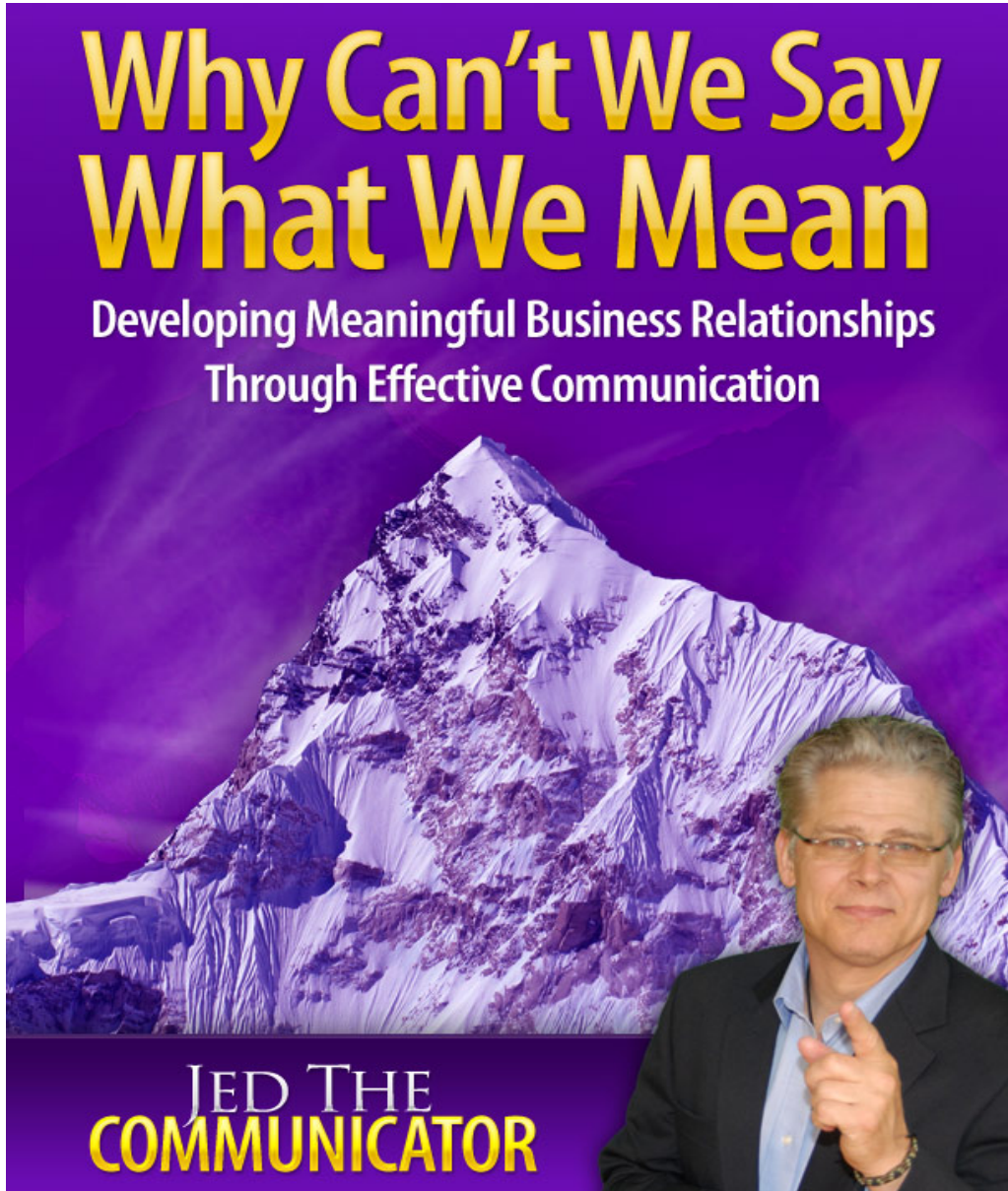


Why Can't We Say What We Mean?



By Jed A. Reay

Presented by
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"

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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

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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.

CHAPTER 11: INTERVIEW WITH STEPHEN PIERCE



Mr. Stephen Pierce

Stephen Pierce is recognized as one of the **world's leading Internet Marketers and Business Optimization Strategists** whose name is synonymous with success. Stephen wears several hats when it comes to his businesses. Not only is he the **CEO of Stephen Pierce International, Inc.** and the mastermind behind **DTAlpha**, he is a coach, a facilitator, and a Certified Accelerated Innovation Trainer.

