

5 Things to Know about



Books

#1 Purpose

Cultivating PineHappy People

The purpose of The Pineapple Theory is not to turn you into a pineapple. It isn't about adopting beliefs with tall, rigid walls, nor about navigating your life with a single anchor that keeps you stuck in one place.

Its purpose is far simpler, and far sweeter.

The Pineapple Theory is meant to be a **sweet addition to your life recipe**, not a replacement for who you already are. It is a refreshing approach you can blend into whatever you are doing, becoming, or striving toward.

You don't need to "become pineapple." You only need to stay open to the small shifts that help you cultivate a better self, grounded, curious, emotionally balanced, and quietly confident.

This theory doesn't ask you to change your identity. It invites you to enhance your humanity. That is the purpose. To cultivate PineHappy people, one sweet, unexpected insight at a time.



#2

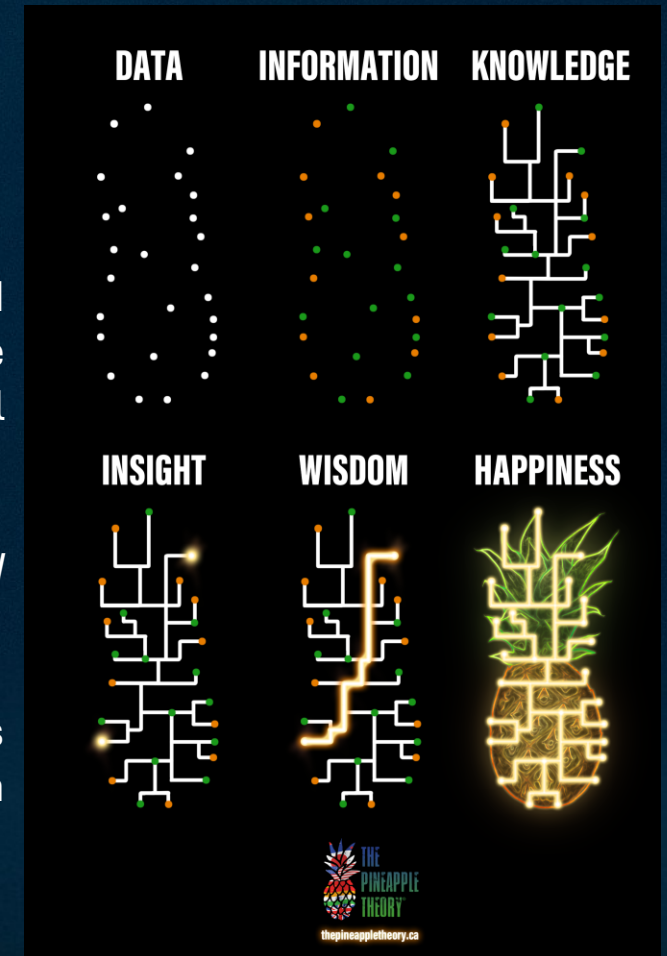
The Pineapple

The pineapple serves an authentic & fruitful experience

Everything you don't know that you don't know about the fruit was researched across cultures with world travels. Every finding then inspired to create pineapple Analogies, Metaphors, Quotes, References and more making the fruit a symbol for Positivity.

The fruit turned into an architecture of how we feel and think. *Body, mind, and stomach* — both metaphorically and literally.

That's welcoming with great hospitality, and it gave birth to one of the theory's most impact design, a visual representation about why The Pineapple Theory is a refreshing approach to self-discovery.



#3

The Life Philosophy

The Pineapple Theory's life philosophy is simple, but not shallow. It is the product of something strong, a self that has been rooted, re-rooted, and ripened through self-awareness.

Its foundation is kindness. Its compass is truth. And when both are welcomed, life becomes naturally more fruitful.

This philosophy grew from the quiet work of “re-pinning” the self - peeling back old layers, confronting the parts we hide, and creating space for truth to enter without resistance. When truth is welcomed, clarity follows. When clarity settles, kindness becomes easier. And when kindness leads, life expands.

To be kind and truthful is not a slogan. It is practice, an art to master, a graceful response in an unkind world. A way of standing humbly tall with emotional balance, grounded presence, and a sweetness that doesn't need to be forced, nor made loud.

That is the life philosophy of The Pineapple Theory. Be kind. Be truthful. And life will be fruitful.



#4

It's Most Impactful Enzyme

Be Positively Curious

Bromalin is found in many fruits, but it reaches its most potent form in the pineapple. And The Pineapple Theory serves that enzyme by challenging a familiar *status quo*:

Be Positively Curious.

