



KahunaPower QuickSurf CD - “One Hour to Seize Your Wave and Revolutionize your Life”

QuickSurf™
Adaptation of:
DON'T HESITATE TO CHANGE... MASTER IT!

Take Action Now with this:
KahunaPower QuickSurf™ CD

Carpe Aqualis!
Seize the Wave!
ESSENTIAL SURFING SKILLS
TO REVOLUTIONIZE YOUR
BUSINESS AND PERSONAL LIFE
FRANK F. LUNN
Author of "Don't Hesitate to Change... Master It!"

“One Hour to
Seize Your Wave
and Revolutionize
Your Life!”

Special
Special Price
\$9.95
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Opportunity to
Dramatically Improve
Your Life?

Don't Hesitate to Change...
MASTER IT!

Presented by Frank F. Lunn with
additional voice talent by Stevie Jansen

\$1 donated to St. Jude Children's
Research Hospital in their mission
of "Finding cures. Saving children."

Only \$9.95, the KahunaPower
QuickSurf CD can be purchased at:
www.kahunapower.com.



Track 1 - Welcome to Your New World

Would you like to learn the skill-set that enables you to convert stress and problems into opportunities and benefits for your life? Would you like to be confident in every situation in life to know that no matter what happens, you have the skills and tools to convert the situation into a one that works for you rather than against you? Wouldn't it be great to be able to go into every situation with confidence and knowledge you can turn it into a victory? Are you ready to stop letting things happen to you and start making them happen for you?

Don't just deal with change...master it!

Get ready...because you are about to undertake a short journey that will positively equip you with some simple and easy to apply skills. Tools you will be able to immediately apply that will forever enhance your opportunities for success. **Your investment in the next hour will repay you with massive dividends for the rest of your life.** These proven strategies were once the privileged secrets of the few—shared only with those of proper birthright or discovered by those who paid a significant price in money, time and frustration to learn on their own.

Dear Friend,

The world around you is changing at a pace never before experienced. You cannot simply play the game as you learned it. Life and work are inter-twined, moving at a pace never before seen in history. You are more connected, more plugged in, more in demand, more multi-tasked, more scheduled, given more information with greater responsibility, **escalating expectations and yet never so little time for yourself.** There are new rules for corporate and organizational success.

What you don't know will hurt you!

Life is in constant change. This is reality. These changes, like the waves of the ocean, are unpredictable. In life, there are really only two types of waves—challenges and opportunities. Both have the power to wipe you out or give you a tremendous ride. The only real difference is in your approach...an approach you have the power to choose! The waves of change affect every facet of your life. When they come upon you, there are three choices...

- 1) Ignore them...and get blindsided**
- 2) Fight them...and get battered, or...**
- 3) Learn to S.U.R.F. and adapt to make the waves your ally rather than your adversary!**

This KahunaPower CD single will share the secrets of *Carpe Aqualis!* You will discover how to seize the waves of opportunity in your life. More than that, you will learn the keys to transform your life. More than just an introduction, Frank Lunn will equip you with seven essential surfing skills guaranteed to revolutionize your business and personal life!

This is NOT another “how to deal with change” message. Brace yourself... this is a “***how to master change survival course!***” When problems, obstacles, challenges and opportunities come at you from every angle with increasing magnitude, you will learn the secret of the S.U.R.F.TM Strategy to gain an advantage in each of these situations. In this single hour, you will develop the mind-set and secret language of an entrepreneur. More than just concepts and theories, this is a gift of tools and practical insights you can apply immediately to your life. Do not settle for dealing with change...take control and master it! After experiencing this Kahuna Power CD single you will be transformed. You will never look at change with anxiety and fear again!

Frank F. Lunn is the President and CEO of Kahuna Business Group, Incorporated., a family of entrepreneurial companies focused on business development grounded in leverage, value and partnership for the clients they serve. A former soldier, sales executive, business manager and now successful author and entrepreneur growing his small business to a multi-business enterprise with annual revenues over twenty-five million dollars per year, Lunn is a respected authority on leadership, motivation and opportunity. The bottom line—Frank Lunn understands how to make change a constructive force in life. An expert leader, marketer, small business entrepreneur and author of *Stack The Logs! Building a Success Framework to Reach Your Dreams*, Lunn brings great perspective to teaching others his proven methods for success. Frank not only understands creating opportunity out of change, he lives it. Allow him to share his innovative and entrepreneurial approach to life with strategies to make change work for you rather than against you. This is not just a concept, it is a revolution!

Don't just deal with change...MASTER IT...Carpe Aqualis and Seize YOUR Wave!

Track 2 - You are Now a Surfer

Hello and thank you for investing your time in listening to this program. My name is Frank Lunn and I *promise* to deliver significant value in our time together. All I ask is that you take a deep breath and clear your mind of outside stress, worry and distractions for the next 60 minutes. If you will invest in learning and then take action to apply what you learn right away, you will see immediate return on this small investment.

Think about it...the biggest doors in the world move with the leverage of only the smallest hinges. Your big life will be positively impacted. No matter where you are in life, you have the power to make a change right now...**TODAY**...to improve your life by the small hinges of learning and then applying what you learn. Certainly, this single CD is not the only tool you will need or use, but what you will learn has been observed, researched, tested, proven and it has been lived and applied.

Have you ever heard the phrase, “It takes money to make money?” There is a grain of truth to this, but it really should be reworded to, “**As you make money, it gets easier to make money.**”

This is true in other areas of your life as well. Basically, action and progress in anything create the compound interest of success. It is important to note that to get a return on your investment, you **MUST** actually make an investment. This is not always money. As a matter of fact, the time spent listening to this program is an investment. The recipe for success has many ingredients more important than money. Time, attitude, determination and even luck are all key ingredients. By the way, later on in this program, you will learn a way to manufacture your own luck and have things go your way more often. It is actually a success factor you have more control over than you may realize.

We may not know each other yet, but there are a few things I know about your life. I know the next several years will be very different from the previous ones. The world around you is changing at a pace never before experienced. Changes in science, technology, culture and education are forever evolving your world. Things that were revolutionary yesterday will be outdated tomorrow. Skills learned five years ago may be obsolete. As we are bombarded with information, we’re asked to process it faster and produce more than ever before.

