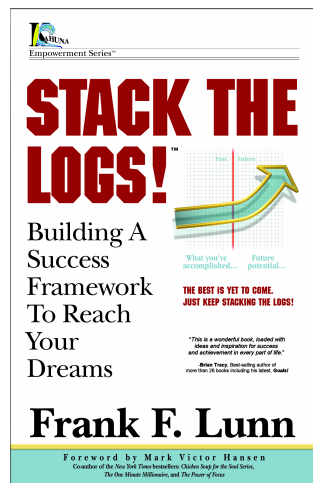


Executive Summary

Stack The Logs! *Building a Success Framework to Reach Your Dreams*



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Stack The Logs!

Frank F. Lunn was living a normal busy life when he received a phone call that stopped time: His eight-year-old son had just been diagnosed with leukemia. The next six months were a struggle for the entire Lunn family, as they battled with Frankie against a cancer of the blood and bone marrow, a cancer very similar to what ironically had defeated Lunn's father four years earlier.

At the time of his son's illness, the premise for this book was still in its infancy. It is based on his father's homespun advice to "stack the logs," one decision and choice stacked on top of another, until success is achieved.

It took Lunn a while to realize just how simple yet profound his father's wisdom was. He eventually realized that success, whatever your definition is, is an accumulation over time rather than a singular event. It is about incremental achievement.

As he reflected on his father's message from a note in a birthday card, Lunn realized

there were seven essential components: (1) plan well, (2) keep an excellent forward thrust to your objectives, (3) deal with disappointments and setbacks, (4) create a positive support structure, (5) stay positive and focused, (6) maintain moral character, and (7) keep on "*Stacking The Logs!*"

Divided into twenty chapters, this powerful text expands on these basic principles, including planning for guaranteed success, and the power of Applied Incremental Advantage, which Lunn calls the "compound interest of success." It also tells what the number one reason people fail is, and how to overcome it, as well as programming yourself to become a champion with the techniques used by Olympic athletes and astronauts.

Additionally, the book details the history of St. Jude Children's Research Hospital, where Frankie Lunn was treated. Lunn credits his "new family at St. Jude" for teaching him the gift of optimism in the face of adversity and how to weather personal storms and come back stronger.

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Special Acknowledgement to St. Jude Children's Research Hospital

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About The Author

Frank F. Lunn is an expert in leadership, marketing, and small business entrepreneurship with a proven record of success. He has a diverse background and a wide range of life experiences allowing for greater perspective in sharing and teaching others.

Lunn attended Illinois State University, majoring in economics with a minor in military science. Commissioned in 1987 as an officer in the U.S. Army, he received specialized military training in many facets of advanced leadership, logistics, resource management, and strategic planning. He served in the Persian Gulf

during Operation Desert Storm and received a Bronze Star for meritorious service. After six years of military service, he retired to the inactive reserves as a captain.

In 1995, he founded CMS Inc./Kahuna Business Group. His unique experience is vital to his role in facilitating and leading Kahuna Business Group through continued growth.

Lunn is a devoted husband to his wife Lisa and father to their three children Frankie, Matthew and Rachel.

Reviews

“This is a wonderful book, loaded with ideas and inspiration for success and achievement in every part of life.”

Brian Tracy

Best-selling author of over 26 books including *Goals!: How to Get Everything You Want--Faster Than You Ever Thought Possible*

“This book is a shot in the arm! Frank Lunn has written a genuine, must-have book that is page after page of timeless wisdom. The aggressive path to success lies within these pages.”

Michael A. Janke

**Best-selling author of *Power Living (Mastering the Art of Self Discipline)*
Decorated Navy SEAL, and founder of Special Operations Consulting.**

Stack The Logs!

“Building a Success Framework to Reach Your Dreams”

Foreword by Mark Victor Hansen
Co-Author of the New York Times bestsellers:

Chicken Soup for the Soul® series
The One Minute Millionaire
The Power of Focus

“Success is creating a state of mind that allows you to achieve whatever it is you want.”- Mark Victor Hansen

You may know me better as the “Chicken Soup for the Soul®” guy. For over 26 years, I have focused solely on helping people in all walks of life reshape their personal vision of what's possible. When Robert Allen and I wrote *The One Minute Millionaire: The Enlightened Way to Wealth*, our mission was to inspire the creation of one million new millionaires this decade. I believe you can create the life you desire and the one you deserve. After reading *Stack The Logs!*, I was both encouraged and inspired by Frank’s approach of distilling timeless truths into an easy to read and easy to apply book. The principles found within are absolutely foundational and universal to success. Combine this with the heartwarming way in which Frank and his family took the horrible storm of childhood cancer and weathered through to come up with something beneficial to others and you have a winning book that should be read by everyone.

