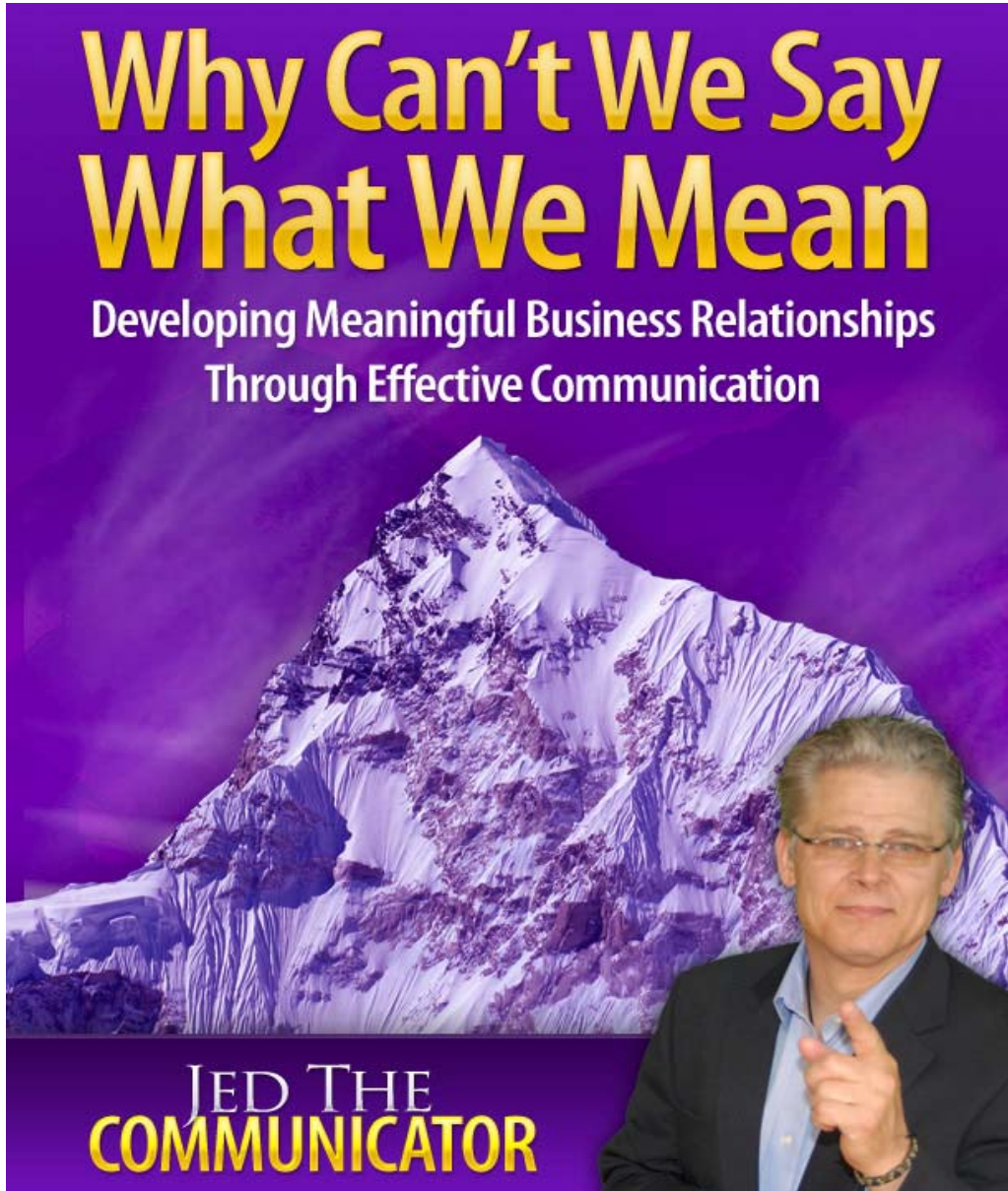


**Why Can't We Say What We Mean?**



**By Jed A. Reay**

Presented by  
[www.jedthecomunicator.com](http://www.jedthecomunicator.com)

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## MEET JED REAY



**Mr. Jed A. Reay**

Jed Reay began his entrepreneurial adventures at the age of 12. Thirty-nine years later he is still writing life's script. He is a graduate of the University of Oregon with a Master's Degree in Business Communication. In 1986, Jed was selected to the *Who's Who Among Students in Universities and Colleges*, in 1991 to the *Emerging Leaders in America*, and in 1992 to the *Among Young American Professionals*.