Let me tell you something you may not have known about yourself—you are a surfer. You live at a point in history where we are seeing the most dramatic waves of change. Everything about your world is changing: technology, communication, travel, business, health, relationships...the list goes on and on. For the rest of your life, you will be in a situation where you will be constantly learning, unlearning, relearning, adapting and changing to fit into the world around you. The world is washed by endless waves of change, and like it or not, you are surfing.

You may not buy into this completely, but ignoring the wave will not make it go away any more than not believing in the law of gravity will keep you from landing on your butt when you fall. So let’s

learn to surf! Learn to take whatever comes your way and make the best of it. Apply your skills, attitude, talents and ambition to turn change into opportunity. Surfing is about dealing with and adapting to change. Ultimately, surfing is about survival. *Carpe Aqualis!* Seize the wave. It means making the most of the changes and upheaval in your life.

Take heart no matter how old or young you are, no matter your level of education or training, you can develop a surfer mind-set to transform waves of challenge and difficulties into opportunities to benefit your life. As you learn the mindset, skills and secret language of a life entrepreneur, you will know you can survive and thrive no matter what the waves bring. *Carpe Aqualis!* is both a mindset and a skill-set you do not want to be without. It is an innovative entrepreneurial approach with skills and strategies to make change work for you rather than against you. Let us take a journey together and discover surfing as a metaphor and illustration for gaining advantage on the waves that pound on your life.

You Can't Control the Waves, Only How You Surf.!

Make no mistake—both real and metaphorical surfing are skills. It takes time to accept the waves life has given you and adapt to them. You can develop the surfer mind-set. You can survive and thrive no matter what the waves bring. *Seize Your Wave* and take control of your life regardless of what happens around you.

Have you ever been on a roller coaster or thrill ride? If so, you might recognize that emotion somewhere between terror and euphoria. We call this *terro-phoria*. Terro-phoria describes business opportunities or other changes so big they scare us but at the same time excite us. Terro-phoria is the same emotion shared by big wave surfers and Wall Street traders. It is experienced by bungee-jumpers, skydivers, and by mothers seeing their kids off to school for the first time. Once the roller coaster has started, it is too late to back down. The only real option is to embrace terro-phoria, learn skills to improve your ability to ride the changes and maintain a *Carpe Aqualis!* attitude.

The world is changing and the rate of change is picking up speed. When I went to school more than twenty years ago in the early 1980s, things were very different. There were no cell phones or pagers in our classrooms... and for good reason; the first cell phones were the size of backpacks. Our first microwave ovens took forever and left some of the food raw and the rest nuked beyond recognition. We did not have a TV remote control until my senior year and got our first VCR about the same time. Now there are VCRs, DVRs, DVDs and screens as big as most theaters. And of course, back then there was no Internet. We actually used dictionaries and encyclopedias to write our papers.

My first computer had 56K of memory and a dot matrix printer. My daughter has a little reading and speaking computer with more than ten times that computing power. The computing power in your cell phone is greater than the computing power for the Apollo 11 mission! Instead of PlayStation® or Xbox®, we had Pong, or if we were lucky, Atari®. I think you're getting the picture. In two decades, the world has completely remade itself technologically.

Most experts agree that the amount of known information is doubling every five to seven years. Within the next fifteen years, it is predicted that known information will double every seventy-

three days. Today's Internet is thought to be doubling in size every 250–300 days, with the number of websites doubling every three months! E-zines and online publishing make any information on any subject immediately available. And with this massive increase in real and relevant information comes a corresponding increase in “junk” information—SPAM, unsolicited e-mails, advertisements and more. Talk about information overload!

Modern society is running on a treadmill. Stress comes in the realization of the increasing pace and the feeling of not being able to keep up. Technology reduces the amount of time it takes to do something while increasing our work capacity and expanding what's expected of us. We are connected like never before with global positioning satellites, two-way pagers, cell phones, DSL, wireless Internet and e-mail. You can be sunning yourself on a remote island in the Caribbean but the home office can still reach you. Connectivity is both our blessing and our curse.

Life has never been easier, yet why is it that more people are on medication—prescribed, imbibed, legal and otherwise? Reading the paper recently, I highlighted the words apathy, anger, despair, worry, anxiety, fear, depression, aggression, helplessness, burnout, tension and irritation in a single article related to workers and change in the new global economy. Change is unforeseeable and unavoidable. It takes away our feeling of control. When we feel out of control, it causes stress and anxiety. Have you ever experienced this? Are you experiencing this today as the rate of change keeps increasing and increasing?

Life is in a constant state of change. This is reality. These changes, like the waves of the ocean, are both constant and unpredictable. In life, there are really only two types of waves—challenges and opportunities. Both have the power to wipe you out or give you a tremendous ride. The only difference really is in your approach...an approach you have the power to choose!

Surfers are optimistic. They learn to see opportunity within the waves of change. In our journey, we will explore practical ways to apply this to any situation. You will be amazed at how your worldview changes when you approach every new challenge as an opportunity to surf and test your skills against the waves. Surfers don't have a goal to ride easier and easier waves. The better they become, the bigger challenges they seek. When you accept the challenges thrown at you as opportunities, you will start looking for new and innovative ways to test yourself.

Certainly, the world is more challenging than ever before, **BUT** there are also more opportunities than ever before! There has never been a better time or a better chance to change your economic and social condition. Education is at your fingertips. The connected global economy opens up a world of possibilities. Your station in life and your rewards are in your control more today than ever before in the history of humankind.

Don't ignore change. Don't fight it. Embrace it and learn to surf! *Carpe Aqualis!* Seize your wave and create your own future. While everyone else complains about the waves, you will have a massive advantage and your life will never be the same. You cannot control the waves, but you can control your response to them...and that is really all that matters.

Surf-Titude: *“Great opportunities never come to those who wait; they are captured by those who learn to surf!”*

Track 3 - The Language of Opportunity

Allow me to provide you with an insight:

Your Security Is Not in the Wave - It's in Your Ability to Surf!

Are you living the life you always dreamed? Are you experiencing the best in your family, career, relationships? Do you wake up everyday with a passion for what you are doing and for the challenges in your life? Do you look upon the future with optimism and excitement? My hunch is that you might not be able to answer a resounding “Yes!” to all of the above. Actually, if you are like most people, your true feelings might have tied a knot in your stomach. Most people are in a rut, which I have heard defined as a grave with the ends kicked out. They do the zombie shuffle to and from work every day without passion or purpose. Sound familiar?

Would you like to definitely and truthfully be able to answer yes to each of these questions? Would you like to be able to transition your life from where you are now and your current results into a world of tremendous abundance and massive possibilities?

