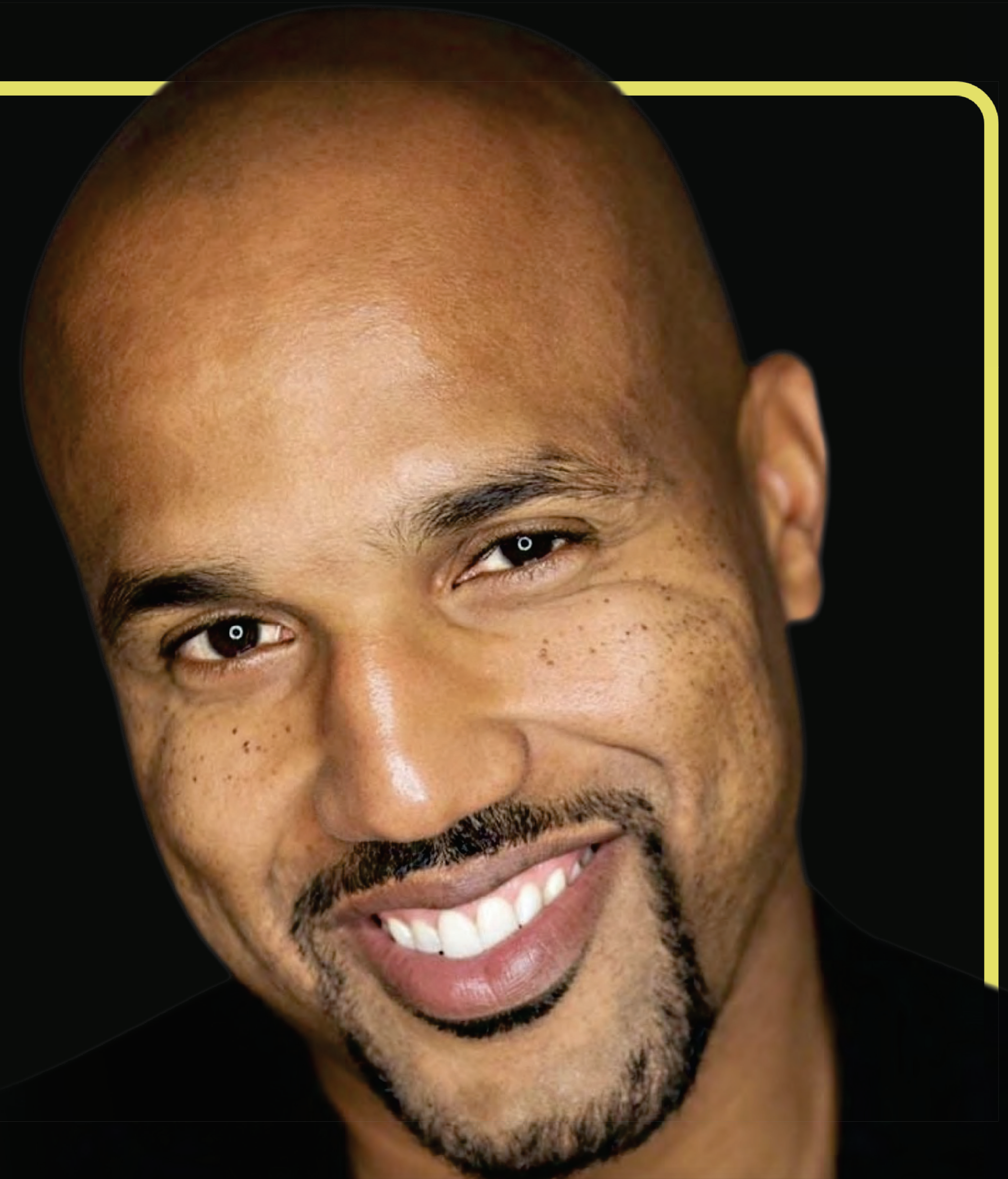




STRATEGIES FOR UNSTOPPABLE SUCCESS



SUNY STARTUP
SUMMER SCHOOL



ARELMOODIE



1 17 9 2 18 10
29 37 30 38
13 25 14 26
33 34
21 5 22 6
3 19 11 4 20 12
31 39 32 40
15 27 16 28
35 36
23 7 24 8



