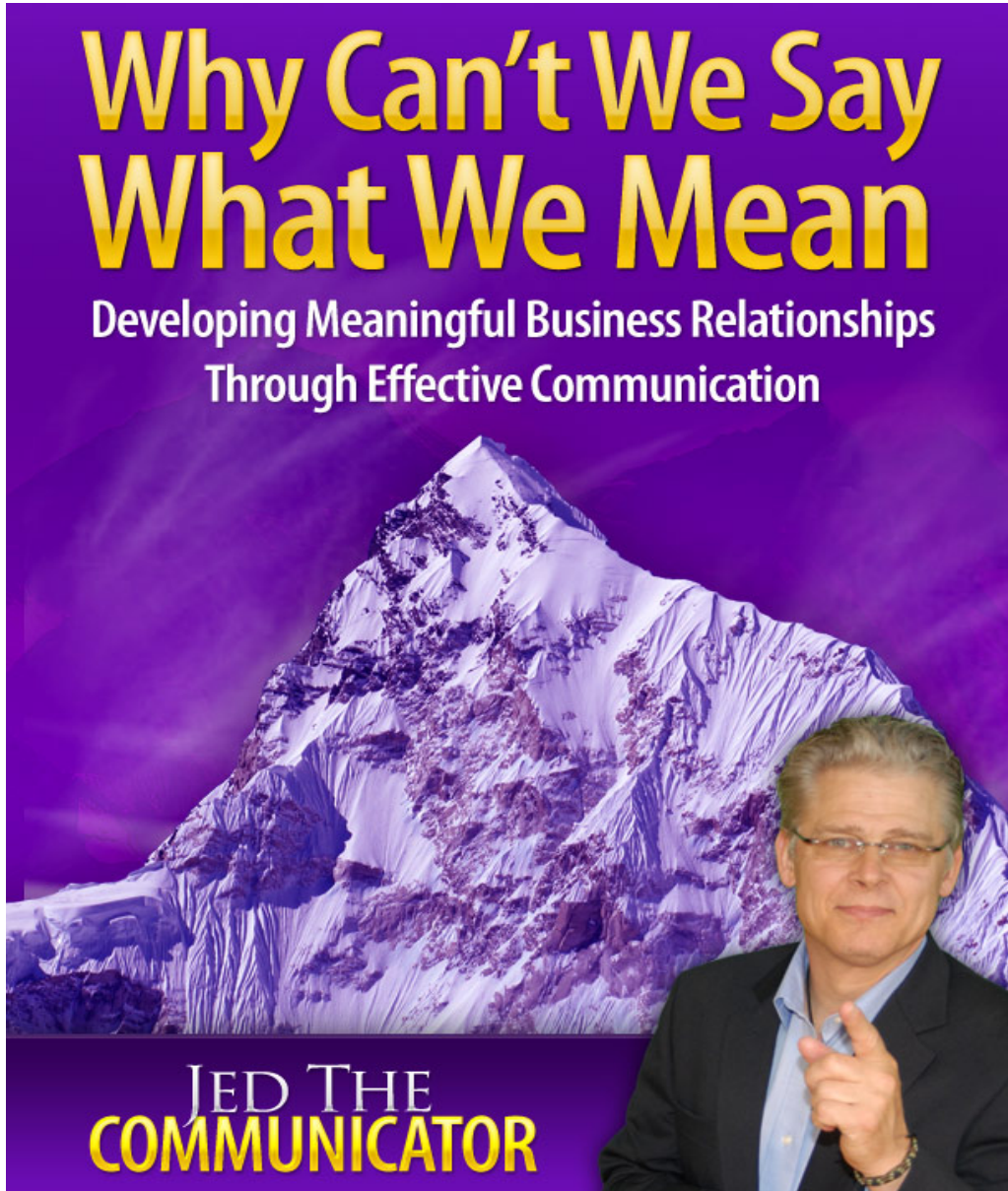


Why Can't We Say What We Mean?



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.

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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 12: INTERVIEW WITH STEVEN SADLEIR



Steven Sadleir is Director and co-founder of the **Self Awareness Institute**, founded in 1985, and recognized as a **Shaktipat Master** in two lineages. A scholar and lecturer of philosophy, he has studied meditation with many of the world's enlightened masters to complete his training as a yogi.