If you are ready, let's begin. We will start by learning a new language. Now don't worry; it will be easy. In fact, it might sound just like the language you already speak, but don't be fooled—it's very different indeed.

Several years ago, in the popular movie, *The Sixth Sense*, the little boy delivers the most memorable line of the entire movie. He says, “I see dead people...they're everywhere.” I feel like that little boy when I say, “***I see opportunities... they're everywhere!***”

Let me back up and explain. One of my business partners is bilingual. He and his wife are fluent in English and Spanish. Sometimes when they talk, they effortlessly slip in and out of one language into another. I made a decision to become conversationally fluent in Spanish. Although I'm far from fluent as of this writing, I can pick up a few words and phrases. The more I learn, the more I can converse and move around comfortably within the language. The more I share dialogue with others in the language, the faster my proficiency increases.

As an entrepreneur, my second language is *opportunity*. I speak it fluently with other entrepreneurs and people of the same mind-set. If you were to overhear a conversation between me and one of my colleagues, it might be as foreign to you as Spanish originally was to me. There is nothing overly complicated about it. It is a subtle language filled with hidden meaning—almost a code.

Here are some examples. Most people talk about problems as *hardships* and *difficulties*. I don't like problems anymore than the next person, but I like ***challenges*** and I love ***opportunities***. By

changing my vocabulary, I get a different perspective. This new approach allows me to attack challenges and capitalize on opportunities, rather than avoiding and stressing over problems.

If you have a fever and are prescribed medicine, a reaction is not what the doctor desires. Instead, the doctor expects the body to respond to the prescribed medicine. *Reaction* implies that control has been taken away from you whereas the word *respond* offers more choices. When an elite athlete is in a stressful competition, she doesn't want to *react*. She wants to *respond*. Reaction is out of her control; responding is under her control. Learning to respond to situations rather than react to them is a subtle skill that can make a big difference in your outcomes.

Why should you care about any of this? You should care because you have the potential to become a "life entrepreneur,"—a surfer fluent in the language of opportunity. Developing this will give you a *Carpe Aqualis!* skill-set. It will allow you to seize opportunities others don't see or maybe run away from because the opportunity is disguised as a difficulty, hardship or even adversity.

Success in your career, marriage, and beyond is based on your ability to find and respond to opportunities, regardless of the circumstances. As you learn to speak and apply the language of opportunity as a life entrepreneur, you will see things others do not see. As you are trained to be fluent in the language of opportunity to the point where you can translate it and share it with others, you will see dramatic improvements in your life and your stress will be converted into exhilaration. Opportunities are all around you and they have never been more attainable than right now.

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| Surf-Titude: <i>"God provides the waves. What you do with those waves is up to you!"</i> |
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When waves of change hit, you have two choices for responding. Choose wisely—the choice you make upfront will largely determine your outcome. You could choose to react negatively as most people do. If so, the outcome will be as expected: Difficulty and strife that diminish your future prospects. Or, regardless of the situation, you could choose to **respond** with optimism and positive action. The outcome in this situation has at least the opportunity and the potential for prosperity, achievement and a positive future. Even if all you get is a learning experience or perspective, your response is in your control.

Congratulations! Today you are choosing to become a surfer. *Carpe Aqualis!* is a mindset and by beginning to respond to the waves (change) with a sense of possibility and optimism, you are becoming a life entrepreneur. The *American Heritage® Dictionary* defines an **en•tre•pre•neur** as: **"A person who organizes, operates, and assumes the risk for a business venture."**

An entrepreneur can be described as a visionary self-starter who loves the adventure of a new enterprise. You might be thinking that this does not apply to you. Isn't being an entrepreneur about getting a loan and opening a restaurant or something? It can be. But at the most basic level, being an entrepreneur is about creation and innovation. Those are forces you can use to shape your future.

Look at yourself as a business. If you have a job, aren't you organizing, operating, and assuming risk? What's the difference between that and starting your own medical practice or Internet company? The only difference is the perception of your security.

I have been an entrepreneur as long as I can remember from the lemonade stand to lawn mowing to the candle-making shop I had at eight-years-old. People tell me they would love to start a business but are too afraid of giving up their security. I would argue that as an entrepreneur, I have *more* security than they do. I am in control of my prosperity and my welfare. I can diversify my business among as many clients as I wish to ensure that I can withstand economic ups and downs. I have the privilege of working with many clients. Someone with a job only has one client. I am certainly not trying to convince you to quit your job to start a business. I just want to challenge the myth of security in any job.

Your security is NOT in the company you work for. Your security is not in your boss, your industry, your geography, the government or in any social program. Your career security is in you. At the beginning of each day as the sun begins to crest over the horizon to the very end of the day when the sun bids farewell until the new dawn and everything in between...ultimately it is **Your World and it is Your Wave!**

Carpe Aqualis! surfing is ultimately about personal responsibility. There's a saying that goes, "**If it is to be, it is up to me!**" We have adapted this to become, "Your World. Your Wave!" This is the recognition of total personal responsibility for your life. At the end of the day, no one else is going to get it done for you...it is your world and your wave. Surfing is an individual sport; life is no different. Like life, surfing is certainly more enjoyable when you are part of a larger community, but no matter how supportive others are, only you can take on your wave. Realizing this is absolutely liberating. If you are looking for your mom, dad, sister, brother, spouse, best friend, boss, coach, counselor, teacher, therapist, government, and so on to do it for you, guess what? **It will never happen!** *You* are the only one who can surf the waves you are given. Opportunity is optimism with a plan; it is creativity applied to the future. There is a saying, "he who is good with a hammer sees every problem as a nail." I want you to see opportunity in almost everything and to channel that opportunity obsession to areas consistent with your long-term vision, goals and plans.

No Matter Who You Work for, YOU Are the Boss of YOU!

If someone asks you who your boss is, do you think of someone else? Perhaps a supervisor at work? **The reality is that you are the only boss of you.** You are the only person who can live your life, and you are the only one in control of direction and results. Change is constant. It is important to realize we are constantly changing. Think about the era in which we live. Thanks to technology and communication, this is the first time in the history of the world that you have the ability to choose what you want to be, do, where you want to go and how you want to live. This is an unprecedented freedom that most people take for granted. Either they don't see it or it terrifies them. If you're going to become an accomplished surfer of change, you've got to see this freedom and embrace it. You've got to accept that nobody is going to shape your life for you. The power and the responsibility is completely yours.

