was wrong

when I began reading the book. For the first few chapters, I thought I was expecting to be entertained, vicariously experiencing his fifty-two-week adventure as he challenged his fear. After realizing that I was often going back to a previous paragraph to re-read, or thinking about what he'd written while driving, I realized that Dan didn't write the book to entertain me. Through his story he was holding up a mirror to my life. He was asking me to think. About my life. My past, my present and where I wanted to go next. It's a motivational book without explicitly telling me what 'to do'. He challenged me as a man. He was asking me to work.

Andre S

***** Finally.

I don't feel so alone. Dan articulated so many episodes in my introverted life that I not only couldn't explain, many I wasn't even consciously aware I was suffering through. I've always thought that because I couldn't 'express' my feelings, that I didn't have them. I can now give the book to my closest extroverted friends to help explain exactly how I think and feel.

Jason N

***** A great motivational book, but

it's not a feel good, how to be happy book. When Dan is talking about his life, I felt that he was talking to me about mine. I felt like he was a good friend, challenging me with tough love. Without telling me what to do. Dan's story is simple. He had a problem with heights. He made a decision and then a plan. He executed the plan, the entire time facing his fears and doubts.

Cynthia C

***** Insights into the mind of an introverted man.

While the book is filled with the adventurous escapades of a man challenging his fears, it's also filled with numerous inroads into his vulnerability. Although he's challenging his fear, he's not a stoic, unfeeling man. He brought me into the feelings of a deeply introverted man living in an extroverted society.

Danna S

***** Not an escapist fantasy to get away from the world.

This wasn't an escapist fantasy giving me time away from thinking about my life. It was the opposite. Sometimes his message was like a punch to the face. Not only was he telling me his truth, he was reminding me of my own. I need to pay more attention.

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8. Photos