1 17 9 2 18 10
29 37 30 38
13 25 14 26
33 34
21 5 22 6
3 19 11 4 20 12
31 39 32 40
15 27 16 28
35 36
23 7 24 8

ODD

1	17	9
29		37
	13	25
	33	
21		5
3	19	11
		39
31		
	15	27
	35	
23		7

EVEN

2	18	10
30		38
	14	26
	34	
22		6
4	20	12
		40
32		
	16	28
	36	
24		8

1

17

9

2

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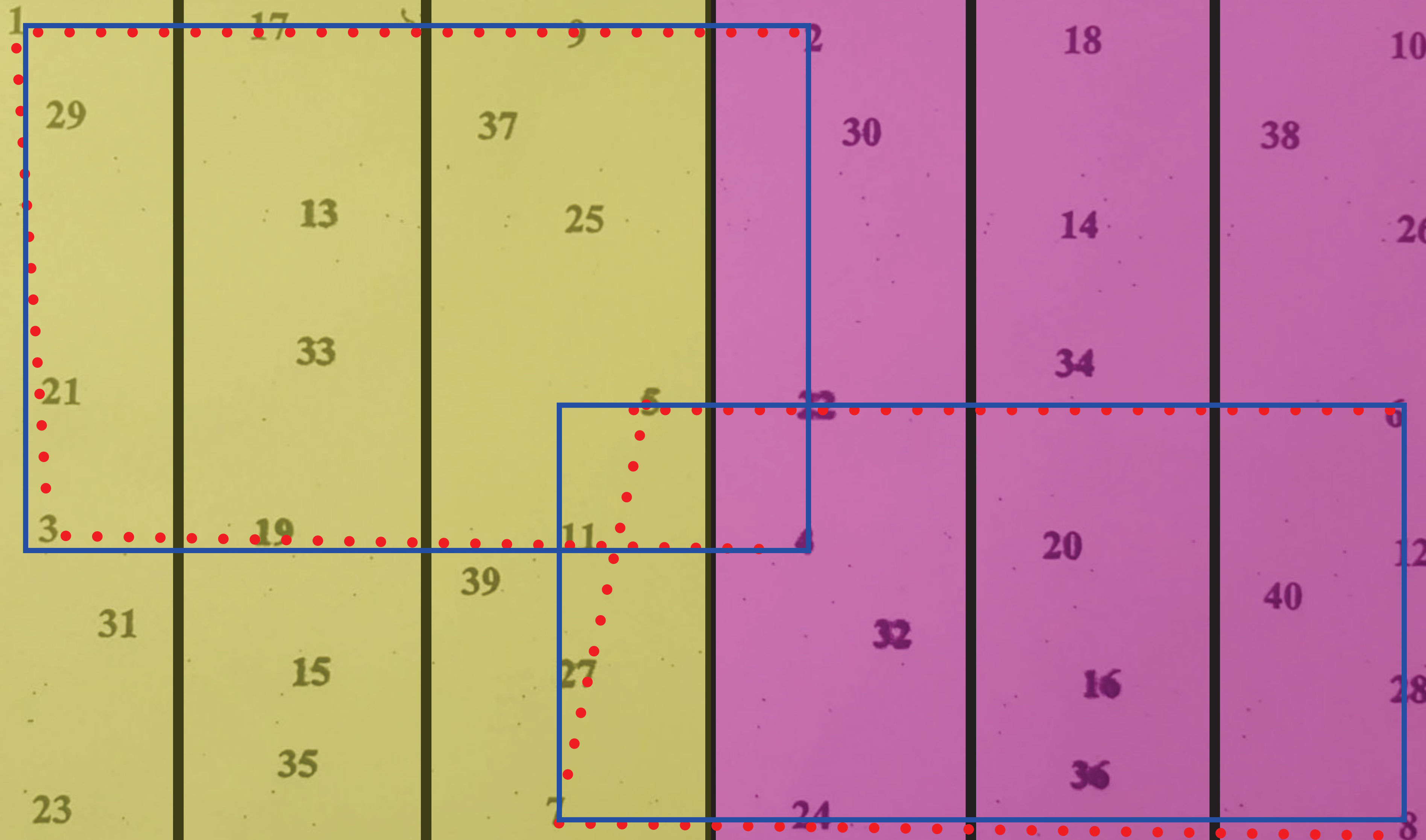
36

