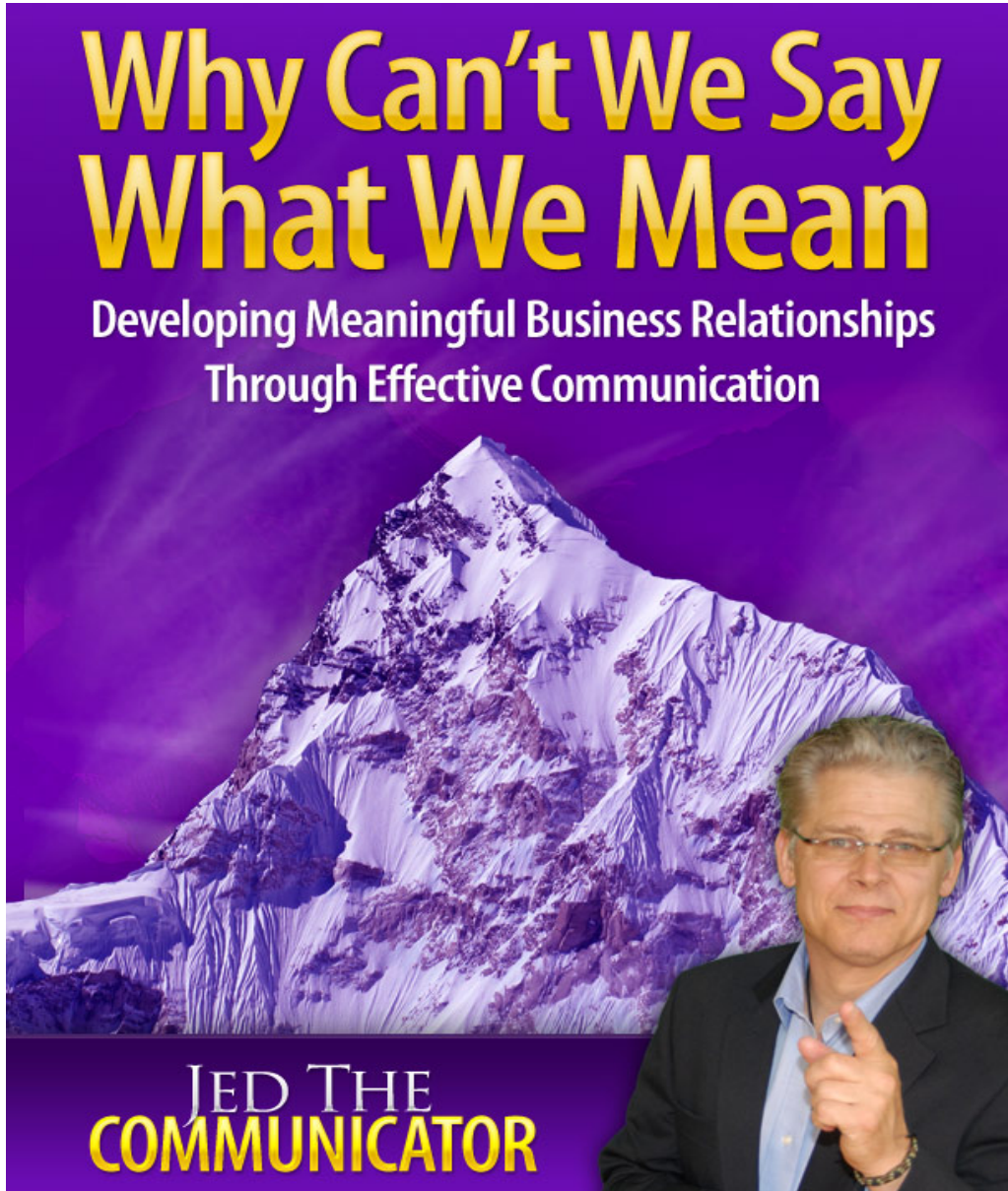


**Why Can't We Say What We Mean?**



**By Jed A. Reay**

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

Copyright © 2008. Jed A. Reay. All rights reserved.