It is one of the theory's 15 Fundamental Anchors - the roots of the ananas - and in a world that has been taught that everything starts with *Why*, The Pineapple Theory offers a refreshing shift:

Everything starts with **Positive Curiosity**. Before the *Why*. Before the analysis. Before the judgment.

Positive Curiosity opens the mind, softens the ego, and creates a ripple of positive energy and the emotional space needed for truth, growth, and grounded understanding.

It is the enzyme that breaks down resistance - just like bromalin.

It's not just another "purpose" book. It challenges the cultural hierarchy of *Why* by replacing it with a more psychologically accurate, emotionally safer, and spiritually resonant first step. **That's fresh!**



#5

The Recipe

Like several clusters of flowers grouping to form the pineapple, the books take form with the following exceptional recipe designed to educate, entertain, and elevate:

- 🍍 Biography for inspiration.
- 🍍 Psychology for understanding.
- 🍍 Philosophy for perspectives.
- 🍍 Science for curiosity.
- 🍍 Fiction for creativity.
- 🍍 Self-help for action.
- 🍍 History to grow tomorrow.
- 🍍 And the pineapple, for a fruitful experience.



Is it for you?



It is said the best things in life are the ones we haven't expected.

Not only is The Pineapple Theory not expected when first encountered, but it's a pattern disruptor; the ananas standing tall in a mixed plate of fruits.

It's bold; like the tickle from a first bite before becoming sweet. And it's for people seeking a voice that surprises, challenges, and inspires.

Not limited to, if one of the following fits you, then yes, it is if...

... you love psychology; you'll enjoy how refreshing it's taught and applied. And if you currently study it, you'll likely wish your teachers explained it with a pineapple.

... you love philosophy; you'll love the refreshing and truthful perspectives.

... you seek personal growth and self-improvement; you'll taste the "sting" - what disturbs your comfort zone - before you can taste the sweetness.

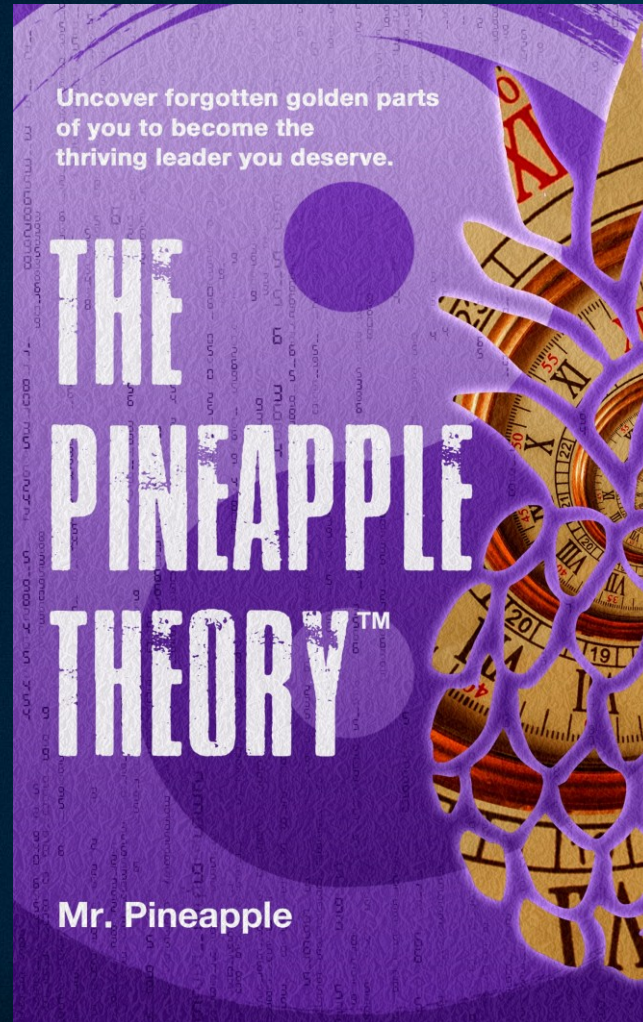
... you enjoy what provokes; it is thought provocative, and it does not apologize for standing tall in a mixed plate of fruits.

... if you seek something different; it's the underdog of publishing. It breaks the patterns and yet, it's a fruitful reading experience.