The Root of Freedom Is Responsibility.

There is no freedom without responsibility. The more freedom you have, the more the responsibility increases. Think about a new baby. She has no freedom and no responsibility. Her parents take care of all of her needs. When she becomes a young child and gets her first taste of freedom, there are rules and some boundaries that cannot be violated, all for her safety. When she becomes a teenager, she's dying to be free of parental control, but she isn't mature enough to understand that responsibility follows freedom like a shadow. Freedom loses a bit of its luster when you realize it comes with a cost: finding a job, paying rent, buying food and clothing, and obeying laws.

Any success you create in your life will be built on a foundation of personal responsibility. The cornerstone of your character is the personal responsibility upon which the rest of your life will be built. Personal responsibility is essential to the foundation of your character and your integrity. If you are free to create your own future, you must be responsible for it as well.

Personal Responsibility is the currency of freedom. Those who are deficient in personal responsibility always seem to blame others and look for scapegoats. Scapegoating surrenders your power to someone else. Accepting responsibility in your life and in creating your future gives you power.

General Douglas MacArthur rightly observed, "There is no security in this life. There is only opportunity." Circumstances and luck do not really play a part in long-term success. Actions and choices produce results; otherwise how would two children raised in identical family circumstances turn out differently? How can some children who grow up in poverty break the cycle while others perpetuate it?

The more people seek security, the further it retreats. Ironically, playing it safe is the greatest risk you can take. *There is no such thing as job security. The only security is in your talents, skills and adaptability to the situation around you.* If you are looking for a job or another person to give you security, you will be disappointed.

Carpe Aqualis! is a battle cry. It is a mindset and an approach to life. It is also a skill-set that can be learned. It is a resolution to not just let life happen but rather to learn to surf the waves and adapt to the circumstances that confront you. *Carpe Aqualis!* is a movement and a revolution. Most of all, it's a call to action. It is a call to convert life's challenges into life's opportunities.

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| <p>Surf-Titude: <i>"To be a Carpe Aqualis! surfer, make sure your dreams are bigger than your fears! Seize the opportunities created in change! Carpe Aqualis! Seize the Wave!"</i></p> |
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Track 4 - The S.U.R.F. Strategy

Allow me to share an important Surf-titude: “*Opportunity is optimism with a plan creatively applied to the future.*”

Interestingly enough, surfing is actually a fundamental aspect of a true success strategy. Success may be an overused word, but it is really quite simple. Success is when you know where you want to go and are taking meaningful action to get there. The late Earl Nightingale defined it as: “*The progressive realization of a worthy goal.*”

Success as a strategy is also very simple. You will have change in your life as certain as the waves will roll in from the ocean. Some changes are planned and welcome, whereas others will be unforeseen and potentially unwelcome. Your response to the changes and the conversion of them into opportunities will be the measure of your success. Your success in life (as you define it) will ultimately be a reflection of your ability to seize the opportunities created in change. In business and in your personal life, change will present either difficulties and hardship or opportunities to be converted into benefits for your life. The choice is yours.

If it was announced today that your company had been sold and was under new ownership effective in thirty days, how would you feel? It would be natural to feel some apprehension about the unknown. After a short period of reflection, you need to move forward and assess the situation for opportunities. What are your choices? You can be disgruntled and a malcontent, creating the stage for a negative, self-fulfilling prophecy. But, you also have the opportunity for a fresh start, applying new ideas to creating a new chapter in your career. The situation as presented is neutral. Your choices, ensuing actions and attitudes will create your new reality. Is there a chance the new situation might be worse? Of course, but if it is bad, it will be that way anyway without any help from you.

Let’s explore what it means to surf Terro-Phoria. Imagine yourself as a surfer. You know you’re good. You’re absolutely ready with a *Carpe Aqualis!* mindset of: “**Bring it on!**” You have been preparing and putting yourself in position to ride the next big wave. You have trained yourself to recognize the ocean’s signs that the next big wave is on its way.

Suddenly, you feel the change in the ocean and the movement of the water. You see the towering wave approaching and your training kicks in. You begin to paddle like crazy, creating your own momentum before the massive swell arrives. As your energy converts to speed and the speed you produce is accelerated by the force of the water, you begin to lift. You push up into a low crouch, feeling the board latch onto the power of the wave, building momentum like a bicycle moving fast enough to stay up on its own.

Now your movements seem to be in slow motion, as every fiber of your being is tuned into the wave and more importantly where the wave is taking you. Every muscle works to keep you on the board and moving toward your destination. The wave is at its peak and you experience the mixture of sheer terror and pure adrenaline excitement. Welcome to Terro-Phoria. That's a feeling you must learn to love—the terror and thrill of being challenged by opportunities so big they defy your imagination.

Surfing is both skill and attitude. Skill because it takes craft and practice to ride the waves. Attitude because you have to accept that you can ride the wave, but you can't affect it. Surfing is the perfect metaphor for dealing with change. Surfing is about flexibility and creative adaptability. It is the ability to take what is given to you and make the best of it. ***Don't adapt to change...MASTER IT!***

Let's take it one step further and learn to S.U.R.F. change to create the best possible outcome regardless of what comes your way. First, it is important to recognize and be OK with the fact that no matter what you do...change WILL happen. Sometimes good, sometimes bad, sometimes unknown, sometimes scary and sometimes downright terrifying! When waves of change introduce themselves into your life, your only real point of control is the surfing skill-set you develop to adapt and make the best out of whatever comes your way.

Remember, in every situation, it is not what happens to you as much as it is your response to what happens that matters. Remember—for the most part, your response will determine your outcome. Think of change as waves and consider how you will respond to that wave. Success is not necessarily in your talents and abilities but in the choices you make in application to the waves.

And now allow me to unveil a secret weapon for you to use when the waves of change come into your life. You have probably heard the saying, "When life gives you lemons, make lemonade." With a slight modification, let's change it to, "*When life gives you waves...learn to surf!*"

The single best tool you can employ to surf change into your life and convert challenges into opportunities is a very simple four-step strategy. It is easy to remember...easy to learn...and most important...it is EASY to apply. Using this strategy every time you are confronted with difficulties, challenges, obstacles, and difficulties will build your skill and proficiency and it will dramatically separate you from the crowd of "whiners", "why me-ers", "woe-is-me-ers" and of course the "that's-just-the-way-it-is-ers".