## NOTICE

**ALL RIGHTS RESERVED.** This book contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited.

No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without express written permission from the author and publisher.

## DISCLAIMER

The information presented in this book represents the sole view of the authors and publishers and is intended for informational purposes only as of the date of publication. All content represents the sole opinions of the authors and publishers without bias on the part of the authors.

The information contained in this book is strictly for educational purposes. No guarantees are made that the reader will achieve results similar to the ideas and techniques discussed in this book.

Examples cited in this book are not to be interpreted as a personal recommendation, nor are they to be interpreted as representative results.

The reader takes full responsibility for his or her actions and all consequences associated with those actions when applying or attempting to apply ideas stated in this book.

All references are for informational purposes only and the authors and publishers are released from and the reader is responsible for any subjective decision made as to their content and / or use.

For questions or comments concerning this book please visit [www.jedthecomcommunicator.com](http://www.jedthecomcommunicator.com)

## **TABLE OF CONTENTS**

ACKNOWLEDGMENTS	5
INTRODUCTION	8
CHAPTER 1: INTERVIEW WITH LARRY BENET	11
CHAPTER 2: INTERVIEW WITH RYAN CELESTAIN	18
CHAPTER 3: INTERVIEW WITH SETH DALEY	26
CHAPTER 4: INTERVIEW WITH KATRINA FERGUSON	32
CHAPTER 5: INTERVIEW WITH KANDEE G	41
CHAPTER 6: INTERVIEW WITH DR. FRAN HARRIS	47
CHAPTER 7: INTERVIEW WITH DR. STAN HARRIS	58
CHAPTER 8: INTERVIEW WITH ARTEMIS LIMPERT	72
CHAPTER 9: INTERVIEW WITH TIM MCKEE	91
CHAPTER 10: INTERVIEW WITH LYNN PIERCE	99
CHAPTER 11: INTERVIEW WITH STEPHEN PIERCE	108
CHAPTER 12: INTERVIEW WITH STEVEN SADLEIR	116
CHAPTER 13: INTERVIEW WITH JOEL THERIEN	124
CONCLUSION	138

## 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.

Alicia Pierce, this project would not have taken on its own life if not for you. I humbly thank you from the bottom of my heart. I am truly blessed to know you and call you a friend. This is all possible because of you.

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.

Ryan Celestain, my friend and vocal personality of the radio waves, without your uplifting spirit, communication and the sharing of ideas would be mundane and a bit of a bore. You have helped me to focus on my inspiration and lead me to know my outcomes.

Seth Daley, for your willingness to play the role of director and not allow me to get off track and lose focus, you have also proven to me that young minds can teach old dogs new tricks. I am in your debt and I can say, “I truly love you, brother.”

Katrina Ferguson, it is that total woman that makes you very special. I thank you so very much for your guidance and assistance with this project. Your honesty, directness, and boldness have given me more perspective on rewriting my purpose and discovering my true potential.

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.

Lynn Pierce, the kindred spirit with whom I have found much common ground, I am blessed to have met you. The insight you brought to this project is both inspiring and thought provoking. I found your success-minded attitudes and beliefs to be powerful and learnable. Our readers will benefit greatly from your input.

Stephen Pierce and your rock Alicia, without whom this project would not have had a glimmer of hope, it is to you both that I give many thanks. Your direction and encouragement have been so freely given. I thank you with a spirit-filled heart. You give so much of yourselves to improve the lives of those around you. Stephen, I am truly indebted to you. Thank you.

Steven Sadleir, my spiritualist, you have saved my life, or should I say, awakened my spirit, which I allowed to fall asleep. There are not enough words to say how important you are to my spirit and the spirit of the human race. I love you, brother, and I will always be striving to be with you in spirit.