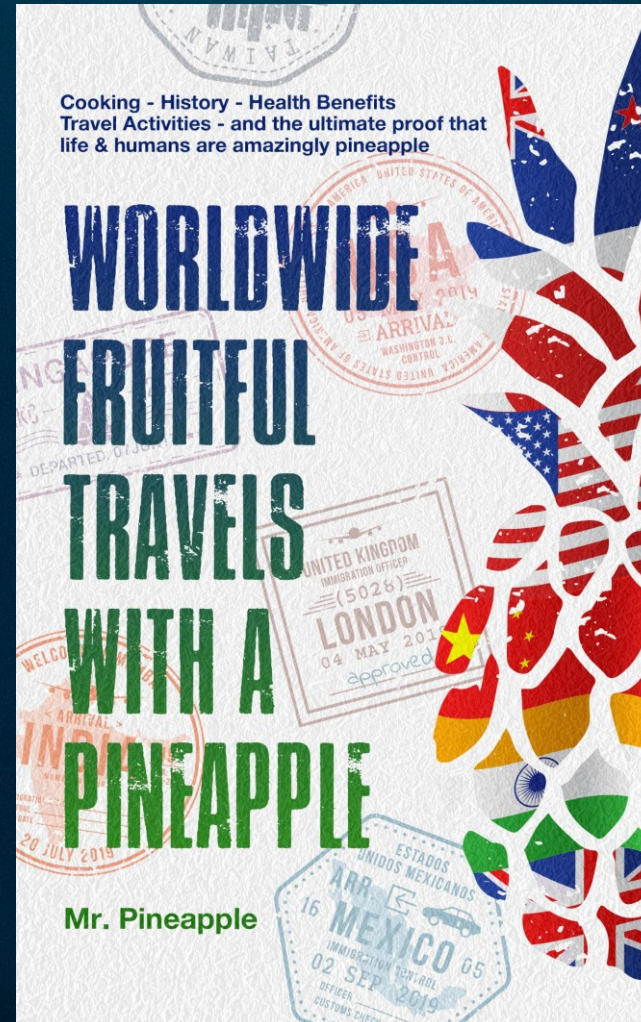
THE PINEAPPLE THEORY SERIES

You will never see a pineapple the same way again – or yourself – or both!

WHAT is The Pineapple Theory?



WHY the pineapple?



The Theory's expanded edition



Available on
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MINDSET SERIES

Reading made possible with a busy lifestyle

A BEAUTIFUL DAY STARTS WITH A FRUITFUL MINDSET

267 pineapple bites to turn your mindset into your most valuable asset and greatest weapon.



Mr. Pineapple

LEADERSHIP STARTS WITH A FRUITFUL MINDSET

1-minute Mini-Bites for a zest of freshness in your leadership.



