



# STRATEGIES FOR UNSTOPPABLE SUCCESS



SUNY STARTUP  
SUMMER SCHOOL

**ARELMOODIE**





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





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

# 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

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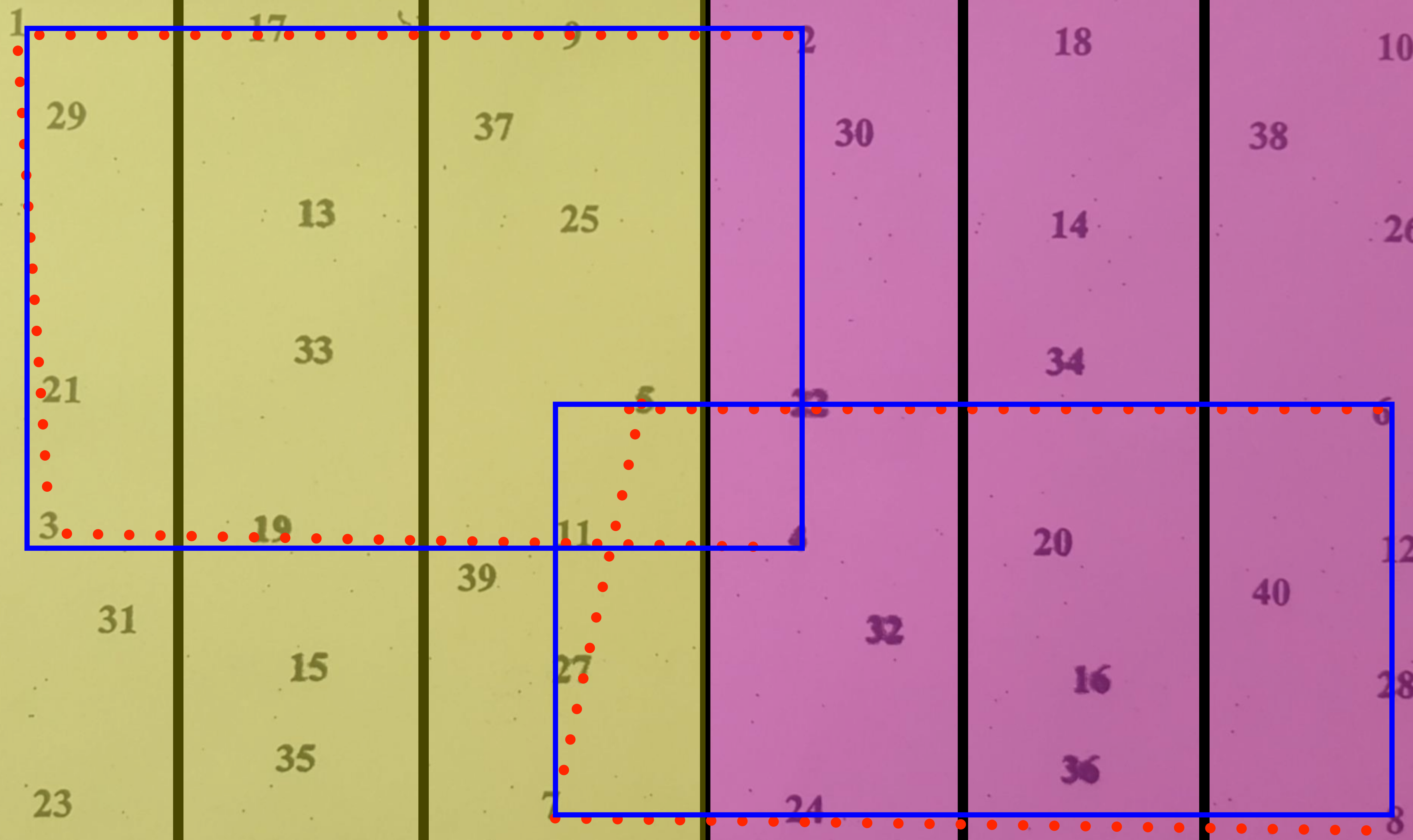
28