This strategy to convert your lemons into lemonade, your challenges into opportunities and your difficulties into benefits is simply and appropriately called the S.U.R.F. Strategy with each of the four letters S—U—R—F representing one step in the strategy. The **S.U.R.F. Strategy™** is a simple, quick strategy to adapt and positively respond to whatever waves come your way. As you learn to apply the S.U.R.F Strategy to make the best of the waves in your life, your attitude becomes an important ally working for you rather than an adversary working against you. You cannot control the waves; you can

only control your response to the waves and develop the skills to adapt to whatever comes your way.

The four steps of the S.U.R.F Strategy are as follows:

- S→** Survey the situation
- U→** Understand your options
- R→** Respond based on your goals
- F→** Forward focus in action and attitude

Survey the Situation

When you are tumbled by a wave, you have to regain your bearing and figure out exactly where you are. Leave emotion behind and survey your situation. What new opportunities might be found or developed? Now is the opportunity to create a new plan. It might be tempting to get caught up in the heat of the moment and feel like you are without options. Take a step back to gain perspective. With an understanding of where you are and what choices you have, you can make the most of the opportunities.

Understand Your Options

After you know where you are, begin to assess options for moving forward. Focus only on solutions. After you survey your situation, it's time to make way for positive solutions and options. Ask questions like: "What can I gain?" or "What contacts can I make?" Maintain a positive outlook regardless of the situation—even if you do not immediately see the opportunity. Stay focused on the outcome you want and where you want to go.

Look optimistically for creative ways to use the situation for good. Don't lament your misfortune. The opportunity may be hidden. Learn to look for it. This is a creative success habit, and it only comes with practice. Become an *opportunity farmer*. Look for the hidden benefits behind each change and every situation.

Respond Based on Your Goals

Now, assess the options in front of you. Some may be better than others. Some may be more complicated or difficult to see. Weigh the pros and cons of each option. You might find your best option right now is to persist in your current situation. You may find yourself riding a wave bigger than you think you can handle. It may be a terro-phoria ride, but at least it will be interesting.

Remember, you always have choices. The only thing you can control is your attitude. Regardless of the wave, you have the power to choose. Make sure your response is in line with your goals.

Forward Focus in Action and Attitude

This shouldn't come as any big surprise, but you can't surf yesterday's wave. No matter what happened yesterday or how badly you wiped out, it is over. You are where you are. If you are lost, being mad, angry, hurt or bitter about how you got lost will not in any way help you get un-lost! This is a simple and small thing, but like the small hinge moving the big door, this has a gigantic impact on your life. You are where you are. You cannot surf yesterday's wave. Take control in your response and take action right now forward thinking about what you really want.

Think creatively toward the future. Take positive action. Do not let things just happen to you. Create the conditions and outcomes *you* seek! Now that you are surfing the wave, maintain focus on where you want to go and what you want to do. Maintain a vivid mental image of your successful future and find ways to keep taking action in that direction.

Surf-Titude: *"Carpe Aqualis! is taking personal responsibility to create and nurture the development of opportunities in your life."*

Pay careful attention now as Frank reveals the Seven Essential Surfing Skills to Revolutionize Your Business and Personal Life!"

Track 5 - 7 Essential New Rules

Now that you know the SURF strategy, let's move ahead and look at how to apply this to our lives and discover 7 new rules for successful surfing—rules you'll soon be living by. These 7 new rules will equip you with skills and techniques to be a great surfer. The good news is...you already have everything you need! Our objective is to learn to make the most out of any and every situation that comes our way—regardless of whether the situation is good, bad or yes...even ugly. Your goal is to equip yourself with the opportunity to surf *whatever* comes your way. Even when you wipe out, you can still learn, adapt and improve your life.

Prepare your *Carpe Aqualis!* mindset as you learn to apply the 7 essential surfing skills to revolutionize your business and personal life. First, let me introduce the 7 rules to you and then I will provide a little better understanding and share how it applies to your life.

Are you ready...?

- Rule Number 1** Your Competition is Not Other Surfers; It is Only You
- Rule Number 2** Great Surfers Strengthen Others—
To Get Promoted, Make Yourself Replaceable
- Rule Number 3** Surf the Waves That Come, But Be Prepared for the Big One!
- Rule Number 4** Apply “No Wave” Thinking
- Rule Number 5** Be Your Own “Big Kahuna”
- Rule Number 6** Surf Your Passion and Your Strengths
- Rule Number 7** Go Big or Go Home!—
To Be Great, You Have to Be Willing to Wipe Out!

As you apply these new understandings and surfing techniques to your life you equip yourself to create a spectacular ride! You will NEVER look at waves and change the same way again.

Rule Number 1 Your Competition is Not Other Surfers; It is Only You

Success in your career and in your life is NOT you against the world... it is you against you! Two surfers were lined up waiting for a sweet wave. As they looked toward the horizon, instead of seeing a wave, they saw the horrifying sight of a great white shark, its fin disappearing as it turned toward them. One of the surfers immediately started paddling furiously to the shore. Exasperated with the apparent futility of the situation, the other surfer started to scream, “Dude, are you crazy? You can't outswim a shark; what are you doing?” The surfer on the move replied without even looking back, “I don't have to outswim the shark... I just have to outswim *you!*”

Okay, it's an old joke, but hopefully the point is well taken. Don't focus on the shark and don't focus on the other surfers... focus on the only thing in your control, your ability to

get out of danger. Your only real competition is with the face you see in the mirror. Certainly there is competition from others, but you cannot control anyone or anything other than yourself, so why waste energy?

Surf-Titude: “*Don’t look at your peers as competition. Learn from them and help them be better surfers. This will enhance your skills and opportunities. Surfing with the best makes you a better surfer.*”

**Rule Number 2 Great Surfers Strengthen Others—
 To Get Promoted, Make Yourself Replaceable**

Have you ever worked with someone who hoarded knowledge as a way to make themselves indispensable? This is pure insecurity at work. People like this don’t believe they can stand on their merits, so they try to make themselves impossible to fire. “What would the company possibly do without me? It would fall apart and lose money, because no one knows what I know, or exactly how I do it. I’m bulletproof.”

Ridiculous! Nobody’s indispensable. You might be a miracle worker with knowledge no one could ever hope to duplicate. You might have some mighty big shoes that would be tough for anyone else to fill. Go ahead, gloat. Now think about this: if you are so indispensable your employer can’t afford to fire you, how can they ever afford to promote you?