Mr. Pineapple

A BEAUTIFUL TRAVEL STARTS WITH A FRUITFUL MINDSET

Pineapple tasting across cultures

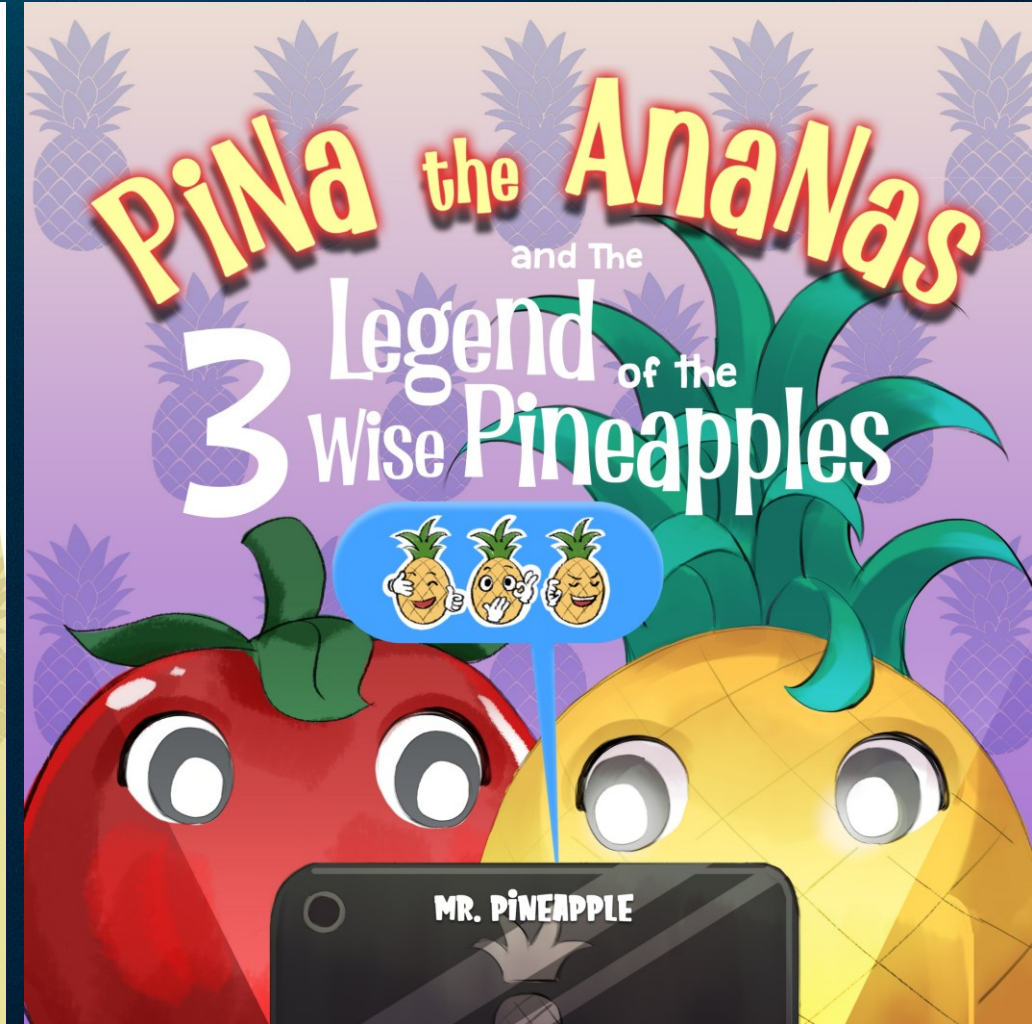
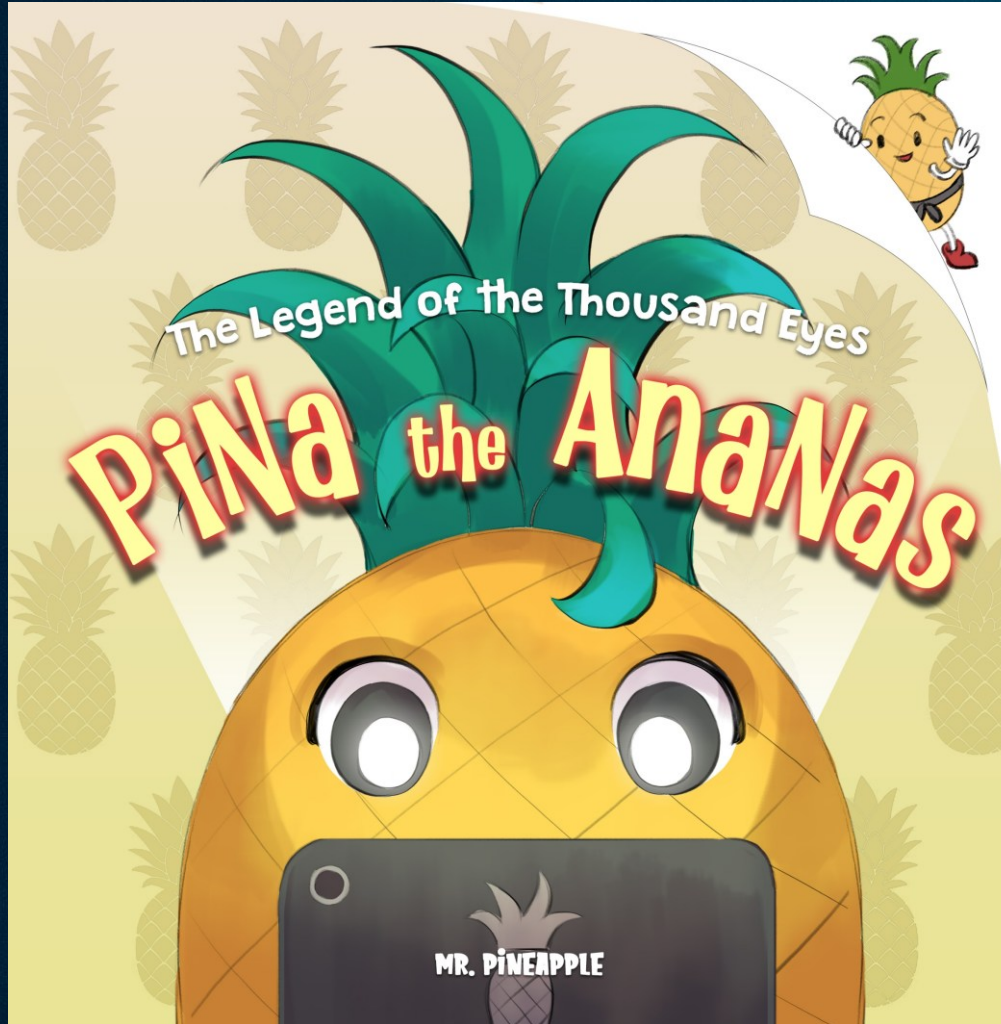
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Mr. Pineapple

