

The Journey Begins

Welcome to the “Shit Happens” Club

My name is Danny Friedman and I've been in sales for 27 years. For the last 18 years, I have been in the promotional products industry (items with corporate logos on them). I'm like all the other Jewish guys in the promo industry who were not smart enough to get into law school or medical school. We became salesmen.

I've worked with Fortune 500 companies and I've been a sales manager and trainer for the last twelve years.

All in all, I'm a pretty normal guy – a suburban Dad. I'm in my 40s, married with two children, and I don't smoke or drink.

For college, I went to Ohio State, and I live and die Ohio State football – I mean, I have issues. I'm sitting in a room right now that is painted scarlet and gray and has Ohio State everything all over it. I'm a crazy Ohio State fan and still friends with eight guys that I was in a fraternity house with. These guys aren't just my friends. They're my brothers.

Ever since I was little, I've always played sports, had a ton of energy and worked out. I wouldn't say I ate the healthiest, and I did my fair share of partying in my day,

What Doesn't Kill You...

but I worked out a lot.

These days, I have a funky diet – I call it the “4½ + 2½ diet.” From Sunday night to Friday afternoon, I eat healthy foods, such as salads, grilled fish, fruits, vegetables, stuff like that... But from Friday afternoon to Sunday afternoon, I eat like a dumpster fire. I eat whatever I want, however much I want.

I still work out a lot, including playing basketball once a week. I'm 49 years old and have the energy of a 15-year-old.

But one thing that not many people know about me is that I endured a 2½-year health ordeal – something I've kept a secret until now.

In my life, I've known many people (heck, I'm related to a few) who made a health issue their identity.

Not me. No way. No how. It wasn't in my DNA.

I've always been healthy, strong, energetic and had a positive attitude. I kept this a secret because of who I am. I would not show weakness or any flaw in my otherwise upbeat personality.

Like others, I've had the common cold before, but until 2011 I had never experienced anything like this. I had chronic, *daily* headaches, 24 hours a day, for 2½ years straight.

I went through doctors and specialists and

medications with funky side effects. I even took 18 Botox shots to my head. Yeesh!

But nobody could ever figure out what was wrong with me.

Between all the crazy side effects that came with the ridiculous amount of different medications I took, I actually managed to come up with some humorous stories and anecdotes about the whole experience now that I've gotten better.

If you've ever dealt with any kind of adversity, I hope you'll find some inspiration as well as entertainment in this book, *What Doesn't Kill You...*

I learned some major lessons from this experience, and it's my hope that you'll learn them too.

Anyone, no matter who they are, can encounter adversity, but you can't give up, no matter what. You've got to keep fighting because every day is a gift. Enjoy your life as it is today. Don't ever take it for granted because it can change in an instant, never to be the same again.