A *controller* is someone who has a commodity (time, expertise, money, authority and so on) and rations it out in a way that makes others dependent on them. A controller could be a CEO, an accountant, the computer guy or even a secretary. You know what I mean if you’ve ever worked with one, because you dread asking them for anything. It would be easier to break into Fort Knox than to get any meaningful assistance from them. They might reluctantly assist you but on their terms and conditions. They never let you forget how much you need them. Whether the control factor is handing out paychecks, gaining access to resources or getting a frozen computer running again, it’s all about power. It’s about being indispensable. But here’s the truth: controllers are always replaceable, and they’re usually replaced quickly. Their security is false. What they have is not true security; it’s corporate extortion.

Conventional wisdom says to make yourself irreplaceable. **The *Carpe Aqualis!* philosophy is to “be replaceable.”** Pass on what you know and help others become better and more capable. As you equip others for success, you will see positive results for yourself. True leaders inspire others to improve and make it easier for them to do so. Add value to everyone you work with, regardless of level, position or immediate value to you. It is a great way to live your life, and the law of reciprocity will repay you.

Stop looking at others as competition. When you strengthen others, you strengthen yourself. In the end, that delivers value to the organization. If you hard-wired yourself into a position where they cannot do without you, how can they possibly consider losing you to a promotion? Instead, look for ways to teach others and assist in their growth.

Teach people to replace you. Then you can move up when they take your place. Do not let fear of someone replacing you stop you from adding the most value to your teammates. Don't control, *contribute!*

Surf-Titude: *“Let the success of those you serve be the fuel for your success and your ultimate measurement of it.”*

Rule Number 3 Surf the Waves That Come, But Be Prepared for the Big One!

Make sure the waves you are surfing and the actions you are taking move toward your major goal. Do not move from wave to wave unfocused on your goal. Do not fall short of your objectives because of a lack of focus.

You will never know when the next great opportunity will come, where it will come from or what it will be. Surfing the waves you are given allows you to learn, adapt and grow. Opportunity is meaningless by itself. It is like telling someone they have “potential.” That really means, “You have ability, but you haven't done anything with it yet!” Opportunity is a blank canvas; to turn it into a masterpiece, you've got to work. It's a wave moving toward you, and you're in the right position. Many people find opportunities, yet they fail to realize their potential. The swell lifts them momentarily, but they fail to catch the wave. The other side of the swell lets them down as the water reaches its lowest point before rising to normal levels again. If you let it pass you by, it's meaningless. Some people will sit on their board all day and yet never catch a wave.

Make sure the waves you are surfing and the actions you are taking move toward your major goal. Do not move from wave to wave unfocused on your goal. Do not fall short of your objectives because of a lack of focus. Change will happen as a recurring theme in your life. Do not just deal with change; harness it and use it as a force for good in your life and in your career.

Carpe Aqualis! as an identity creates a results-oriented problem solver. It is an adaptation skill to take what is given to you and adapt to it. Do not just survive change; thrive on it as you surf the waves you are given. When you surf the waves in front of you, you build your skills and proficiencies to better prepare for the great waves that will come later. You have to be in position, making the most of where you are today if you want to take on the big waves of tomorrow.

You have no control over the weather, global trade, macro-economic trends, value of currencies, geo-politics or anything else. The only thing you can control is your response, skills, abilities and attitude. Stay prepared and ready. Observe the trends, tendencies and actions of the waves on your beach.

Preparing yourself for the big one will not go unrewarded!

Nobody can surf your wave but you. It would be nice to delegate our life results to someone else, but this will not happen. No one will do it for you, nor could anyone even if they wanted to. Your parents cannot. Your spouse cannot. Your boss, friend, minister, therapist or children cannot.

Learn to reset your thermostat to change your environment rather than just reflect the environment like a thermometer. You are the only one who has the leverage to take control and to affect your outcomes. No one can be a better advocate for you than you. Remember...*The more difficult the wave, the more spectacular the ride!*

Surf-Titude: *“In life, there are really only waves of challenges and opportunities. Both have the power to wipe you out or give you a tremendous ride. The only difference is in your approach.”*

Rule Number 4 Apply “No Wave” Thinking

Surf the waves you are given. This allows you to learn, adapt and grow. That said...Don't Ride a Bad Wave All the Way. Every day presents choices for your life and opportunities, but you must choose. Choose wisely because your life will be the sum of all of your choices. Apply No-Wave Thinking as a strategy to evaluate all opportunities, relationships and situations in your life. Ask yourself, “Knowing what I know now, would I still ride this wave?” If the answer is no, with no sound reason to stay with it, bail out. If the answer is yes, ride it as long and as far as you can. Apply No-Wave Thinking to every area of your life. Ask yourself whether there is anything you are doing, knowing what you now know, you would not continue to do today. If you find something, change it. Otherwise, you're staying with a bad wave.

Please understand this is NOT a call to quit your job or a relationship when difficulties come...because they will come in every situation. Also these relationships are certainly more complicated than this simple metaphor. However, you need to evaluate where you are in every situation and apply No-Wave Thinking. If something is not working, take responsibility. Take action to understand exactly where you are and take steps to improve this. You are not doing your relationship, yourself or your organization any favors if you cannot give your all.

Surf-Titude: *“Success in surfing is not about the waves in your life but rather your approach to surfing those waves. In good times, enjoy. In difficult times, grow.”*

Rule Number 5 Be Your Own “Big Kahuna”

Do You Have Twenty Years of Experience or One Year of Experience Repeated Twenty Times? Longevity in a company or profession isn't enough to make you a guru. You might know people like this. They've been with the company forever. Unfortunately, if they are not changing, adapting, learning and growing, they are on a career treadmill.

Quality of time means more than quantity of time. To be competitive and successful in your career, you've got to grow with time. Use the many books, coaches, courses and resources available to become your own "Big Kahuna".

Kahuna is derived from the Hawaiian title for a shaman and literally means expert, wizard or guru. I believe that everyone can benefit from having a great coach. It's important to have someone to give you honest, candid insight outside of your own biased perspective. Having another point of view can only help you.