8



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."**

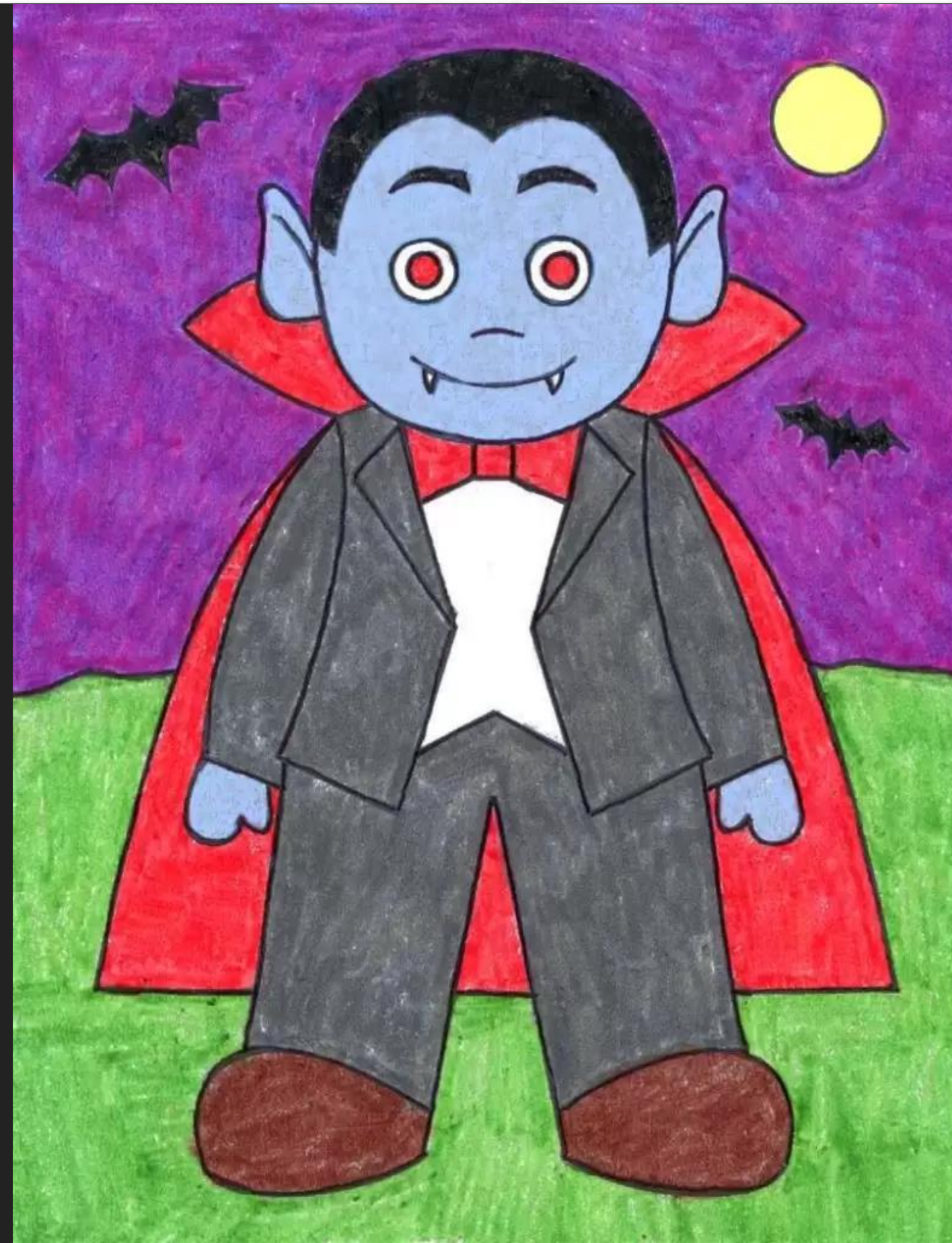
**-Dr. Wayne Dyer**