8

23

ODD

EVEN



1 17 9 2 18 10
29 37 30 38
13 25 14 26
33 34
21 5 22 6
3 19 11 4 20 12
31 39 32 40
15 27 16 28
35 7 24 36 8
23



My Childhood Bedroom

Named Top 5 Exemplary Student out of 16,000

INSIDE BINGHAMTON UNIVERSITY

Naming the Exemplary Student

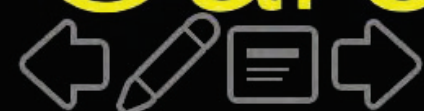


Arel Moodie

Arel Moodie is a senior philosophy, politics, and law major, and soon will add a concentration in business, which he hopes to use in pursuing his dream of becoming an entrepreneur. Moodie is a proud brother of La Unidad Latin Lambda Upsilon Lambda Fraternity INC. He has served as president and is currently the

public relations chair of the Binghamton Association for Mixed Students (BAMS). In addition, Moodie has been the president of the Latino Greek Council (LGC), was a chartered member of Student In Free Enterprise (SIFE) and a chartered brother of Chi Alpha Epsilon Nation Honor Society (XAE). He is a member of the Black Dance

@arelmoodie







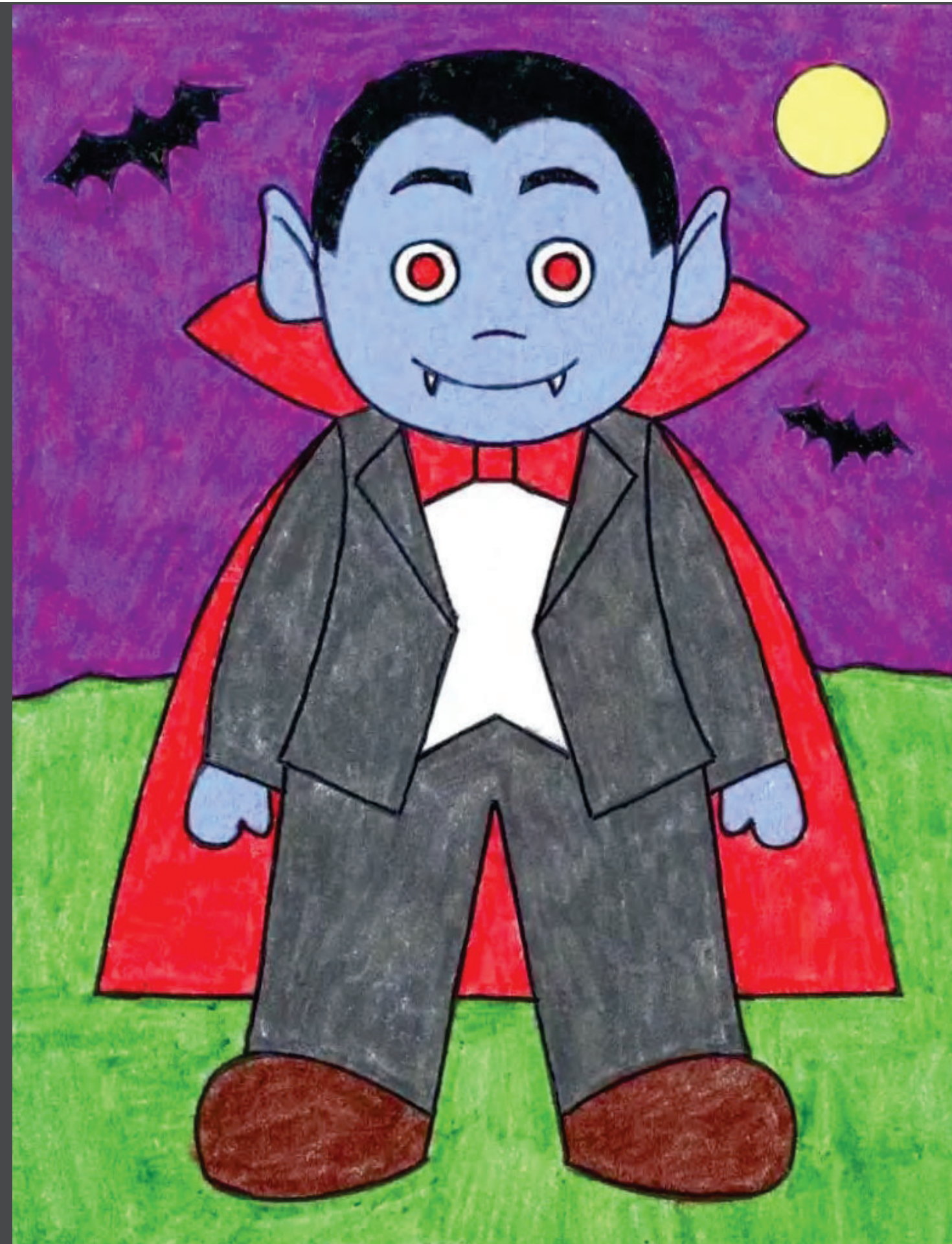
**"If you change
the way you look
at things, the
things you look
at change."**