Stephen is considered one of today's top authorities on creating rapid wealth using the Internet and serves as keynote speaker at events across the globe, from the U.S. to the U.K., from Australia to Asia, and everywhere in between. His instruction is based on time-tested, proven, solid techniques coupled with his motivational, humorous, and down-to-earth method of delivery.

Having personally overcome obstacles of homelessness, bankruptcy and being shot, Stephen instinctively knows how to zero in on solutions to business and personal challenges with an instinctive ability to help others tap into the ideas, strategies, and knowledge they need to reach success in their business and personal lives.

Contact support@piercesupport.com or Google **Stephen Pierce** for information about his websites, programs, conference and speaking schedules, products and FREE items.

INTERVIEW

JED: Good morning, this is Jed Reay. I'm coming to you remotely, and we have a special guest on the line. As you're aware, I'm in the process of putting together a book, *Why Can't We Say What We Mean? Developing Meaningful Relationships Through Effective Communication*.

Today, I have the privilege of introducing to you Stephen Pierce. Stephen is an internationally known speaker and an Internet marketing superstar. Welcome, Stephen.

Stephen, you've done this by building relationships on the Internet. How do you overcome the impersonal effects with email and being able to reach your target market?

STEPHEN: Thank you, Jed. It's nice to be here, and that's a great question. I think one of the things to realize is that email isn't necessarily what I consider to be a sole channel for communication. But I think it's good at supplementing other communication channels that you want to use.

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For example, if you and I already have a personal relationship and we already have personal dialogue, then the emails that we exchange are going to help support and supplement our communication in our relationship.

If I don't have a relationship with you, and this is from a marketing aspect, and I'm looking to building one, email may be the thing that initiates the relationship, makes us aware of each other, brings us into contact, at which point I'll open up and start doing other forms of communication with that particular person, be it on the telephone or webinars or teleseminars, live events, or whatever.

I think that email can be impersonal, but the character of email, I think, is influenced by understanding the level of relationship that it is we have with different people.

I think it's really important to understand that solely using email isn't necessarily a great thing. It's a supplement in existing relationships and adds to the communication, or it can help initiate new relationships, in which you then expand the channels of communication.

JED: Wonderful, okay. That makes a lot more sense. Can you give our audience some simple advice to improve their abilities to communicate and connect with someone via the Internet that they need to connect with, in order to move forward in their business?

STEPHEN: I think understanding who it is you want to communicate with is most important. Especially when you're coming from a marketing perspective, everybody evolves around their GAPS. GAP is an acronym for Goals, Actions (or Activities), and Priorities.

Everybody has this big thing they want to become or do or experience, and they set these goals that they look to achieve. They may be micro-goals that help them to hit the macro-goal, and there are all these different activities or actions that are taken to reach those goals. Then there is a way that they go about prioritizing their resources, like how they prioritize their time, how they prioritize their money, etc.

I think having an understanding of that small element of the world is important in looking at how we can respectfully communicate with them.

The worst thing you can do is compete against somebody's priorities. That means, if you're trying to communicate a message to somebody that's not meaningful to them, there's no relevancy there to them, then chances are, you're going to have a very, very difficult time getting them to even listen to you.

If we start from a community level, understanding that these groups of people self-organize around things that are most important to them, rather than things that piss them off, or those things that they're passionate about, good or bad, or things that they're excited about, they self-organize around these things.

If you become part of a community and you understand the language that they use and need to become a part of the conversations that are taking place, it will become much, much easier to have those levels of interactive communication that we're looking for to facilitate business transactions; like joint ventures, affiliate recruitment, selling of more products to more individuals and even more products to single individuals, and just ultimately grow the value that we have of the marketplace, surely, because we have a better understanding of what's going on in the minds of our market and what the priorities are.

JED: Yeah. That just brings me to the next question. And that's how you're doing this, that's exactly how you're doing this.

I know that you're really big with this Web 2.0 and building relationships there. You have active accounts on Facebook, MySpace, Yuie. Why do you feel that it's so important to connect with people in social marketing, social networking situations?

STEPHEN: Because that's where the people are. The times are changing. This world has evolved significantly over a short period of time. We can't be stuck in one world saying, "This is the way I'm going to do it, because this is the way that I've always done it."

The world is changing. I think not using these channels is kind of like saying you don't need a cell phone, or you're still using a rotary phone of some kind. I don't even think that the telecom companies can even support a rotary phone, for the most part anymore.

The point is that this old school, this old technology is slower. Where we live today, the environment that we live in today that is really technology and Internet driven, things are constantly changing fast.