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

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

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.

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

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.

## CHAPTER 13: INTERVIEW WITH JOEL THERIEN



**Mr. Joel Therien**

**Joel Therien** is a well-known, successful Internet MLM marketer who has accumulated hundreds of thousands of affiliates selling his products and services in the past 10 years. He has created an amazing **systemized residual income model** that he teaches others how to duplicate.

Joel was one of the very first pioneers who used the affiliate MLM direct sales offline model and the power of the Internet to change direct sales marketing forever. His companies are among the double-digit million revenue earners. His numbers are impressive, and he writes checks in the tens of thousands every month to his affiliates, paying well over \$1 million in commissions monthly.

President of [hotconference.com](http://hotconference.com) and [Kiosk.ws](http://Kiosk.ws) Joel has also launched [www.opportunitymarketingplace.com](http://www.opportunitymarketingplace.com) which enables people to communicate for free using real-time audio and video conferencing.

Contact Joel at [www.hotconference.com](http://www.hotconference.com) for information on how to maximize your online communication needs, and be sure to ask about his **MLM residual income model**.

### INTERVIEW

**JED:** Good morning, everyone. This is Jed Reay. I'm coming to you with a fabulous, fabulous interview. I have the honored privilege to speak with Joel Therien.

Joel is the president of [www.wwkiosk.com](http://www.wwkiosk.com) and [www.kiosk.ws](http://www.kiosk.ws) and [www.hotconference.com](http://www.hotconference.com) and [www.opportunitymeetingplace.com](http://www.opportunitymeetingplace.com). Joel comes to us with an extensive, extensive background within the communication network of using the Internet.

We started off this project with a mindset heading down a certain path. I have been turned around almost 180 degrees to back to center. It's because of people like Joel that provide us a mechanism for actually providing healthy, meaningful communication on the Internet.

Joel, welcome.

**JOEL:** Thank you very much, Jed. It's a pleasure to be here. It's a real honor.

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

**JED:** Let me start by asking you just a couple of questions that can start us on this personal communication path here in this interview, like if someone were to ask you, "Joel, what does it mean to communicate and develop meaningful relationships in a business arena?"

**JOEL:** One of the aspects that I see on the Internet that a lot of people make mistakes around, and so forth, it really depends on whether it's one-on-one communication or one-to-many communication. The Internet is a very effective tool at generating communication for both.

One of the things that I want to touch upon, that I even learned before jumping on the Internet, was actually taught to me by my father. It centers around communications.

The one thing that I've always done is make sure, first and foremost, you become a good listener. By listening to the needs and the marketplace out there, you ultimately become a good communicator. I see so many people talking about this and that and really not listening, first and foremost.

The old saying is, "That's why you have two ears and one mouth, you should be listening double the amount of time that you should actually be talking." That's really how I became an effective communicator online, by listening to what's out there, by reading forums, reading the communication of others, reading other people's blogs, and so forth.

That's why email is great for one-to-one communications with people that you have an established relationship with.

What a lot of your audience will find is as their business grows online, email becomes very ineffective for communications. If you start, and you're probably in the same place, Jed, getting 400, 500, 600 emails a day, it's literally impossible.

In fact, you and I almost missed each other because of that exact fact. You're getting so many emails and I'm getting so many emails. Of course, there are SPAM traps out there and everything else in between. It's still a great medium, email, but it's not a good medium for conversation with many. I think that's why blogging and MySpace and all the others have become so popular.

**JED:** Isn't that interesting? I agree. We did trade emails there back and forth, or, at least, I was sending emails and they were getting missed just because of the threshold. What is it that you put into the subject line in order for someone that you don't know or doesn't know you that would be open enough to open that email? Chances are it takes some prodding from a third party to at least get that to happen.

Isn't that interesting? Initially, my comment was that there is this faceless, nameless mechanism on the Internet. We have to take great consideration and great thought and interest in order to develop healthy communication using this medium. I agree with you.