-Dr. Wayne Dyer



Vampires suck your blood for Vitamin D
because they can't go out in the sun themselves.

You ever think about that?
No. You only think about yourself.





**“PROBLEM IS YOU
LOVE THE MONEY AND
USE THE PEOPLE....**

**“INSTEAD YOU SHOULD
LOVE THE PEOPLE AND USE
THE MONEY”**

- *MYRON GOLDEN*

**WHAT PART DO YOU
HATE ABOUT
SELLING YOURSELF?**



**CONVINCING SOMEONE
THEY NEED IT, RIGHT?**



REAL SALES IS ABOUT
HELPING PEOPLE





HELPING PEOPLE IS
THE **OPPOSITE** OF
CONVINCING PEOPLE





CONVINCING = TRYING TO
GET SOMEONE TO DO
SOMETHING FOR MY
REASONS



**CONVINCING IS
YUCKY FOR
EVERYONE**





**SELLING IS HELPING
PEOPLE MAKE A DECISION
THEY ALREADY WANT TO
MAKE FOR
*THEIR OWN DESIRES***

READY TO HELP MORE PEOPLE?





Painkillers

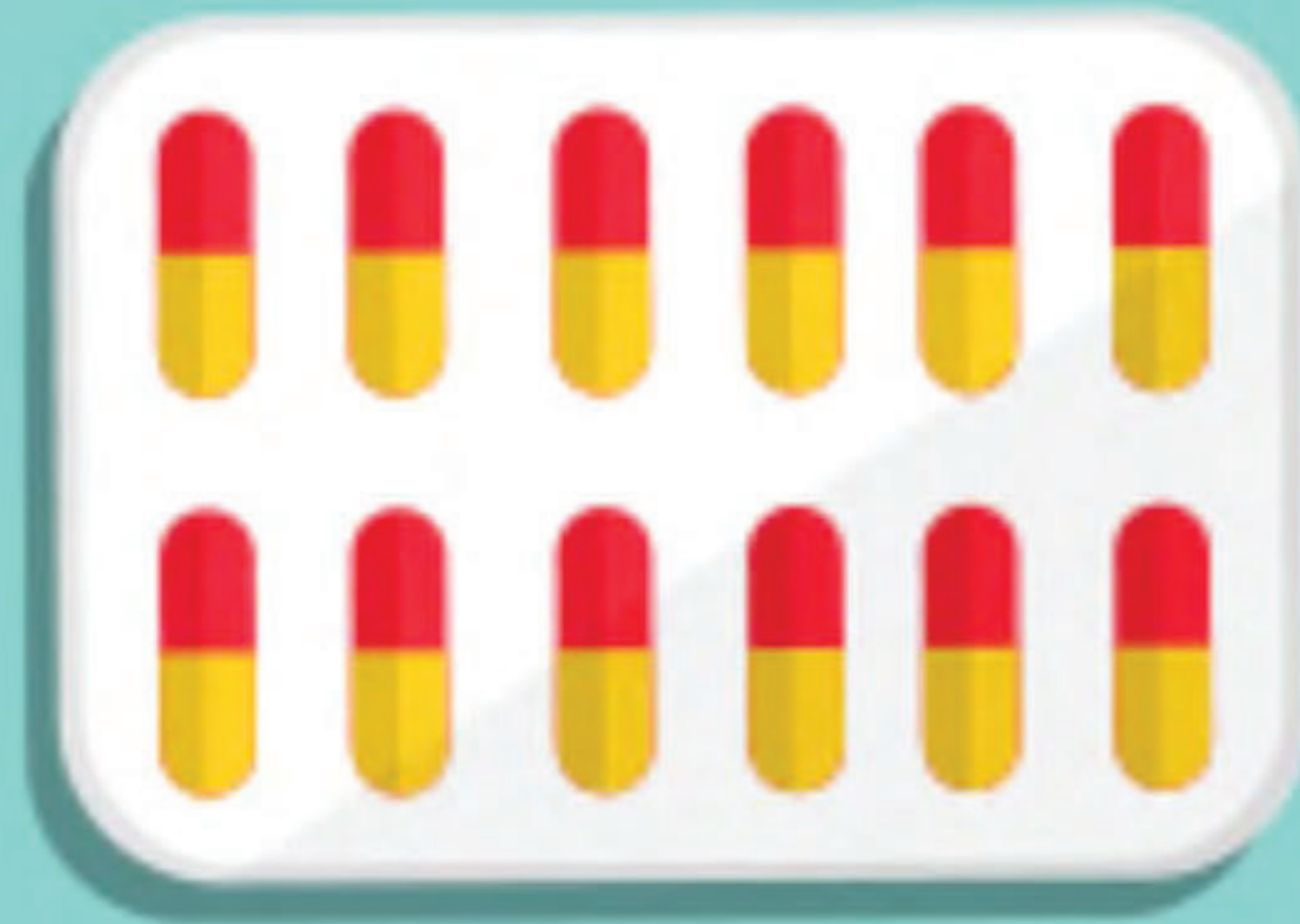


Vitamins



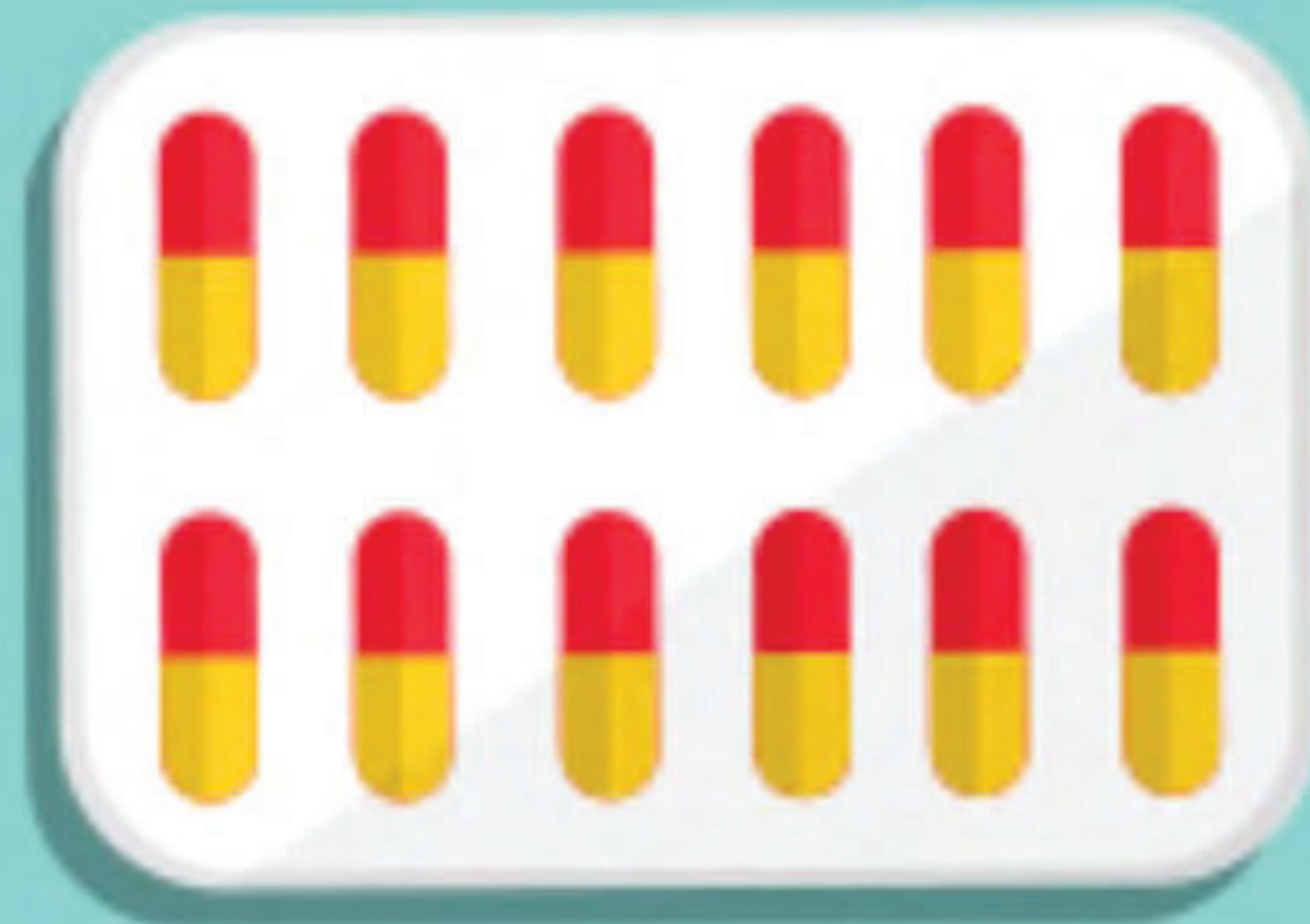
Vitamins

**THE BURDEN IS ON YOU TO
INTERRUPT THE CUSTOMER
AND TRIGGER THEM TO BUY
YOUR THING.**



Painkillers

WHEN CUSTOMERS ARE IN PAIN, THEY SEEK YOU OUT, MAKING YOU A MUST-HAVE.



Painkillers

**PAIN KILLER BUSINESSES HAVE
A “TRIGGERING EVENT”**





HELL

HEAVEN

DESCRIBE THE HELL





DESCRIBE THE HEAVEN



A vibrant, high-contrast photograph of a woman with a large, dark, curly afro hairstyle. She is smiling broadly, showing her teeth. She wears white-rimmed sunglasses with dark lenses, a silver nose ring, and a silver lip ring. Her ears are adorned with large, thin, circular hoop earrings. She is wearing a bright yellow crew-neck sweater. The background is a solid, textured teal or turquoise color. The lighting is bright and even, highlighting her features and the texture of her hair and clothing.