While still in college, Jed and another student, partner R. Scott Martin, started FMR Business Consulting. This company was a pilot project for their business communication class, but also grew to be a very successful consulting firm that analyzed corporate communication to better assist that management on how to improve their bottom lines by way of improving the internal corporate culture.

Jed has started several other businesses in the medical field, which grew to produce over \$2.5 million in annual sales. Jed has since moved on to other projects, which now help others build off of his 30 years of experience.

Currently, Jed is a business development consultant. He has helped to form an organization of like-minded entrepreneurs that assists those seeking to venture out on their own and make those same life-changing decisions. Jed has helped thousands of people all over the world realize their dreams. He teaches and trains individuals and groups to achieve their full potential in the business world.

"This vision has not come to me lightly. I often reflect on a short verse I found some years ago by an unknown author. I live this with all my heart and soul."

"Excellence can be attained if you care more than others think is wise, risk more than others think is safe, dream more than others think is practical, and expect more than others think is possible."

It is with all my passion and desire that as you read this, you are truly inspired to stretch your imagination, expect more from yourself, and achieve your true destiny.

*Jed A. Reay*

"The Communicator"

## Why Can't We Say What We Mean?

### ACKNOWLEDGMENTS

This book is dedicated to all those souls with the passion and desire to live their dreams, live their visions, and as my close friend and mentor says, live “a freedom-filled life.” Tim, you inspire me. Thank you.

This book is also dedicated to my wife, Gina, for her unwavering spirit and devotion, and her ability to see past my weaknesses and show me my strengths.

To my daughter and son, Kayla and Joshua, with your young minds and child-like nature, you have helped me imagine and truly dream again.

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And a very special thank you goes to Cynthia Bull, my chief editor and all-around rally squad when it comes to putting this book together. I can say without hesitation that I cannot live without her insight and guidance. Cynthia, our future looks very bright. I thank you from the bottom of my heart. You are a Godsend.

To the contributors who have helped to make this book what it is, and me what I am today, I stand in awe of what you have done for me, and what our relationships can do for many who will read this and other works.

Larry Benet, “The Connector,” thank you, sir, for showing me how simple, truly simple it is to make a connection, more importantly a connection of value to the person you are connecting with. You have been an inspiration to me, and I thank you from the bottom of my heart.

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Kandee G, all I can say is, “WOW!” You bring a powerful spirit and energy to my soul. Prior to this project, I will have to admit I really did not have a lot of powerful women in my life. I can now say I have several, and you are one of them. Your energy, focus, and

dedication inspired me to continue on a road less traveled. I thank you from the bottom of my heart.

Dr. Fran Harris, you have given me such HOPE! You amazed me from the moment we began speaking, which left me with a very special sense of energy. Your unique energy and special gifts of giving have renewed my belief in the human potential. This book would not be complete without you. I thank you deeply and look forward to exploring this relationship further.

“Dr. Breakthrough,” Dr. Stan Harris, every project needs energy. No, I mean ENERGY! Your successes in the direct marketing industry give you a unique perspective on the issue facing entrepreneurs in the marketplace. You are a testament to discipline and focus. Without your spirit-filled energy, we all would be lost and wondering without purpose.

Artemis Limpert, a very special friend, who has seen me through some pretty rough times, I can't begin to thank you for all that you have done. Therefore, I will just prove to the world that you are the master. You have encouraged me to own my own greatness through tough love, and often painful directness. Without your guidance, I would not be here today.

Tim McKee, my friend and mentor, I applaud you for helping me become the maven I am. From our early beginnings, I had no idea what you had in store for me when you saw those first videos way back when. You helped me find my creative self. Without that, none of this was possible.

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Joel Therien, you brought this all back into perspective for me. When I started this project I had blinders on about the nature of effective communication, when it came to the Internet and modern modes of communication. My friend, you helped me to see again. You helped me see that it is really our own responsibility to use the technology to

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help, rather than to harm. I can now say that because of who you are, we have begun a lifelong journey together. I look forward to collaborating on many more projects together.

To those of you unnamed supporters, I thank you from the bottom of my heart.

To those real, true heroes in my book, those doubters, those disbelievers, and that includes you, my little monkey who continues to say you will fail, thanks! Go take a hike!