Let me ask you this. Assuming that being able to communicate, and you said you learned this from your father, that listening was a critical characteristic and component of communication, assuming it's not innate, what kind of characteristics or abilities does one need to be an effective communicator in the business world?

**JOEL:**

I think coming back to that point. One, you really have to get rid of the distractions, if you want to be a good communicator in business. We definitely live in an attention-deficit world. Email is just one medium that people can get us at. Now there are cell phones, there's text messaging, there are your home phones, and there's the aspect of many people who are jumping online raising a family.

I think one of the best ways to being a good communicator, and this is probably going to sound silly, but what I do is I definitely meditate on a daily basis to find out what is the most important aspect of my communications for the day. What is going to best allocate my time to communicate effectively with certain people in the marketplace that are going to generate a strong leverage point for me?

That's something that I definitely recommend. If you want to be a good communicator in the business world, definitely eliminate as many distractions in your life as you can. Turn off the cell phone for a couple of hours a day. Read your emails attentively for the people that you want to communicate with, and definitely align yourself with other great communicators across the Internet world.

A lot of our clients come to us and say, "How do I start hanging with the bigwigs?" I think it's just being an effective communicator. Whether you want to call it a click or a niche of individuals, it's really centered around that, eliminating distractions on a daily basis.

For example, you and I finally hooked up because I took one of my days and I said, "Okay, I need to go through my emails here and find out what's important, what's not important."

Evidently, that's how we finally found each other. I found your email. I emailed you back and said, "I apologize, Jed. I've been really busy with things that are very distracting in my life right now. We're building a new data center in San Antonio."

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

That is definitely one of the ways of becoming an effective communicator, eliminating distractions, so that you can communicate effectively to your marketplace.

**JED:** Right.

**JOEL:** Absolutely.

**JED:** It really is very, very true. The more that we expose ourselves, the more that you and I grow as individuals, as businesses, our companies and our exposure grows using this medium also, so does the distraction grow.

I agree with you wholeheartedly. That is a critical component. It's amazing. Most of the very, very successful entrepreneurs today, it appears that they're all saying the same thing.

I have to pick the time, number one, a very short period of time every day that I mess around with emails. But I only respond to those that, like you said, that trigger some kind of demand on my time or response from my time, or for that matter, a relationship that's going to leverage my efforts and my time and also leverage my income.

It's interesting that everybody has made that comment. That being said, can you give our audience some insight of where they might go, either offline or online, where they might go to get some help and some guidance and some direction from your perspective and your experience to help them with the communication?

**JOEL:** I think definitely they need to know the fundamentals. If they're going to be communicating via the Internet, of course, the first and foremost thing that pops up is you need to know the fundamentals.

You don't need to be an expert, but you need to know the fundamentals. You need to know how to get a website up. You definitely need to know how to put a blog online, because that's the core of the communication.

As an example, people should register their names as the domain name. I own the domain names of myself and all my kids, Livia Therien, Justin Therien, because I know that that will one day, and it probably already is, be the center of communication. Get yourself out there. In essence, get noticed by other people and become an effective communicator that way.

If the people want to communicate via the Internet, they need to know the fundamentals. I think that's where a lot of the hype in the Internet comes around. You don't need to know anything. You don't need to know

HTML. You don't need to know web design. You don't need to know what a domain name is.

I personally think that's a bunch of BS, if you will. You don't need to be an expert. Do I know how to design a beautiful website? No. Do I know how to upload my picture on my blog?

Essentially, what I use for effective communication is I do video blogs all the time on [www.joeltherien.com](http://www.joeltherien.com). It's the most effective belly-to-belly communication that I can have to the masses that makes it as personable as it can be.

Knowing the fundamentals is definitely important. I hope you would agree. You see so much hype on the net about "You don't need to know anything. It's a click of a mouse and you're done and you're going to make \$10,000."