Remember, this whole thing about technology is not about the technology itself. It's not necessarily about MySpace itself, or Yuie itself, or Facebook itself, or LinkedIn itself, or Squidoo itself, or Twitter itself. It's really about the people that are congregating in those particular places.

Really, it's just marketing. You go where the money is. If you want to go where the money is, you have to go where the market is. The market is congregating. They're building communities over there, and that's where

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it is you need to be. If that's where they're holding the conversations, then that's where it is you need to be. If that's where the highest level of interaction is taking place, then that's where you need to be.

JED: Isn't that the truth? We're seeing such massive growth in that Web 2.0 technology so quickly, products and services alone, not to mention all of the connection points.

As far as a teacher, trainer, mentor, and what I like to call a "human change agent," you have a very, very powerful influence on those of us that you come in contact with. What do you do to maintain your vision, your direction, your thirst, and your desire to keep on connecting with us?

STEPHEN: One thing is I understand why it is I do what it is that I do. I think it's important for all of us to really get in touch with why it is we do what we do.

What is the mission? What is the vision? What's the purpose? What's the meaning? What's the motivation? What is that thing that has that fire burning in our gut, that thing that makes our heart beat faster, the reason we're getting up earlier in the morning and going to bed a little bit later at night and we're not tired or exhausted but still energized? Even in moments of fatigue, we still feel more alive than at any other point and time in our life.

That's getting in touch with ultimately what this thing means. When the money is gone or it's not the biggest issue, and there are all these nice things you can accumulate materially, what is that remaining thing when you strip all of that away?

For me, it's always been about creating new possibilities for myself and for others. There's nothing more that I could think of that lights me up than seeing somebody that really gets it. They understand that we live in a time and place right now that the possibilities are endless.

We've always known that we have infinite potential and there's infinite wealth in this world. But I don't think there's ever been a time like today where it's been more demonstrated that we have infinite potential, and that's there's infinite work in the time that we live in today.

When I see people, they take advantage of that and their life just becomes completely transformed, not just financially, but in all of the areas of their life, emotionally, in their relationships, and stuff. There's just something about that.

I understand that. That's why it is I do this. That's what it is I'm going for. That's why I'm even talking to you right now.

Get in touch with why it is you do what you do; what's the meaning behind every action, behind every email, behind every call, behind every sentence that you put a dot or an explanation mark behind.

What's the motivation, ultimately, the ultimate reason why you get up in the morning and you feel as if you are here to serve a certain group of people, provide a significant amount of value and, in return, be rewarded financially.

Basically, it's understanding why it is that I'm here, why it is I do what it is I do that really, really keeps me going.

JED: I don't know what to say. Offline before we started, I told you and I'm going to publicly acknowledge you. That is exactly why I'm here right now, because of you and your wife and what you've done for me and my family to help direct and guide and teach. The light finally came on. Stephen, again, thank you very, very much.

STEPHEN: You're welcome.

JED: That brings me to the last component of this interview is to talk a little bit about what specifically you're doing. I hear you are communicating with your market and giving away a lot of free content. That's www.dtalpa.com/talkback. That's a new audio blog and podcasting, which is awesome.

I've been there on Mondays and it's great. I thoroughly enjoy the content, the no fluff. Do you think by talking to your audience in these audio blogs, you're able to communicate and reach them better?

STEPHEN: Yes. It's really creating, capturing them and cultivating and nurturing and fostering relationships. It's a thing where I know that there's a fine line between creating scarcity for your appearance by not making yourself too available to people, but at the same time being more available, where you create a certain bond and relationship with people.

You have to strike that medium. If you think about how often people see Oprah and the connection that she creates with people, like five days a week. In fact, it's even more than that now. Larry King and Ellen DeGeneres; it's really about understanding that people love to have conversations, and at a minimum, they love to listen to conversations that are intriguing and relevant to them. They're able to live through other people's lives and take in other people's experiences and perspectives and

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learn from those, or at a minimum, they find some form of entertainment in those that makes them feel good.

What it is that I'm doing is something that's pretty much part of our history, part of who we are and something that we're just engineered to look for and to accept. And that is human interaction with other people; the nature of conversations, listening to them and participating in them, because that's how we live and that's how we go through this world. No man is an island unto himself.

My self-serving ended a long time ago. I used to give stuff away for free. I know some people who said, "Oh, my God! Don't give away your stuff for free. You should charge people for it."

We have a ton of stuff that we do charge for and that we will continue to charge for, and new stuff that we'll be coming out with. But I don't think that people consider what it is you're sharing with them to be a no-value just because you're getting it for free.