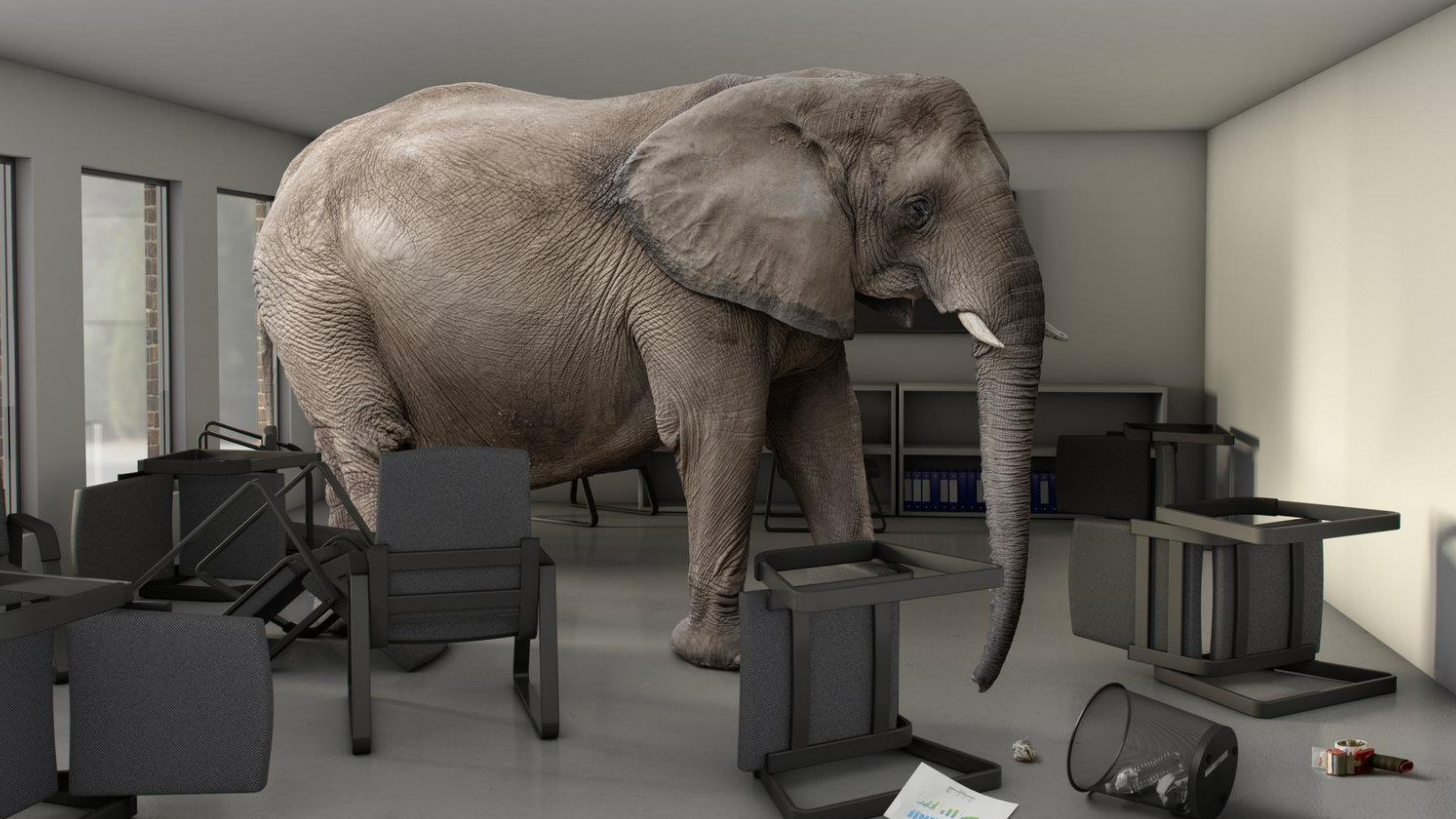


Vampires suck your blood for Vitamin D  
because they can't go out in the sun themselves.