**JED:** Right.

**JOEL:** That's essentially not true. You need to put yourself out there. I remember when I first got started online, I would come up with a great idea at 11:30 at night. I had hired a web designer in the interim while I was trying to learn this stuff. Of course, you can't call a guy at midnight or 1:00 in the morning to share your inspiration. You're paying them \$10 an hour to design your web page for you.

**JED:** Oh, come on. Why not?

**JOEL:** You know what I mean? Knowing the fundamentals is definitely going to help people out.

**JED:** Sure.

**JOEL:** Where can you go to learn those fundamentals? There are all types of free resources online. Google is an amazing resource that I still use. You just go and Google the keywords that you're looking for. You'll find some great information on the aspects of the fundamentals.

The other thing, because we're talking about attention deficit, other people who want to have effective communications online, and this goes against the grain of the Internet, but it's an integral part that's very important. My business almost tripled in size. I'm one of the old folks, where I really bought into the whole aspect of work from home and stuff, and I do. I work 99% of my day from home. But still, nothing beats the belly-to-belly communication.

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

**JED:** Right.

**JOEL:** Get to some local or nation-based Internet marketing seminars.

**JED:** Yes.

**JOEL:** Go and meet and network with some of the people, develop a relationship with people. To a certain extent, using effective mass communications like video and audio and Facebook and MySpace, and all that kind of stuff will help build your communication medium, but you still need to do some traveling.

A lot of people on this call might say, "I don't have the budget for it."

I would say invest in your education. You're going to need to spend some aspect of your current income in getting to some of these events. It's very important.

I had already been online for seven years, I believe, and the first event that I went to was the Internet Marketing Main Event. It was one of Mike Filsaime's events. I really didn't want to go. I'm very much a homebody.

**JED:** Right.

**JOEL:** I wanted to spend time with my family and my kids, and I didn't want to travel. He kept bugging me and bugging me and bugging me, and I went and it was just a huge aha moment for me.

We started picking up all types of big clients, people like Mike Filsaime, Mark Joyner, Armand Morin, people like yourself and others who started using our hosting services. Not because I was an effective communicator online, but because of just communicating with them person-to-person, establishing a friendship and a relationship, using that relationship for effective communications down the road.

**JED:** Right.

**JOEL:** That's important as well. It goes a little bit against the grain of communications via the Internet, but it still is a small percentage of importance. Like when you meet people, that's important as well.

**JED:** I do have to tell you that I agree wholeheartedly with you. My history is belly-to-belly, continually built for businesses, all with my feet, and know that now I'm not interested in wearing out my feet anymore.

I'm going to take that knowledge and bring it to the Internet and have both. I agree with you wholeheartedly that education and that face-to-face interaction is critical. That just brings us right to this point.

You've got one that you're going to be involved in this week. You know?

**JOEL:** Yeah.

**JED:** There's a great conference that's starting this week. If I remember correctly, that's an annual conference, something that's on an international basis. There are people from all over the world that will attend. You want to speak to that a little bit?

**JOEL:** Absolutely. I'll be speaking at that World Internet Summit in Dallas on May 22. It comes back to something that might be very intriguing. First, I want to take one step back. For those of you in the audience you might say, "I really don't want to travel."

Listen, it's a very small percentage. The Internet is very effective, but it's just a necessary component. If you travel once a year, once every couple of years, if you've never been to an event, try to at least make it to one. You'll see the value there very quickly.

A lot of people say, "Look, I can't afford the hotel. I can't afford the travel. I can't afford the time away from the home." I guarantee if you get to one of these events, you'll see that there's huge value there.

What landed me this speaking gig, and this is being quite honest with people, because you and I were speaking before this call, Jed, that I was really an individual who definitely branded my company names first, which is [www.kiosk.ws](http://www.kiosk.ws) and [www.hotconference.com](http://www.hotconference.com), and then branded my name maybe a little bit more after that.