That's just like saying that the kind of people that are able to watch a certain show on television for free, they're not paying for it with cable or some part of free cable or something, that they don't enjoy the show, that it's not valuable for them, and that it's not a part of their life.

I don't believe that to be true. I believe that when you make a certain level of connection with people and that they've developed a certain relationship with you, where now it is more beyond you and them, but it's us, they think of it in terms of being us.

It's really about pushing it to the point where you get the right answer to the question of, "If you stop doing what you're doing, would you be missed?"

If the answer to that is no, then there's a problem. If the answer to that is yes, then maybe you have created the kind of relationships in your market that are meaningful enough, that will reward you with the kind of financial increase that it is you would look for with maybe membership sites, continuity programs, coaching programs, or one-up products or events, or whatever it is you're looking to do.

I think at the very base of it, the thing that really fuels the entire thing is that it's trying a relation of a community, the conversation, and the interaction.

JED: That rings with me. That really does. You're giving away a free book to people. Why are you doing that?

STEPHEN: We wrote a book that we're giving away. It's a 133-page book called *Make More Money On The Internet*. It's really to provide the kind of valuable insights for people that show them that, for one, making money on the Internet is simple. Although it's simple, there is a process to it.

Our whole thing is to demonstrate and show and articulate for people that "This is what it really comes down to and these are the elements that are involved." As a result of this, we hope to build relationships with people on a deeper level and a different level that puts them in a position where they're like, "You know what? I'm going to continue to move forward with you."

And they end up investing in other programs that are valuable to them and that help them to reach those goals, to properly do those activities and take the right kinds of actions, and also to help them to better improve or perform those things that they consider to be a priority and, ultimately, reach what it is they want to reach.

Whether you want to sell automobiles, real estate, direct sales, network marketing, physical goods, digital goods, it doesn't matter. The Internet is just this amazing, amazing channel that allows people of younger ages more than at any time before now, and older ages with very little resources, regardless of how many resources you have, you can start with little resources and amass a fortune, if that's what you want to do.

If you want part-time income, full-time income, or you want to become just drunk with wealth, the Internet allows us to do it.

The purpose of the free book that we give away is to show people the fundamentals. At the end of the day, you have to measure the fundamentals of anything, whether it's sports or business. You have to measure the fundamentals, even in life. What are the fundamentals of just walking, talking? If you don't have the certain fundamentals in place, it becomes nearly impossible to participate in the game, not to mention try to win the game.

Our whole purpose of this book is to introduce them to the fundamentals that they can use immediately and get some kind of results from. Hopefully, because of the way that we've given it to them, they open up to us and feel like this is a relationship that they want to pursue on a higher, yet deeper level, that opens up to further exchanges of value.

JED: Wow! Where can they get access to this free book?

STEPHEN: They can go to www.makerealmoneyontheinternet.com and the book is \$19.95. However, it is a physical book and all they have to do is pay the

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shipping. If they're in the United States, that's less than \$5. It's a beautifully designed, very easy to read book, 133 pages.

The feedback that we've been getting on this is absolutely amazing. There are people who would have paid a ton of money for this. This free book is better than things that they paid for and they got in thousands of dollars of courses.

The reason why is because I really consider myself to be the kind of guy that likes to strip away the fat, strip away the fluff, strip away the filler and just give people the meat, not giving something like 500 pages or 10 audios that can be said in 133 pages.

It's stated in such a way that people can get it. I really believe the truth of understanding something on a mastery level is when you can take something that's difficult and explain it to people in very few words and they're able to get it. That's the way that I view it.

They can go to www.makerealmoneyontheinternet.com and they can claim their copy of the book and we'll rush it right to their door. It's a physical book and it's amazing. They don't have to pay the regular price of \$19.95. All we do ask is that they cover the small shipping fee for us to get that out to their door. They'll get it in a few days and they'll love it. I promise you.

JED: I can attest to anything that Stephen puts on or provides. I'm a past coaching client, and what I'm doing here is all because of Stephen Pierce and his organization. So I can speak directly to this.

Stephen, I can't begin to thank you for the time that you've given us. This project is almost coming to completion now and it's quite exciting.

You can find Stephen on www.dtalphal.com/talkback and you can also find him on www.stephenworldtour.com.

Stephen Pierce, thank you so very much for your time.

STEPHEN: Thank you, I appreciate you having me. What you're doing is an amazing thing, and I really do hope that it reaches thousands and thousands of people and changes thousands and thousands of lives. Congratulations to you and everybody involved.

JED: Thank you.

STEPHEN: Thank you.