Steven has developed powerful distance learning programs for people of all cultures and faiths and welcomes those who are ready for full self-realization. He has trained thousands of people from over 120 countries to meditate and find greater clarity, happiness and peace, and reaches many through his Enlightenment Radio meditative programs heard at www.live365.com/stations/sair?site=pro

Mr. Steven Sadleir

His books include *Looking for God, A Seeker's Guide to Religious and Spiritual Groups of the World*, and his most recent, *Self Realization, An Owner-User Manual for Human Beings*. With his amazing communication skills and brilliant abilities to connect the human spirit, Steven is a true asset to the human consciousness.

For more information about Steven's **distance learning programs** and FREE Guided Meditation MP3s visit www.selfawareness.com

INTERVIEW

JED: Good afternoon, everyone. This is Jed Reay, "The Communicator." I'm coming to you from sunny, beautiful Northwest Oregon, and I have a very special guest on the line for all of you joining me today.

I would like to introduce Steven Sadleir, the Director of Self-Awareness Institute, the voice of Enlightened Radio heard in 120 countries, and bestselling author of *Looking for God*. Steven Sadleir, welcome.

STEVEN: Thank you, it's great to be here.

JED: You and I have a special relationship, and I do have to say that I'm blessed to know you. I can only say that all those that don't know you yet, they will someday soon, I've got to say.

Basically, what we're doing here is having a conversation about communication, and you have a very unique way of communicating with the world. I found that listening to your meditations and being involved in

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your meditations and being involved in your program has changed my life already. I look for great things to happen.

The reason that I asked for you to be involved in this project was because of the way that you communicate to us. I'd kind of like to start out with just a couple of questions and get a dialogue going.

What does it mean to communicate and develop meaningful relationships in a business arena?

STEVEN: It's interesting. That's a great question, because there are so many depths, or layers, to communication for me. On the one end, there's the intellectual, the mental taking in of data information through your ears or through your eyes and assimilating it. You have your own cognitive processes where you'll relate to each word, and your mind will come up with different meanings to the words and sentences that you're communicating, depending on what your life experience is.

But there's a whole other level in the level of the emotion, the heart, and how you're connecting. How do you connect with another person? The medium can make a big difference in that.

I would argue that there is even a third level, if not more, and that's at the level of the spirit. In all our communications, whether it's through the telephone, through our teleconference courses, or through Internet, so many of the things that we share and express are in a digital format, so an email, say.

Yet, a whole other realm, which is kind of new, is through the Shaktipat, or the transmission of energy; pure communication of spirit to spirit, which deliberately bypasses the mental filters and the emotional responses and takes you into a level of communication that most people aren't even conscious of.

There's almost a matrix of communication, and some people use part of the matrix, some use others. What we're trying to do is integrate them so that we can be communicating at many different levels.

JED: I agree with you. I can actually say with all confidence that I'm aware of that. I always used to communicate with my little monkey, I called it, of the subconscious mind, but I wasn't fully aware of the power that it actually had until I met you.

It has allowed me to grow as a person, as a husband, as a father, and as a business partner, business person, as someone that works with many

different people from all across the world. I have to give you some credit for my success, Steven, thank you very much.

In your opinion, what characteristics or abilities, assuming that they're not innate, does one need to be an effective communicator?

STEVEN: I think the main one is the desire to communicate. Again, some people communicate at a kind of a mental level, an intellectual level. It's a process-oriented information flow. Some people are more impassive, in that what they really are looking for or needing, either in their expression or in their listening, is a heart connection.

What we're finding, and what you found through the course, is that there's yet another level that most people are kind of oblivious to, or only dimly aware of, which is the level of communicating spirit to spirit and soul to soul. I think that's one of the greatest needs in the human experience that has been overlooked.

You can't as effectively communicate at that level without those other levels too. So I think it's kind of like the idea of bringing body, mind and spirit all together so that they're aligned, and each can support the other in almost a synergistic way, if you use it effectively.

JED: It seems that when I come in contact with new clients or potential partners in my business, I run up against some difficulties. There is this perception that communication is difficult, that I don't know what to say and I don't know how to say it. I bring that back to I always have this quite comical way of lightening this conversation and to not be stressful about having a conversation with anyone. I always like to say, "Are you married?" and hopefully they say yes, because if they say no, then my whole point doesn't work.