What landed me this gig was one of the most effective communication mediums out there right now, blogging. I do a video blog twice a week. I try to do it every Monday and Friday, giving people some great advice, and very often it's just updates on what I'm doing.

Here's a key to communication. The more you can let people into your personal life in a mass communication that way, what I mean by that is if people go to [www.joeltherien.com](http://www.joeltherien.com) and surf a lot of my video blogs, there are videos about my kids on there. There're videos about the new data center we're building. There're videos about my wife and I. The more that you can let people into your world and establish a relationship with them, the more in tune they're going to be to listen to your blog further down the road.

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

**JED:** Right.

**JOEL:** What you'll find is I have a very interactive blog. The reason why blogging is working is it's effective communication back and forth. There are a lot of different mediums out there.

Websites are one-way communication. You're providing to your end client, or your perspective end client, off your website, the ad copy, so it's one-way communication. There's no real interaction.

The key to blogging that makes it so effective these days is people can create a dialog with you via your blog.

**JED:** Right.

**JOEL:** Of course, they can come and post back comments and you post back to them. It's two-way communication. I think that's why blogging has become so successful and so interesting to people.

Coming back to the point, my blog is so interactive with people it actually attracted the attention of Stephen and Tom and Brett McFall. They just emailed me and said, "Hey, Joel, you've got some great info on network marketing online and have a very interactive blog."

Obviously, what they did is they read between the lines and then said, "You must have a fairly large following of individuals in your company. Would you like to come and speak at our event?"

**JED:** Whoo-hoo!

**JOEL:** Just using that one communication medium, as I said earlier, getting yourself out there a little bit, understanding the fundamentals of how to put a blog up is what landed this gig for me.

**JED:** Right.

**JOEL:** That is just a mode of communication that has worked wonders.

A lot of other people, and I'll be one of the first persons to say that, before I started my blog it's like, "Why do I want to put something out there for free? Why do I want to allocate a certain amount of my day every day to go and put free blog posts out there? It's not really making me money."

Now I see the light, in that putting that out has definitely brought my name out there more and, in effect, has definitely generated a lot more income.

**JED:** Right.

**JOEL:** A lot of the big Internet marketers have come and posted on my blog saying, “Hey, Joel, I like what you have to say about the infrastructure of your data center. I need servers. I need this. I need Hotconference. I need these tools.”

By putting yourself out there, the money will come. It’s the old adage, “If you build it, they’ll come.” And it’s absolutely true.

**JED:** That speaks perfectly to exactly what this whole book and the series and the whole process is all about. The simple fact that when we provide value, truly, truly value on the front end, we are truly blessed on the back end from all of those that really do know who we are, what we want to do, and what our hopes and dreams and aspirations are.

It’s interesting, because you can tell who’s out on the front end trying to gain their upper hand with their hand up and out and wide open looking for cash on the front end, because they’re not going to be successful long-term.

**JOEL:** No.

**JED:** No one of any power or of influence is going to come to their aid and assist them. Isn’t that the simple, simple process that has a running theme through all of this book and all the people that I’ve spoken with?

It is always value upfront first. Provide someone with service, provide someone with some content and information that helps them grow, whether it’s personal or in their business.

Obviously, the whole premise here was business communication, but you also said something that I want to come to a conclusion with, which in a second I’ll go back to. It is very powerful, and with one exception, everyone spoke to this.

Again, this issue of giving value upfront has opened many, many doors for you. It’s already done the same for me. I’m just astonished at how many people came, just the door open wide, the flood gates of people coming to assist me with this process.

I knew nothing about writing a book. I’ve never written anything. I’ve got to tell you, I hated English and I wasn’t very good at it.

**JOEL:** Yeah, me too. Hey, we’re on the same page there.

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

**JED:** This whole idea of videoing, Web 2.0 technology, and putting yourself out there, if you provide value to those listeners, they'll keep listening. And then, like you said, eventually somebody else in a position of influence of where you need to go is going to be there to help you along, because you're helping them.