However, you need to learn how to be your own Kahuna. The word *guru* as part of the Kahuna definition means revered teacher or mentor and recognized leader. It also has come to represent a kind of hero worship and idolatry. Find a coach or mentor whose teachings you respect, but NEVER let anyone become your guru because it robs you of control. Certainly take counsel and coaching from others, but you can never forget the lesson of personal responsibility: Your World. Your Wave. As you learn, grow, and adapt to your waves, you can develop the skill to become your own success coach. You have both the ability and the responsibility to be your primary success coach. Keep it simple. No matter what your goals are, there are only four basic questions you need to be able to answer.

1. **Where are you now?**
2. **Why are you where you are?**
3. **Where do you want to go?**
4. **How will you get there?**

Reflect on these questions for a moment utilizing your new *Carpe Aqualis!* mind-set.

Read everything you can, talk to people who have done what you want to do, explore all avenues. Listen to others and remain open to all ideas, but ultimately be your own Kahuna and make your own decisions. You can take advice from others, but that will never take away your responsibility. Your doctor is not responsible for your health, your accountant is not responsible for your taxes, and your mechanic is not responsible for the upkeep of your car. They are valued parts of your team, but they offer only guidance and counsel. The responsibility is always yours.

Surf-Titude: "Success is found where opportunity meets personal responsibility."

Rule Number 6 Surf Your Passion and Your Strengths

The formula for success and greatness is to mix your passion with your purpose and develop your strengths. The formula for average achievement is to work on your weaknesses while your strengths get little attention. Learn how to outsource, delegate or to "just say no" where you are weak. This way you can build and develop your strengths. If you don't have a passion for what you are doing, you need to find something else... unless you are satisfied with average. Mix your talents and strengths with enough passion to drive you and it will take an army to hold you back.

Do you desire a rich, exciting, bold life with thrilling highs and sometimes humbling lows? Or would you rather play it safe, avoiding failure at all costs with your only goal to keep plodding forward? To be a great surfer, you must be willing to be a bad surfer. You must be willing to wipe out. Greatness in any endeavor is built on the foundation of failures. Fail forward, learn, analyze, improve and repeat. Shoot for unrealistic expectations. You may fall short, but the preparation you undertake is groundwork for other successes. Why not shoot for a big splash? If you are going to wipe out, at least make it interesting.

Success is Found in Personal Responsibility!

Failure is the first stage of success. It is an opportunity to learn and begin again with deeper insight and an improved plan. It is important to realize how significant failure is as part of your success strategy. Nothing you have achieved in your life has come without failure as a precursor. To find more success, fail more often. Of course, you can fail intelligently.

All surfers have wipe outs. Surfing bigger waves creates bigger risks. When you get caught under a big wave and rolled over and over like you're in a washing machine, you are getting "Maytagged." You feel beaten to a pulp, struggling without oxygen. Panic sets in as you are not really sure where *up* is. Now your only focus is survival. It's not a fun experience, but it happens in surfing and in life.

Learn to not take failure personally. People who are optimistic, positive and hopeful tend to see things that happen as external, the result of circumstances rather than some personal failing. Pessimists tend to interpret results as very personal, the result of their not being good enough. You can see how a pattern of that kind of negative thinking would rapidly become debilitating. You'd freeze like a deer in headlights.

When difficulties happen...and they most certainly will...learn to see them as temporary...the result of external factors—but NOT as part of who you are. Remember, your response is all you can control. After a wipe out—especially if you get maytagged—apply the S.U.R.F. Strategy to gain perspective learning forward.

- **S**urvey your situation
- **U**nderstand your options
- **R**espond based on your plan
- **F**orward focus on what you want for today and tomorrow...you cannot surf yesterday's wave!

Take Risks

Without risk, there would be no achievement. All successful people take chances. Meeting new people is a risk. Learning and growing is a risk. Risk precedes reward. But risk doesn't have to be reckless. The reason most people do not take risks and stay in a comfort zone is that they fear the unknown. They assume that risk has to be reckless and filled with the potential for disaster. It doesn't if you're prepared.

Failure and success are like the Chinese symbol for the yin and yang. It is indistinguishable where failure stops and success begins. No person who creates and sustains success does so without failure. Most successful people have far greater share of failures in their lives than people who are unsuccessful. Failure is a stepping-stone and many times the precursor to success. Failure with redirected energy seeks out possibilities and creates new opportunities. Failing, accepting responsibility and learning from the failure is the essence of failing forward. We all fall down. But falling, or failing, and then not putting the lessons learned to use is a waste of the learning resource.

Don't Play It Safe—Go Big or Go Home!

Unless you have reached the pinnacle of success or been humbled by failure, it is really hard to have real perspective in your life. While dealing with your emotions, you sometimes don't want to let your highs get too high or your lows get too low.

Almost any great accomplishment you can think of has at some moment in its origin been a failure or a door closed that you can point to as the original seed of success. I can now look back at many of the experiences that I classified as failures, and with the clearer perception of time, I can see how each has benefited me. Failure is a label we attach to an event or a set of circumstances. Events in and of themselves have no intrinsic meaning but rather the meaning we create and attach to it.

Anything Worth Doing is Worth Doing Badly

Skill development happens through practice, trial and error. Whether you are attempting to learn a new language or a new computer program, when you begin, you will fail more than you will succeed. Your skill acquisition will start off ugly. Over time, your skill will grow and your results will improve. Everyone learns this at the beginning of life as children until we are conditioned to forget it.

Each failure pays off in experience while sowing future seeds of opportunities. Every failure brings you closer to your next success. Any sales trainer will confirm that in sales, success and failure are interconnected. The law of probability says that your success rate will rise in direct relation to your failure rate. With a good attitude and a learning mentality, each failure increases your success probability.

Surf boldly and audaciously with optimism. Pessimists feel as though the world controls their fate. Optimists know otherwise. They know they remain in control of their attitude and that this leads to actions and ultimately to their results. *“Make Carpe Aqualis! your battle cry every time you are confronted with difficulties or change.”*

Surf-Titude: *“The great German Philosopher, Goethe (pronounced Ger Tae) proclaimed, “Whatever you can do, or dream you can, begin it! Boldness has genius, power and magic in it. Concerning all acts of initiative and creation, there is one elementary truth—the moment one definitely commits oneself then providence moves too!”*

Track 6 - What Color is Your Surfboard?

“True success in any endeavor is found in the powerful combination of opportunity awareness grounded in the realization of ultimate personal responsibility.” Carpe Aqualis! – “Your World. Your Wave!”