KIDS SERIES

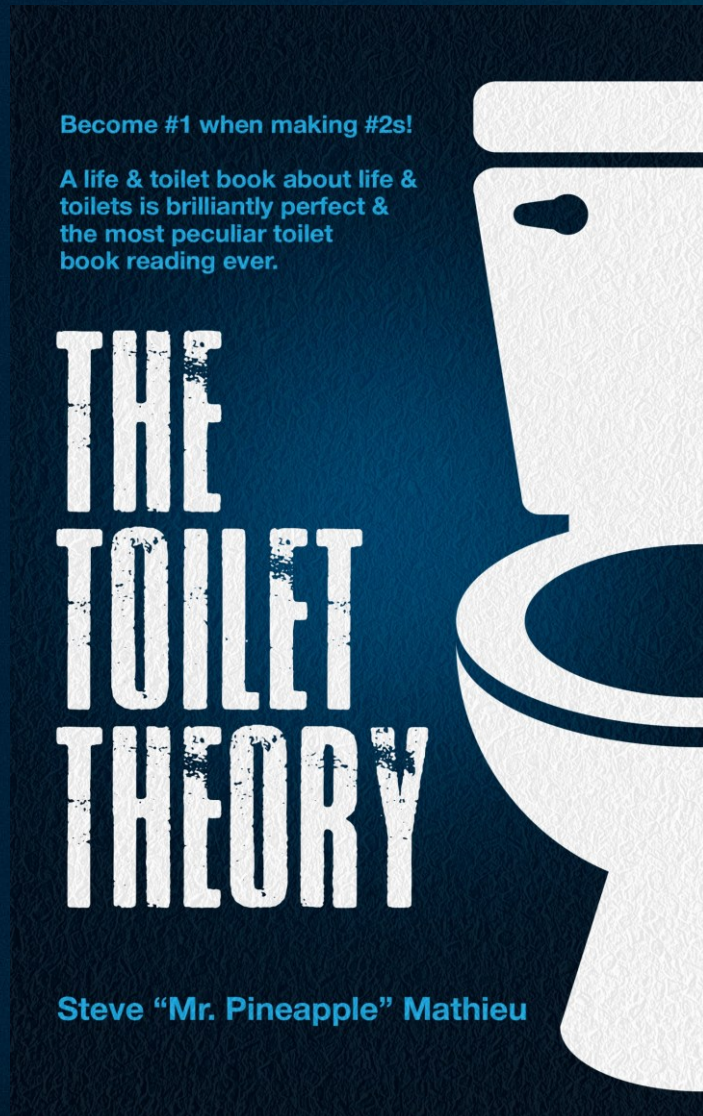
Cultural classic legends freshly served in today's modern reality



