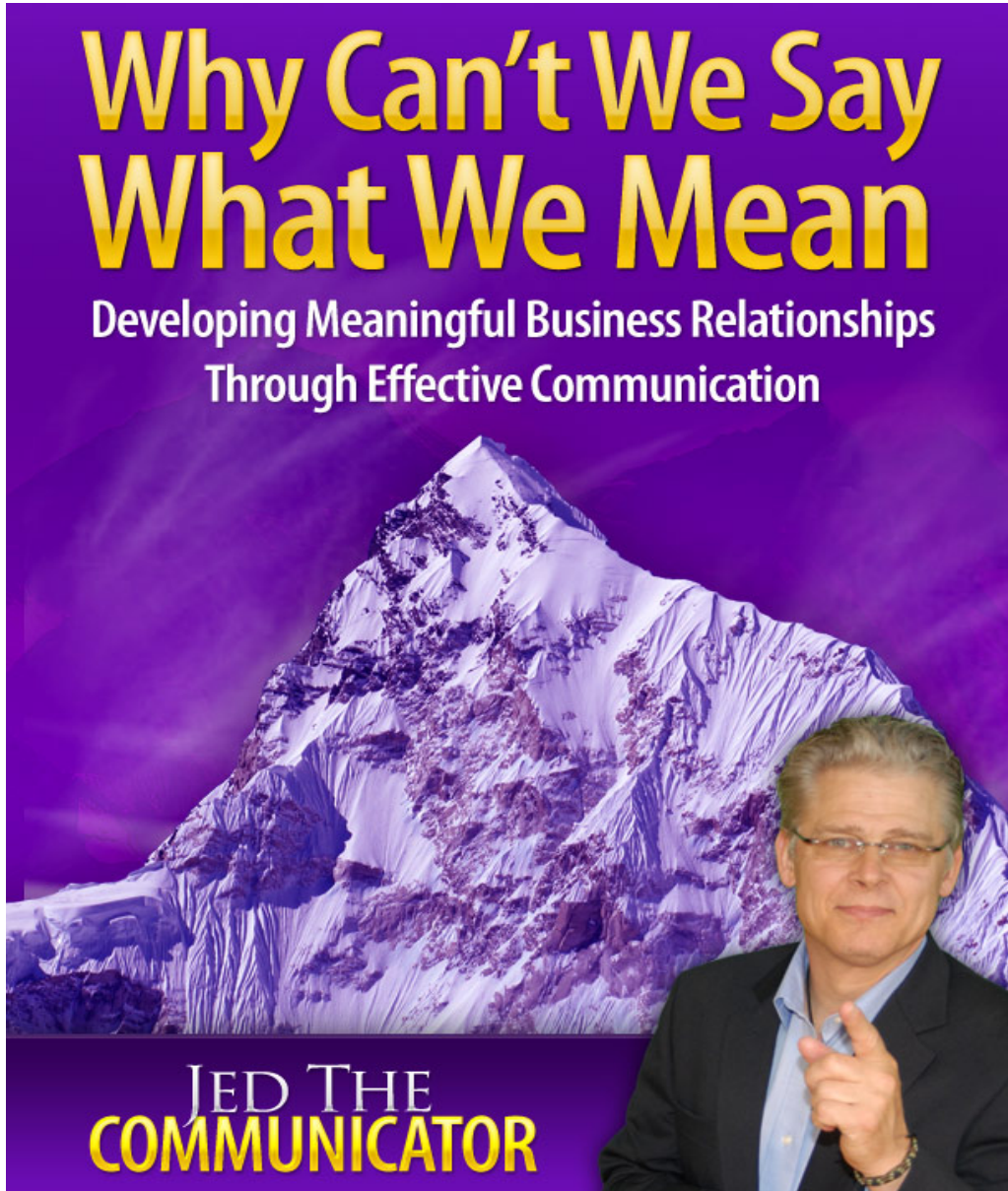


Why Can't We Say What We Mean?



By Jed A. Reay

Presented by
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.jedthecomunicator.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.

Why Can't We Say What We Mean?

CHAPTER 5: INTERVIEW WITH KANDEE G



Kandee G is an internationally recognized speaker, life coach and author who believes a remarkable life is available to us all and gives us the keys to **release the imprisoned splendor**. She walks us through the process to realize the things about us that we don't see for ourselves.

Her coaching provides guidance and self-management that has empowered thousands to navigate through the turbulent storms of life. Kandee pulls from her own hardships, setbacks, and challenging experiences as a single mother who went from peanut butter to being transported by private jets.