## INTRODUCTION

Over the last 27 years of my business career, which is much longer than that, but I don't count the paper route and lawn mowing jobs as a career, I have come to realize that on some occasions human communication has not evolved much past the cave man, while at other times over-communication appears to have transcended far into the future. It is this dichotomy which has prompted me to write this book.

I am reminded of a brief conversation I had one day with my 18-year-old daughter. We were talking about my dirty hands. She made the comment that my keyboard is dirtier than the toilet bowl. I responded with, "That's great. I don't have to worry. I don't play the piano."

She burst out laughing, "You bonehead, I'm talking about your computer keyboard!"

"Oops! Oh, then mine are filthy" I responded.

This is a prime example of the potential for misunderstanding when words are spoken to communicate a message. It is quite another to write that message and hope to express and deliver yourself with the proper emotion and tone of what you wish to say.

History, personal experiences, culture, and environment are among the many variables that play a part in the way we understand something spoken or written. Poor communication between two people, or groups of people, is not a new or novel issue. What is new and becoming more complex is the way we communicate in the modern age of computers, with emails, text messages, audio, video, and the entire process of the communication age.

Today, we communicate and interact in a far larger environment than ever before. Within minutes of sending an email, you can communicate with one or thousands of individuals all over the world within seconds of pushing the Send button.

The opportunity is awesome, great, fantastic, but it also carries with it the responsibilities of listening, understanding, and the true desire to bridge the potential gaps technology presents.

This problem can be complicated even further when you add an international marketplace to the mix. The international landscape is complicated further because of the growth of Internet marketing and the small business industry, otherwise known as the home-based business industry.

The notion of international business is not a new idea. International trade and international business have been with us since the days of Columbus. Today, what makes conducting business internationally so challenging is the explosive nature due to the computer and the Internet.

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You can literally put up a website, set up a Google account, and begin getting traffic in a few minutes. This is where the communication issues and challenges are so critical. This is the reason I wanted to write about the varying degrees of human communication and the effects of such on your business in the ever-exploding world of the Internet.

I began my communication career as a counselor and therapist in 1981. I then went back to school and received my Master's Degree from the University of Oregon in communications, with a subspecialty in business communications. While that was a good education, it just prepared me for mass confusion in the dynamically, every-changing world of business.

Jump forward 20 plus years. We have mom and pop businesses opening up in the "home-based business" arena every day. Because of the nature of the computer, the Internet, and the ability to touch an unlimited audience, I see a need to understand the nature of communication in more detail.

This book will be both provocative and informative, and I truly encourage dialogue when the subject is featured. I have amassed an eclectic group of individuals from the business world to provide their own thoughts and opinions on the subject of communication in the current business climate.

The computer age... the age of right now, right now, RIGHT NOW!

In the past, we have seen that communication can be used to control and manipulate massive groups to believe and behave in a very negative way. While I will not give this discussion any more energy, I say that I will use negative, or don't-wants, as a contrast.

Contrast is critical for understating what communication is and what it is not. What communication is, is healthy and productive. You should learn to communicate from positions of serving and aiding others.

Do you think that being a good communicator is innate, or is it learned? Just think about the people you know that have the skills to be able to talk and connect with anyone, and then answer that question.

As a business owner, I know that I need a continuous stream of customers. In order for that to happen, I must have meaningful conversations with several people per day. I know that in order for my business to be successful, I must have these meaningful conversations with people from all walks of life, from varied backgrounds and viewpoints.

One thing that is common among all is the fact that all of them want to improve the quality of their lives. Whether it is more money, more time, freedom from a job, more family time, or just plain change, you must have meaningful conversations with others in order to know what they really want.

Meaningful conversations are not difficult to have and don't require a lot of knowledge. Just practice asking questions and listening. When you listen, you will learn a lot more than if you're talking all of the time. What a novel idea!

Seriously, in order to communicate with someone and move them from one position to another, you must have the ability to have that meaningful conversation.

One of the first keys to having a meaningful conversation and connecting with someone is to first and foremost be genuinely interested in what they want. If you truly desire to connect with someone and you wish to move them in a specific direction, that is, to join you, to buy from you, or to become a link to others for you, then you must first find out what you can do for them.

Far too many times the individual who is trying to move person A from here to there is only concerned with him or herself, and not the connection and not what person A really wants. This is a critical distinction that must be made in order to be successful in any business environment. The other person must trust you. If someone doesn't trust you, then they will not be moved to take action.

Secondly, if you don't put them first and you second, you may never find out that they have a sphere of influence of the hundreds of like-minded people that will also join or buy from you, or be moved from point A to point B.