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***

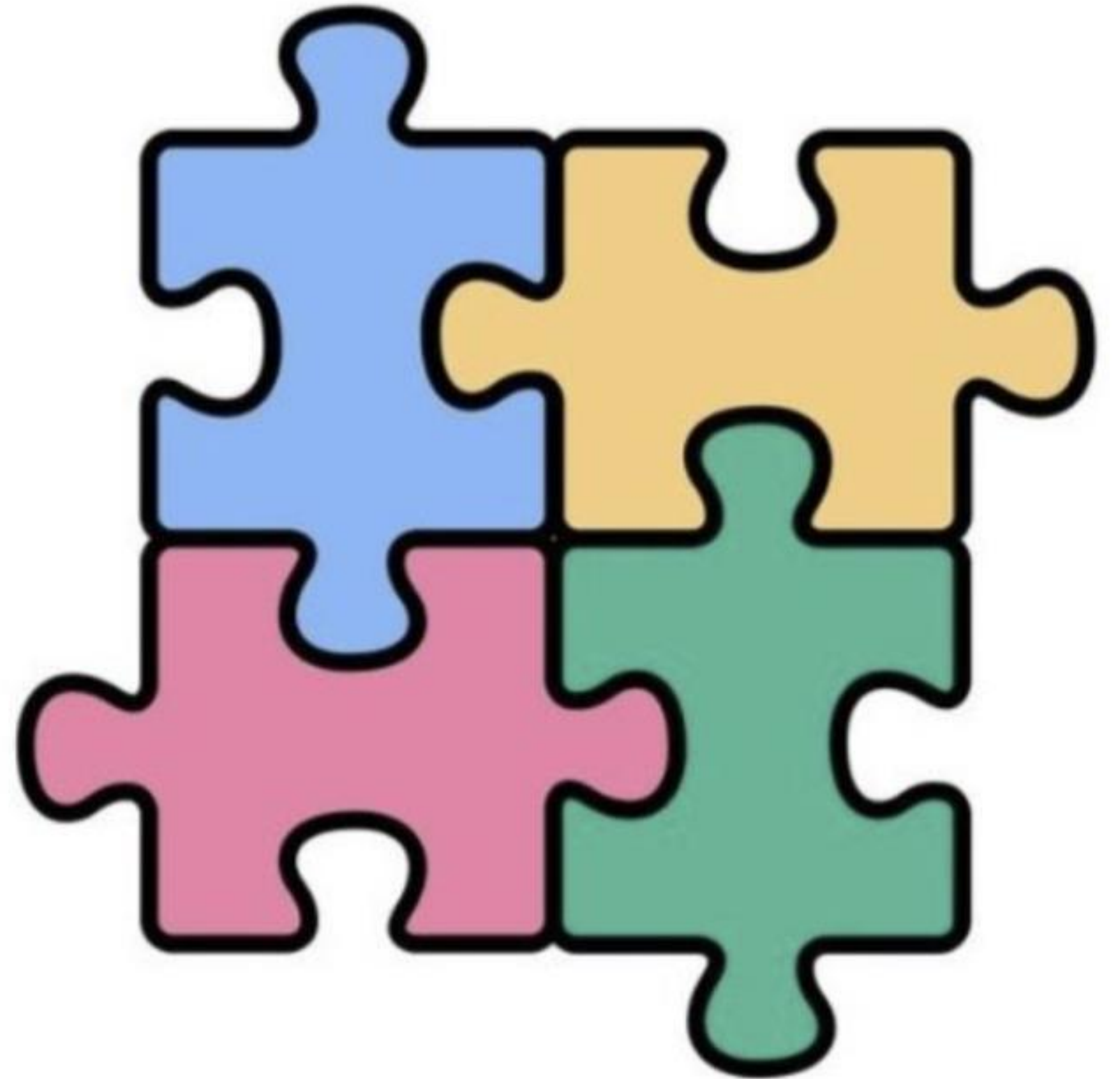
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**FIXED MINDSET**



**GROWTH MINDSET**





# 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”**







A landscape with two diverging paths. The path on the left leads towards a dark, stormy sky with lightning, while the path on the right leads towards a bright, sunny sky with a rainbow. The paths are made of gravel and dirt, and the surrounding area is covered in green grass and ferns.

HELL

HEAVEN





# DESCRIBE THE HELL







# DESCRIBE THE HEAVEN





A vibrant portrait of a woman with a large, dark, curly afro hairstyle. She is smiling broadly, showing her teeth. She wears light-colored, rectangular sunglasses with dark lenses. Her accessories include a silver nose ring, a silver lip ring, and large silver hoop earrings. She is wearing a bright yellow crew-neck sweater. The background is a solid, textured teal or turquoise wall. The lighting is bright and even, casting a soft shadow of her head and shoulders onto the wall behind her to the right.