**JOEL:** Absolutely. A good friend of mind, I don't know if you've ever watched A&E's "Flip This House" on TV, Armando Montelongo, I'll talk a little bit about that, if you like, is because I created value for Armando, which actually changed my whole career path. That's why I'm in San Antonio, Texas.

That's a totally different story. Even Stephen Pierce's tagline is "Create value to create wealth." I agree with you. I had no idea the type of doors that would open. It's the WIIFM radio station, right?

**JED:** Yep.

**JOEL:** What's in it for me radio.

**JED:** Yep.

**JOEL:** If you provide something to those people, it will come back hundreds, if not thousands of times back to you. You create a position for yourself of knowledge.

It's funny, a lot of people, and this is a stumbling block that I had to get over, is a lot of people who are new to the Internet might say, "I don't know anything. I don't have any expertise that I can provide of value to other people."

That is not true.

**JED:** Yes.

**JOEL:** Everybody, the Internet is so global that if you have any passion in your life, you've got knowledge that others want to hear about.

**JED:** Yep.

**JOEL:** There's no doubt about it. There's no doubt about it. Coming from a humble beginning, a lot of the top Internet marketers did come from a humble beginning. I still feel blessed today. I'm trying to search for the right words to say this.

But even myself, I still think, "Why do people want to listen to me?"

Then you start to realize that, “The experience that I’ve built up over 12 years is common knowledge to myself.” It’s like I always say to myself, “People know that,” and then you come to realize that no, they don’t.

**JED:** No, they don’t.

**JOEL:** This is knowledge that you’ve acquired over a long period of time that other people need. If you can help them skyrocket their success by not creating the same mistakes that you did, then you’re going to create that value, which in the back end, as you said and I agree with you 1000% on, generates a whole lot of wealth.

**JED:** It’s really quite amazing. Obviously, this book will give its credit where it’s due. All of you have provided a great amount of insight for me. I didn’t even come up with the idea. That was just it. My mastermind group came up with the idea. I just came up with the process and allowed the power of this entire system to do exactly what we’re doing.

Joel Therien would never have spoken with me, Jed Reay, from San Antonio to Eugene, Oregon. We would never have made a contact, first of all, if this idea had never come up. Even though I used the product, we probably would have never made a connection.

And that’s exactly what Joel was just referring to with the type of connection that was made because of putting himself out there.

And I did the same thing, and lo and behold, here’s this project. I have to tell you an aside, and then I want to close with a final question.

It was quite interesting. I had an aha experience when you talked about going to meetings and going around to do that face-to-face interaction and gain the education. It is critical that that happened. I might even say a little bit more.

Personally, I like being home. But at the same time, I might say maybe once a quarter, at least twice a year, go and be face-to-face with the people that are going to guide you.

This came up and it was really interesting. Just off the cuff, I made a comment to one of the interviewers the other day. I said, “The next book is going to be interviewing Oprah.”

I got an email ten hours later from a very good friend in South Florida who said, “Rock and roll, baby. It’s Oprah next,” and it was not requested. There was nothing from it.

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

He says, "Oprah's next, 'Jed Reay, *New York Times* Bestseller.'"

And then I'm on the phone at the same time that email's coming with Gwen Fields, who is a movie producer in L.A. She lives in Beverly Hills. And I giggle and I'm reading this to her, and she goes, "When you're ready, let me know. I can get you inside the camp."

**JOEL:** Oh, Jed, six degrees of separation.

**JED:** That being said, let me ask you, and this is real powerful. You addressed it when you used the word meditation. I'm a very, very strong believer in some centralization of my body and spirit on a daily basis, twice a day at least. Sometimes I may need to do it more.

When you think about the energy that it takes to do what we do on a daily basis, day in and day out, and the interaction we have, the whole ADD scenario, that draws a lot of energy from us.