I resonate with Frank’s personal story as well as with his philosophies and beliefs. Just over two decades ago, I was bankrupt from a failed business, no money, and even fewer resources. I knew that my own success would come out of the course I set for myself and I knew the outcome I wanted to achieve. It was not always easy and it was not always fun, but today I am thrilled with my life’s journey and my outcome. *Stack The Logs!* is a wonderful metaphor for success, one log at a time. You will be amazed at how easily you can apply this text to literally change your own future.

This book is foundational and inspiring. I do not feel it would have the unique and rich texture were it not for the struggle of the Lunn family in one of the scariest things a parent can imagine, a childhood catastrophic disease. Their story and the St. Jude story are both inspiring and

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insightful to the true nature of success. Success has many measures and is valued differently by each one of us. This success hits many levels.

My philosophy on tithing and philanthropy is widely known. I believe in giving back. Enrich to be enriched; inspire to be inspired. This book gives and receives. Frank told me he wrote *Stack The Logs!* with two distinct purposes in mind. His goal with the book is to: Inspire, Educate and Empower People to Take Bold Action to Achieve Their Dreams! His other goal is to increase

awareness and raise money to assist St. Jude Children's Research Hospital in the ongoing mission of: "Finding cures. Saving children." When you purchase and read this book, your outcome is simple: You will definitely benefit yourself. You will also further the work of St. Jude Children's Hospital.

You will thoroughly enjoy *Stack The Logs!* and your life will be enriched through the journey.

-Mark Victor Hansen

More Reviews

"An absolutely heartwarming and life-changing work that will remind you of the greatness inside of us all. A book you want to read 3 times a year!"

Mike Litman, Co-Author - #1 Best-Seller, *Conversations with Millionaires*

"Some books are packed with useful content. *Stack the Logs!* is JAM-PACKED with useful content. Each chapter provided me with small, bite-sized truths that brought home an important aspect of success. Great reading with time-tested wisdom. Read it slowly and apply it daily!"

**Chris Widener, President
Made for Success and Extraordinary Leaders**

"*Stack the Logs!* is a GREAT book which inspires, helps and encourages the reader in every part of life. I recommend purchasing a case of them so that you can have them ready as precious gifts for your friends, family and business associates."

**Dottie Walters CSP, International Speaker, Author, Consultant
Publisher/Editor: SHARING IDEAS MAGAZINE
Author *Speak & Grow Rich*
President, Walters International Speakers Bureau**

"This book is a powerful wake up call for who we can become and how to get the most out of life. Frank Lunn's words will touch your heart, strengthen your courage, and stoke your enthusiasm."

**Rich Fettke
Success Coach and Author of *EXTREME SUCCESS***

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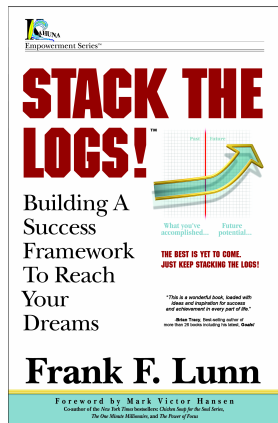
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Live Your Life By Design!

How to Break Through Your Success Barriers

Facing adversity is a part of life. It is up to those challenged as to how these obstacles will impact their lives. In this inspiring new book, *Stack the Logs!™ Building a Success Framework to Reach Your Dreams*, Frank F. Lunn describes how his relationship with his late father and his young son's devastating diagnosis of leukemia led to a new formula for success based on a tried and true philosophy. The result is a remarkable lesson on how we can get the most out of life.

Lunn, who has a success entrepreneurial background, engages you from the very first pages. He describes an experience, with his father, which provided the foundation for the book, and details his own son's frightening fight against cancer.



Lunn tells of a simple note in a birthday card from his father about how “stack the logs” one at a time—making life choices, one by one—was the only route to success and how it suddenly became clear this simplistic idea was truly profound.

In this compelling book, you'll discover how to:

- ❖ Define your own success
- ❖ Become your own success consultant
- ❖ Build your dream life
- ❖ Achieve everything you have ever wanted to achieve
- ❖ Dominate fear and make it your servant
- ❖ Learn to convert discouragement, disappointment, and setbacks into fuel for your success!

Stack The Logs!: Building A Success Framework To Reach Your Dreams by entrepreneur and marketing expert Frank F. Lunn is a straightforward self-help guide for members of the business community in their dealings with adversity by making their life choices one at a time. From learning to keep tight control over one's fear; to accurately defining success for oneself; to tips for dealing with disappointment and laying firm plans, *Stack The Logs!* offers solid, accessible, rational, effective guidelines which are directly applicable to both business concerns and personal life issues.