TEST YOUR ASSUMPTIONS



TALK TO IDEAL CUSTOMERS

ASK FOR MONEY
AND GET ADVICE

ASK FOR ADVICE
AND GET MONEY

**HOW DO YOU
CURRENTLY SOLVE
FOR X?**



**IF YOU WERE SPEAKING
EXTREMELY CANDIDLY
WITH ME, WHAT
FRUSTRATES YOU THE
ABSOLUTE MOST ABOUT
X?**



**DESCRIBE TO ME, IN
YOUR OWN WORDS
WHAT WOULD A
PERFECT SITUATION
LOOKS LIKE FOR YOU
REGARDING X?**





WRITE DOWN HEAVEN/HELL VERBATIM IN THEIR WORDS





**TALK TO OTHER POTENTIAL
CLIENTS WITH THIS NEW
LANGUAGE AND SEE IF YOU
GET “BUYING SIGNALS”**





EXPERIMENT UNTIL YOU MAKE IT



Give feedback to Arel

1. Scan this QR code

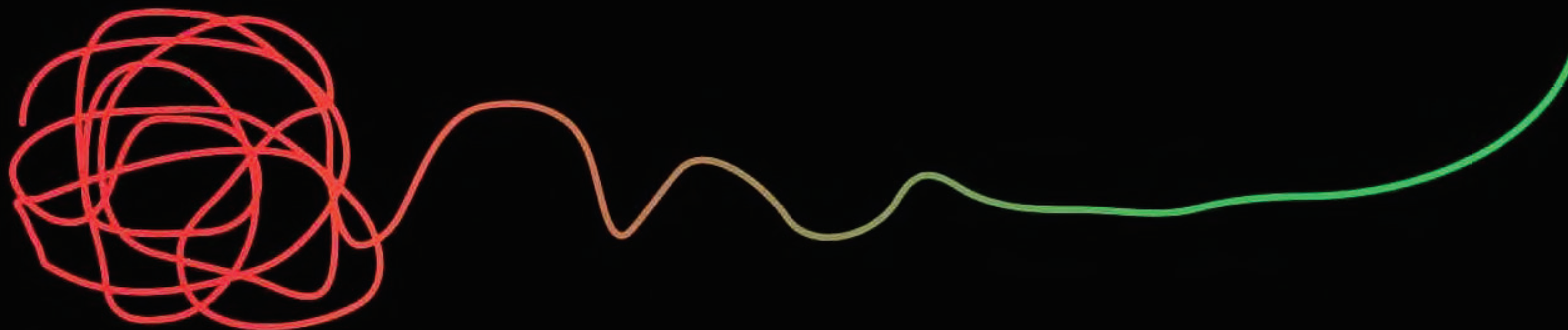


or go to talk.ac/arel

2. Enter this code on the screen

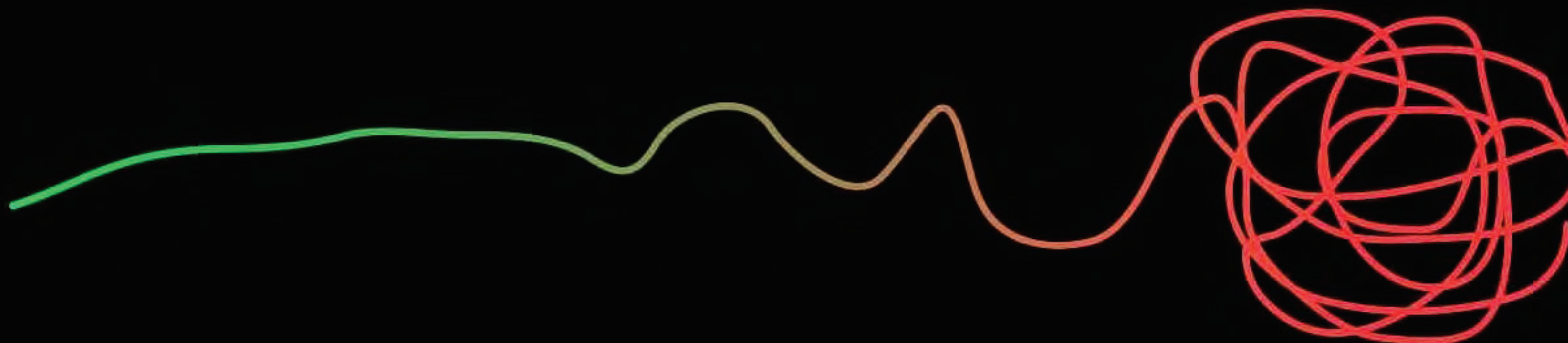


Hard
choices



Easy
Life

Easy
choices



Hard
Life

@ARELMOODIE