If they say yes, I say, "You didn't have a conversation with your wife or your husband about marrying you? You did sell them, you did promote yourself, you did communicate a desire and a message."

Ultimately, that is what I hope happens, when we interact back and forth with people, is that we're looking to this other person.

A good way to say it is, "What is it that I can do to help you in your life? Is there anything that I could be or say or do to support you?" And that opens up this floodgate of communication, of interactions, of sharing.

With that being said, can you give our audience maybe some simple steps to improve their ability to connect and communicate with someone?

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STEVEN: Yes. I think one is a clear communication of your intention in your communication. I like to use this, “This is my intention for being with you, Jed, is to help you,” and so forth, or “to help the audience learn to communicate better.”

You give someone the clarity of why you're communicating, because a lot of times it may be implicit and not always understood by the person that's listening to you.

We live in a world where people are always trying to sell us something or have other, maybe “ulterior” motives. Being clear on what the intent of the communication is can be disarming, and it can allow a certain amount of vulnerability, too.

If you're letting someone know you're coming from the heart and your intention is to help them communicate better, then they may not jump to the conclusion that you're making them wrong, if they bring up something that they're sensitive about, as an example.

The other thing that I think is an effective communication tool is to ask questions and to say, “Well look, how are you hearing me? What did you hear me say? I want to make sure I'm communicating well and that it's feeling good for you, not just that the information is being heard.”

If you put it that way, it might sound like you're talking down to them, and they'll say, “Of course, I understood what you said. I heard every word. I know the English language.”

But what you're really saying, and if you make it clear that this is what you mean is, “I want to make sure that I'm communicating well with you, Jed, in this instance.”

I say, “What do you hear me saying? How are you hearing what I'm saying?” In doing so, you can allow someone to be more open in expressing, because maybe they've heard a word you used and you didn't mean it in the context in which they heard it, as an example.

Then you say, “Oh, thank you for sharing. Let me clarify what I meant by that, because I really didn't mean it to come off that way.”

We were talking about emails. That's an example, because sometimes in an email you can say something and somebody might read something into the email that you didn't intend, pro or con. Asking the question helps create that clarity in the communication.

I think expressing what your intention is in the communication is one thing, asking a question is the other.

I like to use another realm, because those are both intellectual processes. I like to say, “How do you feel? Do you feel good about what we talked about?” Again, it’s usually a question, but it’s taking it out of the realm of the mind.

So many people process things mentally. And incidentally, studies have been done with women, and both men and women process emotionally too, but women are predominantly empathic in their communication. If you ask someone how they feel, it takes it out of the realm of just words and understanding, but it helps people relate at a deeper level. It allows them to be a little more vulnerable and open. It provides for a deeper level of communication.

JED: That reminds me of something many, many, many years ago as a young child. I would always say, “You did,” or “you said.”

It was interesting because he asked me, “When you say something like that, it makes me feel as though I’m either not doing right by you, or you’re misunderstanding what I’m doing. Could you explain what you mean by saying to me that this is how I feel when you do this?”

It was very enlightening for me as a young person, because it did change the whole dynamics. It changed the whole chemistry within my body about what I was communicating. I learned that real early as a child. Sometimes I still forget it, but it’s a very powerful point about how we feel.

I look at your ability to connect with people in a far greater way than what is normally done on a person-to-person basis; those communication skills, your ability at a level far from the norm.

What would you suggest we do in this area of consciousness to become more enlightened? Obviously, you provide a service, many services, a radio show, the Self-Awareness Institute. Can you talk to us a little bit about what you do for the world?

STEVEN: Sure. I’ll approach that with the question you started, “What can we do to become more enlightened?”

I think it’s really understanding that there’s an intention to be enlightened, you see, because a lot of people don’t look at their life in terms of there being an enlightenment for an awakening of consciousness, or an evolution of consciousness.

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There are so many words to describe something that's intuitive to everybody, and that is this desire to evolve ourselves to learn and grow to what Maslow would call "self-actualized," and yogis have called "self-realized."