The Midwest Book Review

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What Others Have Said...

"I salute all those behind this worthy project and encourage everyone to buy *Stack The Logs!* Everyone wins from this initiative; especially the children in need of a cure."

Dr. Walter Doyle Staples

Best-selling author of *Think Like A Winner!*

"Informative and lovingly written, '*Stack the Logs!*' is a treasure for every family. I had the pleasure of meeting Frank and his son, Frankie, and will forever be moved by their sweet spirits. The mission of '*Stack the Logs!*' is clear and powerful: succeed on your own terms with hope, knowledge and a positive attitude!"

Wynonna, Grammy Award-Winning Country Music Artist

"A great read for anyone looking for success. Makes you sit back and think, 'you know, he's right'. I can't wait to share the book with my staff to use as a framework for achieving an outcome(s), short and long term, through the **STACK™** strategy."

Ron Schuldt, President

Columbus Data Services

"Read *Stack The Logs!* yourself. Give it to your spouse, your son, your daughter, your business partners, employees, the people you are mentoring and anyone else you truly, deeply care about. This is more than a business book ...*Stack The Logs!* will help you live a better, more productive and successful business and personal life. Frank's practical, thoughtful approach and ability to distill meaningful truths into incredibly powerful lessons makes this book one of the most powerful I have ever read. Pray your competitors don't read this book before you do!"

Rick Galbreath, SPHR

President, Human Resources Growth Partners, Inc.

"This warm and inspiring book is a testament to courage, tenacity and determination."

Dan Poynter

Best Selling Author, Publisher, Speaker.

"*Stack The Logs!* is written from the heart by someone who has lived the principles he teaches us. Frank's **STACK™** Action Plan Strategy is an easy-to-use winning formula for success in any circumstance, despite any obstacles. Read it. Use it. Live it."

Vic Johnson

Founder, www.AsAManThinketh.net

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Preview of Contents

The following is an excerpt from *Stack The Logs! Building a Success Framework to Reach Your Dreams* by Frank F. Lunn © 2004. Published by Kahuna Business Group, Bloomington, IL. All Rights Reserved.

Chapter 6- Personal Initiative! How to Completely Separate Yourself from the Crowd.

“Do or do not. There is no try.”-YODA

Time (Choice) Management

There is not really any such animal as time control or time management. You do have the ability for time choice and event or activity management within the time allotted. This may seem like a small distinction, but it is quite important. You cannot control time, no one can. Your success in “time management” is to better control your incremental activities within a given time period for success. Instead of spending time in front of the television or relaxation activities, what if you invested those hours in study toward improving your skill set or increasing your specific knowledge in your industry or exercising, etc. Imagine what that translates to over time. According to Nielson Media Research 2000™, the average person watches over 30 hours of television per

week which translates into 1460 hours or the equivalent of 36 forty hour work weeks wasted in escapist activity. That is incredible! I am not against relaxation and leisure in moderation. Unchecked however, the trade off between what Brian Tracy characterizes as tension relieving versus goal achieving is tremendously steep. Success comes not through the months and years, but through the hours and minutes and the choices within each.

How to Get Promoted in Life

Don't wait for things to happen. Set yourself apart from the crowd and make things happen. Take initiative and take a chance. Most people never will so if you do, it naturally sets you apart from others. We all have areas of weaknesses and personal liabilities. Our strategy

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should be to determine which areas are improvable to provide us maximum benefit for the investment of our time, effort and energy. Don't spend time and effort dwelling on your limitations or what you can't do. Instead, look to magnify and capitalize on your strengths and potential. Spend energy focusing on finding Incremental Advantages and changing and improving areas you can rather than focusing on what or why you can't.

Assume you have two financial accounts. One is a mutual fund providing you an annual yield in consistently in excess of 15% per year. The other account is a savings account getting you 3% if you are lucky. You just earned a thousand dollar bonus check and you want to invest all of it. Assume further you have emergency saving covered and you are interested only in future gains with this new found money; where do you invest it? Unless there was some compelling reason otherwise, you would naturally invest your capital where it could get the best highest return on investment. This is no different for your skills talents and abilities invested in the time increments available and equal to all human beings. Leverage and separating

yourself comes from consistently doing the highest payoff and highest leverage activities.

The interesting thing is most people look outward for success. They look for someone else to appreciate them, someone else to promote them, someone else to motivate them. *Success is not external shining in, it is internal radiating out.* If you look for other people to define your success or happiness, you will never find your full measure of either. You are the convening authority for your own life, not others. If you want a promotion, set up the conditions to get promoted. Apply the STACK Strategy and you will find the power and control in yourself rather than in others or circumstances.