Finally, if you don't recognize these issues and make adjustments as you go along, you will continue to receive very poor results in your relationships where communication is the issue. Always remember that this is a two-way street, but you must give first.

## Why Can't We Say What We Mean?

### CHAPTER 1: INTERVIEW WITH LARRY BENET



**Mr. Larry Benet**

**Larry Benet** is known as “The Connector” and “The Connector to Billionaires & Millionaires,” providing resources that can take your business to the next level. He is considered one of the country’s most outside-the-box business strategists, a master relationship builder, and has been referred to as “*America’s Connection Expert*.” As past Chairman of the Tsunami Disaster Relief Project, he brought top business leaders together to raise money for the victims of the tsunami.

Larry is **President of the Speakers and Authors Networking Group**, made up of some of the world’s most prominent and influential speakers and authors. He has shared platforms with or interviewed people like Mark Victor Hansen, Ken Blanchard, Ken Kragen, Les Brown, Harvey MacKay, marketing geniuses Jay Abraham, Dan Kennedy, Joe Sugarman, and many other dynamic personalities.

Larry is the founder and Chief Idea Officer of **Outside The Box Consulting, LLC**, a successful and innovative sales, marketing and promotions consulting firm.

For more information on how to become “connected,” visit Larry at [www.larrybenet.com](http://www.larrybenet.com) and sign up for “The Connector’s Newsletter.”

### INTERVIEW

**JED:** Hey, this is Jed Reay, “The Communicator.” I’d like to welcome to the call Larry Benet, “The Connector,” and thank him for his assistance on this book.

Some of you may know Larry and some of you may not, but by the time we’re done with this conversation, you’ll know very well who this man is.

Larry, I’d like to welcome you to the call and thank you very much for taking time out of your real busy schedule to stop by and chat with us.

**LARRY:** No problem, I appreciate the opportunity.

**JED:** Larry, this book is addressing issues around communication. First of all, let me just start off with just a quick synopsis of who you are and what services you’re providing to the world.

**LARRY:** Sure. You talk about “The Communicator.” I think today a lot of business is driven by relationships, and yet, I think some people are just naturally gifted. If you study most industries, normally the top people are not only thoughtful leaders, but they’re also very well connected, very well plugged

into their communities, depending on what kind of business. It could be very statewide or even nationally recognized, in terms of resources and strategic relationships.

One of the things I really teach is communication strategies, strategies that connect with anyone, anytime, anywhere. More importantly, how do you create a meaningful relationship, especially with a high-profile, busy, influential leader in someone's industry?

That's pretty much what we're really good at. I've had the good fortune of connecting with the likes of Larry King and one of the wealthiest people in the world.

What I found is that in any industry, it's all pretty much the same. If you can fundamentally help other people and you can pretty much offer value, to me, that's the "mission critical" ingredient to connect and build relationships with anyone.

I think a lot of people don't believe that they can add value. What I try to teach is how they can create value with anyone that they ultimately come in contact with, and try to be more targeted and more strategic. Since I believe not all relationships are created equal, not all networks are created equal.

Some people in every industry just kind of have a lot more influence and a lot more reach. If you can ultimately cultivate a network of relationships with those kinds of people, it's going to be a lot easier to get referrals. It'll be a lot easier to grow your business and really get the word out about your business.

**JED:** You almost answered my very first question. Thank you very much. What is the biggest barrier that people need to break through in order to communicate more effectively? That was the first question. In a way, you've almost answered part of it.

**LARRY:** I'd say it's probably two-fold. One is the belief in themselves to communicate effectively, clearly, and really have that belief, like I said, to deliver value. I also think the other component is really knowing what they bring to the table.

For example, one of the gentlemen that I was fortunate to connect with, probably a year and one-half ago, used to be one of the wealthiest people in the United States. At one time, he was the 25th wealthiest person in America. His name is Bill Bartmann.

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When I first connected with him, I think I asked him a couple of questions. We were at a charity function. Again, I didn't know him, but we had a mutual connection, so that did help. A gentleman named Charlie "Tremendous" Jones introduced us.

I remember telling Bill that his life read like a Hollywood movie, because he went from being homeless to billionaire, having minimum wage earnings to in excess of \$100 million in a year.

The two questions I asked him were, "What do you do today, what are you most excited about?" and "What is the most important project you are currently working on?"