Ms. Kandee G

Audiences are amazed with Kandee's strategic thinking and winning approach. They have gained not only from her speeches and seminars, but also from her celebrated life coaching program **G.A.M.E.S., A Pathway to Personal Action**.

Get your copy of Kandee's newly released *Now Boarding: Next Stop - Your Remarkable Life* and learn more about living the life others only dream about, available at www.kandee.com

INTERVIEW

JED: Good morning, everyone. I'd like to introduce a very special guest, someone that is going to share with us her insights and benefits to our project, *Why Can't We Say What We Mean? Developing Meaningful Business Relationships Through Effective Communication*.

I'd like to welcome Kandee G. She can be heard on WKAT radio from 11:00 a.m. to 12:00 p.m. on Mondays and Thursdays in South Florida. Kandee G, welcome.

KANDEE: Thank you so much, Jed. I'm really happy to be here with you.

JED: Listen, Kandee, the reason that you and I came to know one another was in a referral from a mutual friend of ours. It's interesting how this project has grown and grown and grown and grown, and just opened the doors to very special people.

You come with an interesting pedigree of background, and I'd like to start off by asking you a few questions that directly relate to this book and the audience that'll be reading this or listening to this or watching it.

If someone were to ask you, “What does it mean to communicate and develop a meaningful relationship in a business arena?” what does that mean to you?

KANDEE: I actually think, Jed, it means everything. I think relationships in all aspects are absolutely everything. When we can truly learn to first have a real relationship with our self, understand who we are so that we can be completely and totally wholly authentic, then there are things that we can do as we move on into the business arena.

Jed, it’s true in the personal arena, where we can begin to help create the things that we want in our life, based on who we are in an authentic way, but also being able to relate to other folks and attract those people to us that we want to have in our life.

I said a whole mouthful there.

JED: That’s interesting because it does lead me right to the second question.

When you’re having a conversation with someone, or a group of people, what is it that you cue into, or what is it that you see or feel or experience that lets you know that you’re making a connection with that person or a group of people?

KANDEE: A lot of that has to do with the way I feel, my own intuition. Also, things like obvious things, like eye contact and body language. I rely a lot on my own intuition and my own internal wisdom. I’ve spent a lot of time, Jed, in real self-discovery and understanding what’s important to me.

The other piece of that is I’m always looking to see what’s important to you. When I’m in a conversation, it’s like, “What is important to you?” There’s a place where I know we connect there. It goes back to being authentic and true and knowing what it is that you want.

The truth is, as you focus on those things that you want and can continue to stay focused there, you’ll begin to draw people and situations to you that allow that to come to you a lot more easily and a lot more effortlessly.

With that being said, learning how to tap into your own intuition, but also learning how to find out what’s important to someone else, you can really make a true connection.

JED: Isn’t that amazing? It seems like without even having any collaboration between all the participants in this book, that that seems to be the common theme.

Why Can't We Say What We Mean?

The next question really is rather moot, because I set it up as a question.

What characteristics or personalities or abilities does someone need to be an effective communicator, assuming that it's not innate? I make the assumption that it's not. When the doctor slaps our fanny and we cry, that doesn't mean that we're a born communicator. It's a learned behavior. Can you address some of those?

KANDEE: Absolutely. I think one of the things that makes somebody a great communicator is when somebody can truly, truly be a good listener. See, oftentimes folks are hearing but not listening. People are busy running so many tapes inside their head that oftentimes they're not hearing what someone else is truly saying.

In order to be a real effective communicator, you need to be present, you need to pay attention, and you need to listen.

JED: I think that's why the good Lord gave us two ears and one mouth, huh? Can you give our audience some simple steps to improve their abilities to communicate and connect with someone?

KANDEE: One thing that I would say is an extraordinarily effective tool is learning to meditate every day. You might say, "What does meditation have to do with communication?"

When we can truly learn how to clear our minds and allow ourselves to be present in the moment, we can truly become great, effective communicators.

One great tool which does much, much more than help to effect great communication, and it does a whole lot more for your life, is truly learning how to meditate.

I'm not saying, "Oh, yeah, I've done that meditation thing." I'm talking sitting down for 15 or 20 minutes every day, getting to stillness, emptying your mind and making it a practice. A byproduct of that will really help effect great communication.

Beyond that is learning how to be a conscious, free, deliberate thinker, paying attention to the thoughts coming in, so that when you're responding, you're responding within the environment that you're communicating in.

Another thing that I might say about the person you're communicating with is to really learn what's important to them.