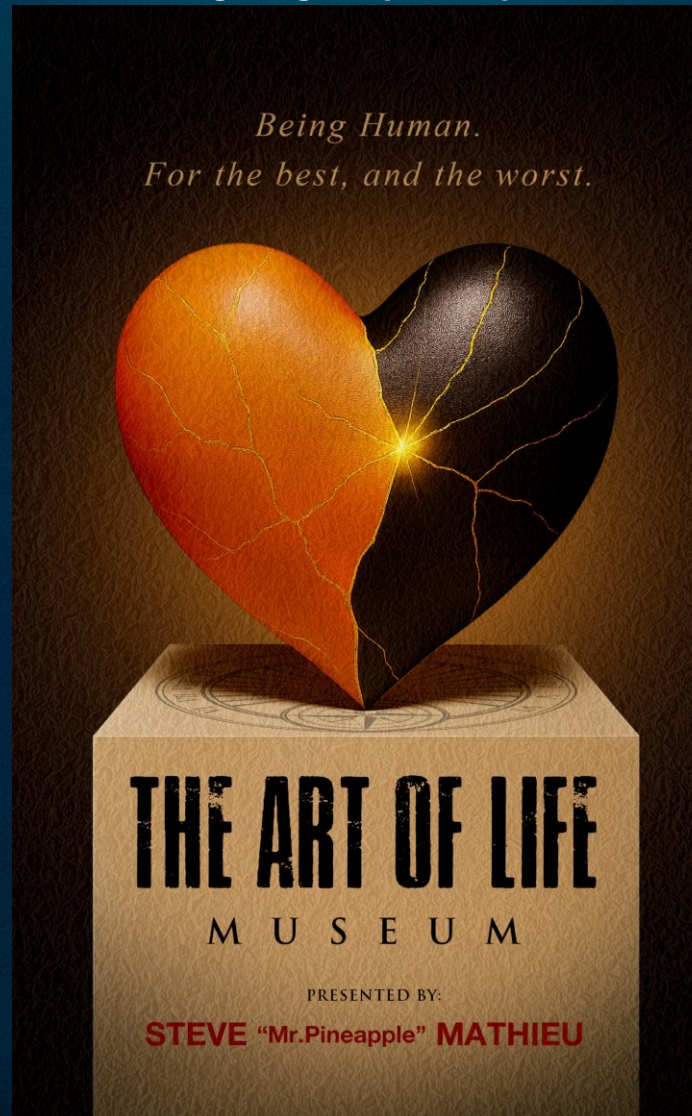
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THE “NON-PINEAPPLE”

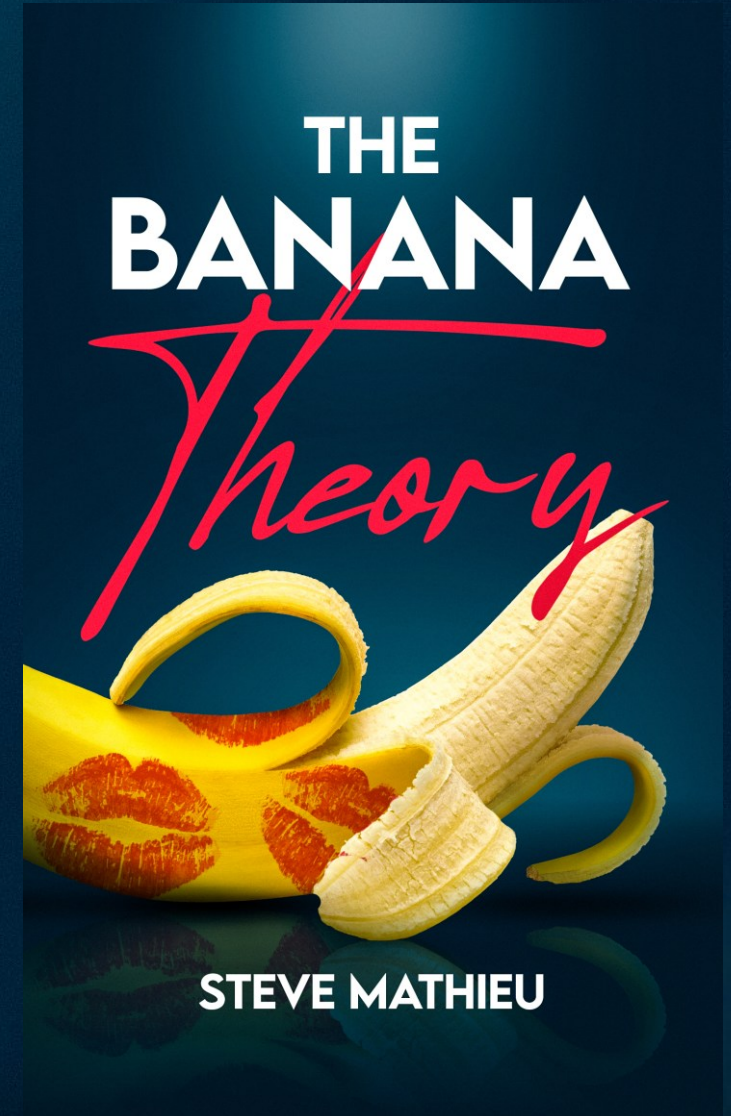
Bold – Bizarre – Beautifully human



Among the great philosophers



Unfiltered – Outrageous Unapologetically Human



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Study yourself – Master yourself