He shared two things. One, he wanted to put 70,000 kids in Texas Stadium to talk to them about the importance of self-esteem and self confidence. The other thing that he shared with me is he wanted to get his message in front of 10 million people over the next five to ten years.

Again, I didn't know him, but I took that information, and I said, "Okay, what can I do? Who do I know? How can I add value to this individual who I just met?"

As a result, I did a of couple things. I reached out to a friend of mine named Alex Mandossian and, literally, asked him the very same thing. I met Bill around the same time I had reconnected with Alex, so I asked Alex what was the most important project that he was working on, and he said something called "Virtual Seminar Week."

I said, "Okay, what are you looking for?"

He said he was looking for a whale.

And I said, "Well, that's interesting. The only whale I know is across the street at Sea World, except I don't have a strong relationship with him. What do you mean by that?"

He said he was looking for a whale of a speaker for his Virtual Seminar Week.

I said, "Well, I just met some guy named Bill Bartmann, who used to be National Entrepreneur of the Year and is a phenomenal business person that appeals to a lot of entrepreneurs. Will there be any value in me connecting you with him?"

Alex said, "As a matter of fact, that'll be awesome."

From there, I connected the two of them and that worked out real well.

Another individual, who at the time I didn't know, I connected with a gentleman named David Fry. I literally happened to recognize David at a seminar, because I was actually on his newsletter list at the time.

Again, it was the same thing. After a conversation I asked David what he was working on and what his most important project was. At the time he was working on *Millionaire Blueprints Magazine*.

He said, "Well, I'm looking for somebody, a very high-profile name that would appeal to entrepreneurs that I might be able to give away a DVD or a CD to any new subscriber of the magazine."

And I said, "Well, that's interesting. I just met some guy named Bill Bartmann. Maybe I can connect you with him." And that's exactly what happened.

It was good for David, and he ended up being able to give a DVD away. And like I said with Alex Mandossian, Bill ended up becoming one of the keynote speakers for his Virtual Seminar Week.

These were all people that, at the time, I didn't know or I didn't know that well. It just goes to show you, when you can tap in. And here's one of the underlying keys in communicating and building those relationships, is really finding out what's important to someone. It's really not all that hard to do.

I believe if you have rapport, you believe and have that confidence in yourself that you can add value, those kinds of things really go well and play to your advantage.

**JED:** It's really interesting to hear you say that, because the underlying theme of everything that you just said so far has always been about someone else first. You're providing value to them. Then that value's being provided back to you.

That leads me into the third question, because you already answered the second one. We won't even go into that.

There are some people that are natural communicators, others are not. What keys can you give our audience, the average person, to open the doors of communication? What kind of steps or keys or plan of action would you suggest to them?

**LARRY:** In terms of just ability to communicate with others?

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**JED:** Yes, just to improve that relationship, that communication. Obviously, that's the whole point of communicating at a healthy level, to nurture relationships and to improve the quality of that relationship.

**LARRY:** Are we talking in terms of communicating face-to-face, or are we talking over the phone?

**JED:** No, I think any form of communication. Obviously, the whole point of why we did this was because the form of communication that a lot of us are using is email, the faceless websites to communicate our message. Sometimes those communications are misconstrued, are not well delivered.

As someone reading this book, or if they listen to the audios or watch the video interviews, they see you and me and all of the participants communicating. But it doesn't have to be a one-on-one, face-to-face, no.

**LARRY:** First of all, one of the things I like to try to do is to figure out how to gain rapport with somebody. When I have the opportunity, one of the things I like to do is I like to do my research. I like to do my homework in advance.

For example, I know that you're friends with Artemis Limpert. I may bring that up as a way of gaining rapport.

If I were to meet you in person, I might stand very similar to you. I'm from New York. Where are you from, Jed?

**JED:** Born and raised in Oregon.

**LARRY:** Oregon, okay. Maybe someone in Oregon talks a little bit slower than maybe someone in New York, so I might slow down my speech patterns to match and mirror the individual that I'm trying to connect with.

These are some simple little techniques and ideas that I like to use that really allow for improved levels of communication.

The other thing, I think, because you were talking about it earlier, in terms of building the meaningful relationships and communicating, is follow-up.

If you and I have a conversation and we meet in person and we talk about, "Hey, I'm willing to help you with this interview," but I don't follow through, I believe I don't hurt you. But I believe no matter how small the commitment level is, I think those who are excellent communicators are also very good at pretty much keeping commitments.