JED: Wow, that was a mouthful! Thank you. I really appreciate that. That then leads me to this next point.

You offer services, a product, skills, training, mentoring, coaching, whatever adjective you want to use to identify the product and service portfolio that you have. Can you give our audience some insight and direction of where they might go to get some assistance from you?

KANDEE: In order to effect change in our own life, and let's face it, Jed, it all begins with us, our lives are our responsibility. In order to effect real change, one of the key aspects of that is being able to spend some time in real personal discovery, really spending time with you to uncover the things that are important to you, how you got the things that you didn't want and how to begin to define what you do want.

One of the things that I know to be true is oftentimes when folks come to me for coaching or mentoring, they come to me with this, "I don't know what I want out of life. All I know is that I'm not fulfilled and I'm not happy. I'm not getting what I want, but I don't know what that is."

That comes through personal discovery and self-review. That is absolutely a key aspect. Beyond that, it's beginning to understand. We've heard it all before; thoughts are things, think and grow rich, our thoughts create our reality.

The truth is that people need to truly understand that everything in our lives is affected by the way we think in our conscious and our unconscious thinking, and truly, when it comes to our unconscious thinking, how important that is.

Ninety-six percent of our behavior is a direct result of our non-conscious thought. What that means is until you can begin to understand what's happening there, and then devise systems to get your thinking on track and to stay focused on what you want after you've uncovered that. This is part of the direction that I teach folks.

JED: Oh, my land. I just had one of those ah-has. We had not spent a whole lot of time communicating before we had this interview. I have got to say I am truly blessed. This project is truly blessed. Thank you very, very much for speaking consciousness about what we are, what we're trying to accomplish, and what we are accomplishing.

Thank you. That was awesome.

KANDEE: You're welcome.

Why Can't We Say What We Mean?

JED: I just started sitting with Steven Sadleir of the Self Awareness Institute in California about five weeks ago, and my life has taken an entirely different path than I ever imagined for myself.

It is truly, truly peaceful and blessed. It's just amazing how things have progressed in my life. I'm on the same page.

Let's direct ourselves back to kind of a final question that will then maybe generate some more conversation with you.

Finally, as a teacher, trainer, mentor, human change agent, you have a very powerful influence on those of us that you come in contact with. What do you do to maintain your vision, direction, thirst, hunger, desire, and to continue?

It is extremely draining the human energy, this pace we're on, the things that you do, the contacts we have. Unfortunately, people come to us with a lot of negative energy. What is it that you do to maintain that focus?

KANDEE: One of the things that I will tell you, Jed, is that I truly live a life of service. I really believe that I've been gifted with this information so that I can make a difference in the lives of others. There's a place where I so understand that, that I'm grounded in my beliefs.

I will tell you also, I talked about meditation earlier. I can't talk enough about it. I meditate every day. It's extraordinarily grounding.

In addition to that, I've engineered ways to keep my thinking on track. I have systems that I put into place that I can plug into whenever I need to. As a matter of fact, it's part of what I teach, because we all need to find ways to keep our thinking on track.

Jesus said, "Be ye not conformed to this world, but be ye transformed by the renewing of your mind." I know, because I've been studying thought transformation for well over 30 years how important it is to keep my thinking on track.

I've set up systems so that I do that every day, every day. I just make sure every single day that I'm out living what my purpose is. I make sure that every day I touch someone's life in a positive and productive way, because I know that's what I'm meant to do.

JED: That leads me into letting everyone know that they can get a hold of you at www.kandeeg.com

Your comment leads to this vision program. Do you want to speak a little bit about what this is? I'm on your site right now looking at The Vision Program.

KANDEE: I have a coaching program and a mentoring program. Several years ago, I wrote the program to be able to take it inside a bigger arena, like corporate arenas or bigger organizations.

I actually go in and do exactly what I talked to you about. I help folks inside a bigger place understand how they're getting what they don't want in a collective way, how to define what it is that they do want in a collective way, a co-vision, a shared vision, and teach them about values and shared vision and shared values.

I teach them how to engineer the same systems to help keep their thinking on track. I help to put entire groups of folks and organizations on track in the same direction to some pretty extraordinary results, I'm very proud to say.

JED: It looks like it. I'm looking at this website and I'm very, very impressed.

KANDEE: Thank you.

JED: Kandee, I can't begin to thank you enough for your involvement in this project. I look forward to sharing with you more and more in the future. I know that our audience will definitely benefit from your involvement.

I'd like to thank you very much for your time, Kandee, and we'll talk to you again soon.

KANDEE: All right. Thank you. Bye for now.