**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





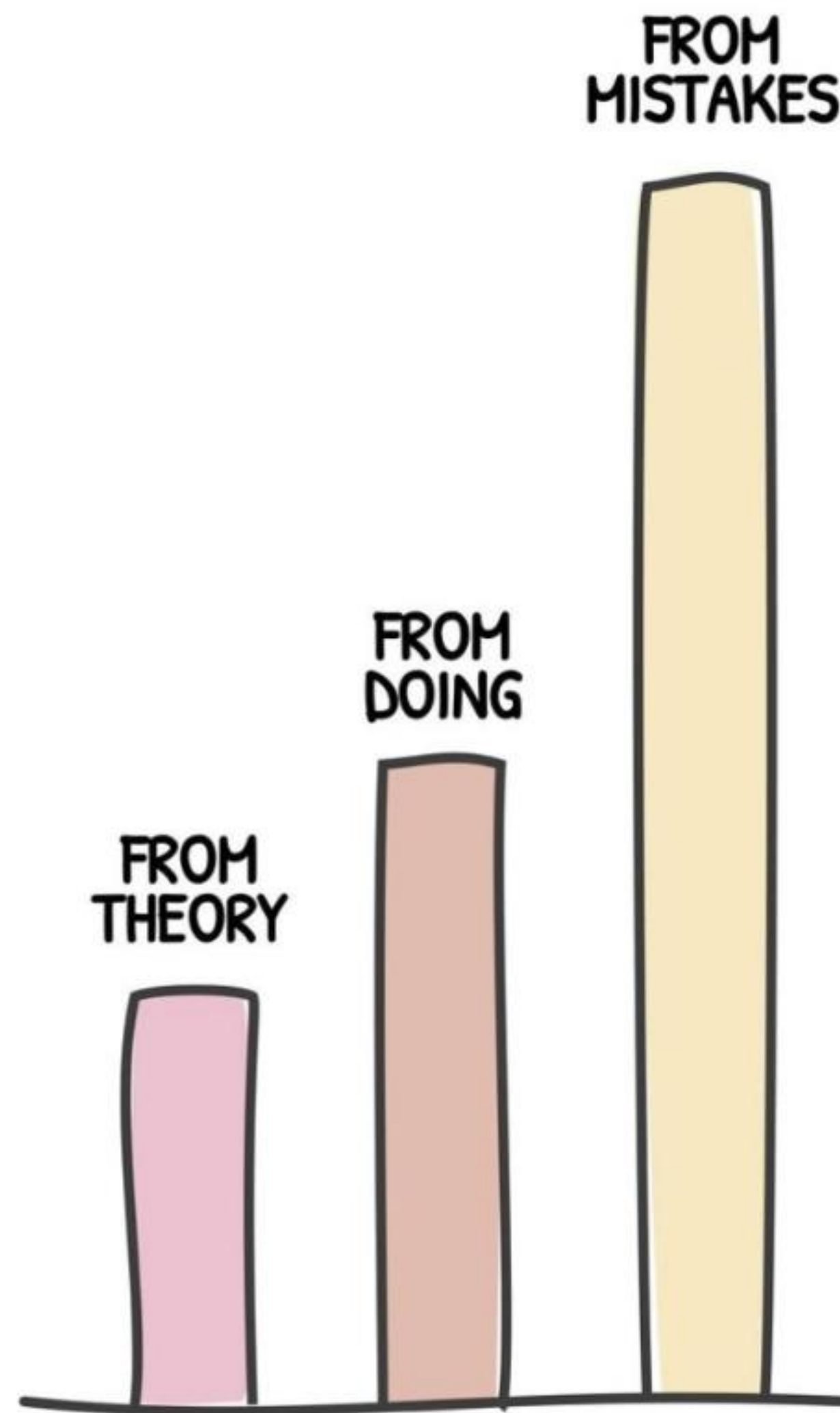


**TALK TO OTHER POTENTIAL  
CLIENTS WITH THIS NEW  
LANGUAGE AND SEE IF YOU  
GET “BUYING SIGNALS”**





# HOW MUCH YOU LEARN





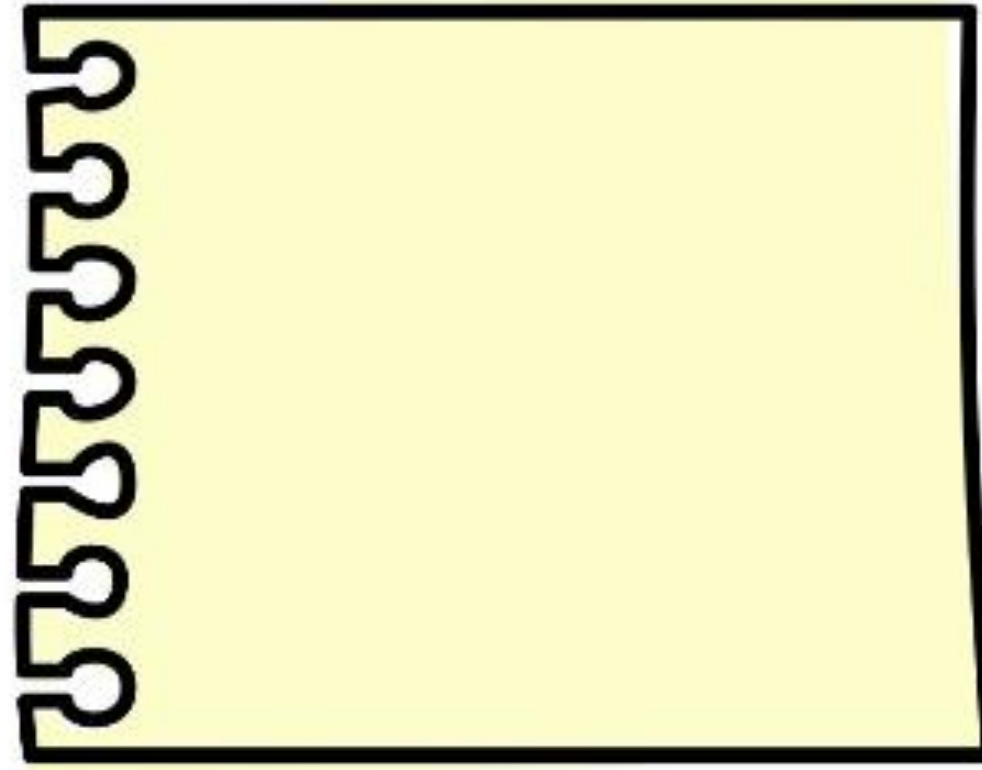