In our ongoing surfing theme, the waves represent change and opportunity. The board is the metaphor for the vehicle to bring the surfer to the surf. Your board is the connection between your surfing skills, talents, abilities and attitudes and the waves of change and opportunity. Your board is your leverage in the surfing process. A surfboard alone is meaningless, just as a great surfer could not effectively surf on a sheet of plywood. Both elements are important, but it is the combination that is vital.

Prepare Yourself to Be a Great Surfer

What do you get when you mix great waves of opportunity with a disciplined surfer on a first-class board of skills, talents and abilities waxed with a great and positive attitude? You get great surfing. Your life as a surfer is shaped by persistent waves of change and opportunity. Being a *Carpe Aqualis!* surfer is about learning and using the skills to maximize the waves. Why is it that same wave can wipe out some surfers and yet give others a tremendous ride? The answer is not in the waves. The answer is in the surfer.

Yes—Life is challenging. You will constantly find yourself in a state of change. Every day will challenge you more than the day before. There is more for you to keep up with, learn and adapt to. As change affects your life, you can ignore, resist, follow or surf it as a leader. If you ignore or resist, the change will still come, and you’ll either be blind-sided or battered by the surf.

Be Both a Follower and a Leader at the Same Time

This may seem like a contradiction, but it is not. Follow the rules of society, follow your supervisor, follow your clients and customers, follow your goals. Then lead with initiative and an awareness of opportunity grounded in personal responsibility. Understand your mission and your rules of engagement, then take action to accomplish your mission. Apply creativity and initiative at every opportunity. Learn and adapt when you don’t get the immediate results you want. Be tenacious and be consistent.

Clint Eastwood delivered a great line in his 1986 movie, *Heartbreak Ridge*, demonstrating the tenacity of the Marines. As gruff, battle-tested Gunnery Sergeant Highway, he is put in a position to train new troops who may go into battle. In the most memorable line of the movie, he offered wisdom in which they could trust their lives: ***“Improvise, adapt and overcome!”***

This was his philosophy; accomplish your mission even when your plan falls apart because of the chaos on the battlefield. The military is always adapting. Great companies are always adapting. Smart people in every endeavor are always adapting. Why? Because things rarely go as planned. Over, under, around or even through, you've got to think on your feet, be tough, and never, ever quit.

Choose to lead and to be a leader regardless of your position or job title. Learn how to respond positively to change and the unknown. It does not matter if your business card says CEO, president, director, manager, supervisor, or if you don't even have one. If you are an investor, business owner, minister, administrative assistant, salesperson, soldier, self-employed, stay-at-home parent, nurse, inventor, small business owner or student, this applies to you. Do not allow yourself to be trapped in fear of the waves. Master them!

Let Me Ask You...What Color is Your Surfboard?

Life will present waves of challenges and opportunities with the power to wipe you out or take you on a tremendous ride. What matters is your approach. People can observe the same wave and come to different yet accurate conclusions. Some will see the waves as problems. Others will see the same wave as opportunity. Same wave, different perception. How do you see the waves of change and your ability to surf?

No matter what your skill level or surfing aptitude is right now, you can learn and apply some simple skills and tools to surf like a pro. In life, there are those who are optimistic. There are also those who are pessimistic. There is really only one difference. An optimist thinks brightly on the future while a pessimist thinks the future will be negative. The reality is this...it is not the event, it is your response to the event that will determine your outcome. The filter of how you interpret what happens to you followed by your response and actions over time will ultimately determine your future.

Remember, knowledge is not power, but *applied* knowledge can be. Success is available for you if you apply the building blocks. Each moment and each day are building blocks upon which you will build your life. If your actions are random, without thought or planning, your ultimate structure will be flawed. It will lack utility and purpose.

When you plan each activity and each goal, like a carefully laid brick upon a solid foundation, the resulting structure will be strong and beautiful. Building blocks for success are habits of success. Small achievements create larger achievements. Small decisions shape the day. Actions of the day compounded over weeks and months and years produce results. The question is, will you allow yourself to remain the laborer in someone else's castle or will you become the architect of your own future?

Thank you for spending this last hour with me...I will restate my promise that if you apply what you have learned, your life will never be the same as you are now equipped to take on whatever waves come whether they be waves of opportunity or even waves of challenges and difficulties. Remember - "Your *Carpe Aqualis!* opportunity-based attitude, combined with the "**Your World. Your Wave!**" personal responsibility will drive your aptitude and ultimately will determine your results in your life!"

Track 7 - Revolutionize Your Life

Throughout the last hour, you have been learning skills and strategies to apply and invest into your life. As a *Carpe Aqualis!*—life entrepreneur and surfer you have been building your board in your skills, talents, abilities, attitude and personal responsibility to take you wherever you want to go!

Most people listen to information on a program like this and yet never take any action. Whatever positive value you have received will become useless without being put into action. We have a special **FREE** offer to assist in not allowing this to happen to **YOU**—an offer to keep **YOU** moving in the direction of your dreams.

Take action now—simply visit our website KahunaPower.com for some **FREE** special tools you can use immediately to apply to building your board of skills talents abilities attitude...all this is available **ONLY** if you take personal responsibility and **TAKE ACTION**. You have nothing to lose and some great value to gain—all at no cost to you...just the effort to visit KahunaPower.com.

...**PLUS** there is an **ADDITIONAL surprise, gift** for you as an added incentive to take action—yours to claim absolutely free without cost or obligation as our way of saying thank you for spending this last hour with us. So what are you waiting for? The only price you will pay is the price of not taking action and in getting less than you are entitled to claim out of life.

Final Word:

You were born with the abilities providing you with the power to literally change your life. You possess the ability to learn, adapt and grow beyond what you were born with. You can develop your skills, talents and your attitude. You can and must evolve. Every wave gives you something you can use. Every change carries with it some kind of gift or lesson...when you train yourself to see it and act upon it. That is the essence of *Carpe Aqualis!* Take some time and listen to this *KahunaPower CD Single* a few more times. Each one will reward you with a stronger foothold in the material and deeper insights to apply to your life. Remember, "It is your world, your wave!" Design it, build it, surf it, enjoy it and live it...***Carpe Aqualis and Seize YOUR Wave!***"

Thank you for listening to the *KahunaPower CD Single—Carpe Aqualis! “One Hour to Seize Your Wave and Revolutionize Your Life”*. For more information about Frank Lunn, Kahuna Empowerment Incorporated, products, services and opportunities, please visit us on the web at KahunaPower.com, that's **K A H U N A P O W E R.com**.