You, Inc.

When you have your own business, it is clear to see the selling of services or other value in return for money. You may not realize this, but even if you are an employee, you are basically self employed. You are your own personal services corporation selling to one customer in this case, your employer. Whether you earn minimum wage or are in the top bracket of income

earners, your business entity, You, Inc., is at the heart of your earning. In a job, you package and market your talents, skills, abilities, attitudes and efforts into something traded to your employer for income. This is no different than being self employed. The quickest route to earning more money is to recognize your situation and to provide more value to your organization. The more you develop your skills, talents, abilities, attitudes and efforts into value for your employer or your clients, the more you earn and are worth.

In working with other business owners, as an employer myself and a former supervisor of over 350 people, I can relate to you the most desirable characteristics for employees. Skill and talent are helpful, but only a basis to start. The most important characteristics revolve around attitude. Employees possessing a positive attitude, willing to learn and grow and who take initiative to advance the supervisor's goals or take away headaches are rated the highest. Is this any surprise? Employees provide leverage to a business. The more benefit an employee brings you, the more valuable they are in the leverage they bring to advance the business's

objectives. If you want to earn more or move up in an organization, add more value to your supervisor and the organization. If you have your own business, do the same for your customers. It is quite simple, yet missed by so many who forget that they are hired to serve rather than to be served. If you cannot provide value to an organization, why would they employ you? If someone else can provide the same value you do for less money, why would they not look to replace you with that person. If you have scarcity mentality, this might rub you the wrong way or make you scared. I would challenge you to look at it the reverse. Knowing most people look at their jobs as an entitlement, find ways to add more value, learn more and apply your skills to your organization.

Create a personal balance sheet for yourself. List out your assets and your liabilities in the areas of knowledge, talents, skill set, abilities. Also evaluate your attitude and advantages you have to be a benefit. Your liabilities in reality are only what you have yet to learn and apply to improve the items on the asset side. You may think you have more liabilities, but those are only self limiting beliefs created and enforced by yourself. The

key to your potential is to develop and refine your potential of you. The concept of You, Inc. is not new. It has been used by many people to illustrate that your earning power and production capability rests squarely on YOU, Inc.

What are you doing to push the boundaries and improve the production capability of You, Inc.? The good news is that you don't have to get all of your education at once. You don't have to quit your job to go back to school or take a sabbatical to learn new things. The best education is the application of knowledge to your goals. Incremental learning is certainly a "log stacking" activity. Learning is like climbing a mountain.

The more you climb, the more you see and the better you can improve your perspective of all that is below you. The more knowledge and information you gather and put to applied use in your life, the easier it is to gain new information and apply that information to your life. Whether you acknowledge it or not, you are self employed regardless of who signs your paycheck. Failure to recognize this leads to dependence on others and a failure to develop the single most valuable asset you own.

*"We are what we repeatedly do.
Excellence, then, is not an act, but a
habit."-Aristotle*

"Stack the Logs! is a wonderful, illuminating, and inspiring book. Through laughter and tears, you will re-think how you are living your life, and discover how we all have the capacity to contribute and make a difference in the world."

Stacy Allison, First American woman to reach the summit of Mt. Everest
Author of *Beyond The Limits and Many Mountains to Climb*

"As a father who has spent many months in hospitals with a seriously ill son...I can fully understand why you felt compelled to share your story in order to highlight how it *IS* possible to keep a positive view on life when it all seems to be falling apart. The seven staggeringly simple steps to success defined so clearly in *Stack the Logs!* are a wake up call for anybody who is interested in having a more positive, successful...and above all, happy life."

Gary Vurnum
Author and Publisher of "Our Success Partnership"
www.oursuccesspartnership.com

www.stackthelogs.com

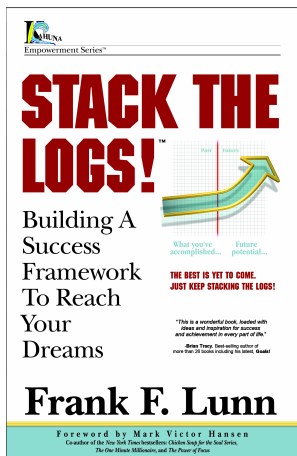
Contact Information

For information on *Stack the Logs!* including

- ❖ Corporate discounts
- ❖ Speaking & Training
- ❖ Charitable partnership opportunities

Please contact: Timothy Bill (tim@kahunaworld.com) or
Tim Keith (tkeith@kahunaworld.com)

Kahuna Business Group
801 W. Chestnut, Suite C
Bloomington, IL 61701
309-828-8396
888-357-8472



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