**JOEL:** Sure.

**JED:** What is it that you do to keep your tank full, so that you can provide value to the rest of the world?

**JOEL:** You're opening up a whole new can of worms. Here's the other thing that earned me a lot of respect. It's a complete side note. I used to be a professional athlete before I got online.

Needless to say, and I'm not tooting my horn, I'm in really great shape. I was a professional, natural bodybuilder. I'm 35 now, but I still stay in amazing, amazing shape. To answer your question specifically, I do train at least four times a week. I make the time, and I do mean that.

What I'll do on a training day to keep my energy, my battery going and my mind sharp is I will never, ever read one single email when I know it's gym day.

I get up. This week I'm taking care of my kids, because my wife's gone back to Canada to visit some family. I'll get the kids off to school and it's to the gym right away. I know what happens if you start getting into your mode of communication for the day. The next thing you know, three hours have gone by and you're working away, and stuff like that.

I'm a big believer in healthy body, healthy mind.

**JED:** Yep.

**JOEL:** I watch what I eat on a daily basis. I take all my antioxidants, vitamins and minerals, and stuff like that. But what I was going to say is staying in top shape has earned me the respect with a lot of Internet marketers.

That's exactly how I landed a very large contract with Armando Montelongo from A&E's "Flip This House." We take care of his whole back end of his website, and he's generated millions of dollars online.

Here's an individual who gets thousands of emails a day, 4.2 million people watch his reality show every single week, and he gets thousands of fan emails every day.

He understands now why he answered my email, but he always thought, "This is a miracle. How did I pick your email out of a thousand emails a day that actually attracted my attention?"

If you want to land a bigwig out there, folks, we've been talking about this through our whole conversation here, Jed.

**JED:** Yep.

**JOEL:** All of us are extremely busy. We're always trying to find ways to recharge our batteries. We're meditating. We're doing a lot of things. My email was no more than one sentence long.

I get a lot of JV emails every day that are about two to three pages long.

**JED:** Yep.

**JOEL:** It usually starts, "Dear Mr. Therien, I don't want to take a lot of your time, but if you can read these three or six pages, then you'll see where I'm coming from."

First and foremost, and I don't want this to sound pompous, but anybody who has time to write me a six-page email, I say to myself is somebody that's got too much time on their hands, which means their business is not built up yet.

**JED:** Yep.

**JOEL:** Obviously, there's no true leverage point there. It's not going to be a win-win. It's usually going to be, "Can you email your list of my brand new product, because I'm brand new to the Internet and I'll give you a commission on that." Well, that's not a true win-win.

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

The point being, I sent him about three words, if not three small sentences that said, "I can help you online. I'll fly down, come and see you."

That's how you land the bigwigs, folks. They're really busy individuals. Keep your emails very brief and offer something in it for them. Create value right away. That's how I did that.

As you can see, I have ADD myself, Jed, and I talked probably way too long on this one question. I just try to stay in shape. I train four times a week, it keeps me going.

**JED:** I can't begin to thank you for the time that you've given to this project. Maybe there's something about this Internet thing, because I've always been and was actually medically diagnosed as ADD when I was a young child.

I'm 51-years-old and I'm rewriting the script of my life. I'm having more fun than I've ever had in my life, and I get to communicate with some very, very, very interesting people, very caring and loving people. You yourself, right here is a great example of a great spirit.

Joel Therien, I can't begin to thank you enough for the time that you've put in. I look forward to talking to you in real life.

**JOEL:** Thank you so much, Jed. I feel very humbled taking part in this with you. It's a true blessing. I look forward to a really strong friendship and a relationship with you. Talking about that belly-to-belly, we're both belly-to-belly guys. Hopefully, we can hook up soon and go out and have lunch or something.

**JED:** Sounds great.

**JOEL:** All right. Thanks so much, Jed. Take care.

**JED:** Thank you. Bye-bye.