This sense of enlightenment is used rather broadly, but it all really kind of connotes that there is a deeper level of awareness and something to connect with, and there's the potential that we have to live in a state where there is more happiness and peace, yet it's not always talked about.

Some people actually feel a little off put, frightened, or uncomfortable with the idea that there is an enlightenment. Once you've realized that there's something to be realized, then your realization has begun. Once you've acknowledged in your mind that there is an enlightenment, there is a higher state of consciousness that you can attain.

If it's clear in your mind and you see that as an intention in your life, all of a sudden, your life shifts in a dramatic way. You will start looking at things you can do to improve yourself.

Once you've gained that clarity in your mind, that opens up pathways for whatever it is you need to come to you, like that ancient saying, "When the student is ready, the teacher appears." And so, I appear, maybe because you're listening to this program, or listening to this interview.

When you say, "What can people do?" the first step is to recognize that you're seeking, and that which you are seeking is causing you to seek. There is something inside you that is kind of compelling you, creating a sense of curiosity, a drive to develop yourself.

Now, anybody can come to our website at www.selfawareness.com and they can download a free MP3 guided meditation, or talks that I've done on the radio. You can get information where you can kind of sample it in a way that's convenient, it's free and it's accessible to everyone, and kind of scout around and see how it feels.

There's going to be an intellectual process and there's going to be an emotional process, but ultimately your spirit is going to guide you wherever you need to be.

The next step would be maybe something a little more proactive, such as getting on a free call. I do a free call every month. As a matter of fact, I do three this month. I do a free meditation, because my book was on world religions and I'm developing a course that can be done online, so I'm recording. This month I'm talking about Buddhism and Daoism. Last

week, I talked about Hinduism and Yoga, so I'm kind of going through these different categories of teachings.

It's a way that people can kind of plug in, and any discussions of the spiritual nature, wherever your inclination leads you, starts to foster not only that curiosity that kind of creates a momentum for your development, but more importantly, it sparks a connection with the part of you that already knows, because the answers lie within you.

The real goal isn't to try and just inform somebody or give a technique, but to engage that inner knowledge, to connect with that part of you that already knows who you are and why you were born, so you can fulfill the purpose of your existence. That's how you find fulfillment and meaning and peace in your life, is by connecting with that inner knowing and being aligned with your purpose and destiny.

JED: I can say with all the confidence in the world that being involved with The Institute, being involved with you and sharing with other students has been literally the most exhilarating thing that I've ever done in my life. I am truly blessed.

I will close with this final question. I think that part of me already knows the answer, but it's important, because people like yourself are so busy. I mean, we're in so much contact.

Let's be honest. You are on the run all the time, and the one thing as a teacher, trainer, mentor, human change agent, a power of influence on those of us that you come in contact with is great. What do you do to maintain your vision, your direction, your thirst, your hunger, and your desire to continue connecting like you do?

STEVEN: The key is in me, realizing that I don't really do anything. The key is in realizing that there is a power greater than me that makes my own heart beat, and I just give myself over to that.

I literally have a prayer, "Lord, how may I serve thee?" I don't think in terms of what I want or what needs to be done. As long as I'm connected with that, it's my source of inspiration and self, because it is spirit itself.

What I am is spirit. This is what you are, is innately spirit. When our spirit is gone, we're dead, right? That what animates us is us. And so, if you're living in the awareness of the spirit that you are, there's nothing but inspiration. It's your spirit in expression without the encumbrance, or, at least, a minimal encumbrance of the mind and body with its own ideas that may differ from what's in your highest and best good.

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The more you allow your spirit to guide you, the more you live spirited. There's a constant state of inspiration, because that's your true nature.

JED: I knew what your answer was going to be, but it really, truly seems to be the common theme of everyone that I have interviewed for this project, is that it's not them.

Their inspiration, their power, their influence, everything that they do is centered around the spirit that keeps them focused, keeps them going straightforward. And all the more reason, because there are a lot of tools out there that we have yet to communicate with.

With that being said, Steven Sadleir, thank you so very much. I know for a fact that our audience is going to enjoy this very much, and I look forward to our relationship into the future.

STEVEN: Thank you for having me on. I look forward to meeting your audience again.

JED: Yeah, brother, we're blessed.

STEVEN: God bless you.