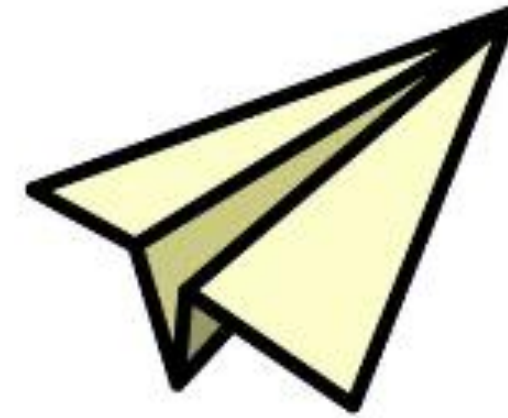
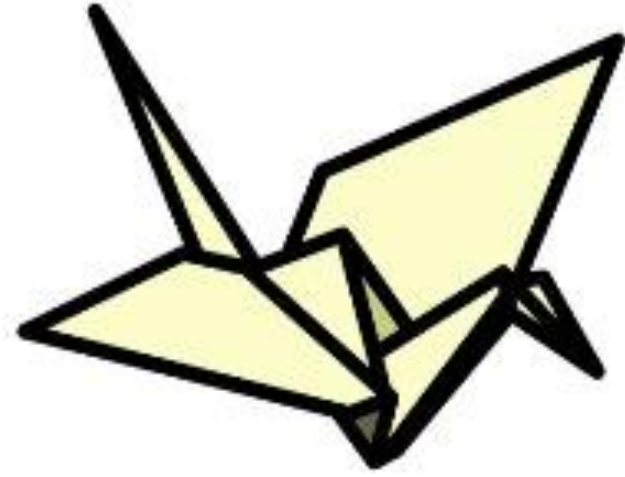
**EXPERIMENT UNTIL YOU MAKE IT**



# RESOURCE AND RESOURCEFULNESS



**RESOURCE**



**RESOURCEFULNESS**





## Give feedback to Arel

1. Scan this QR code



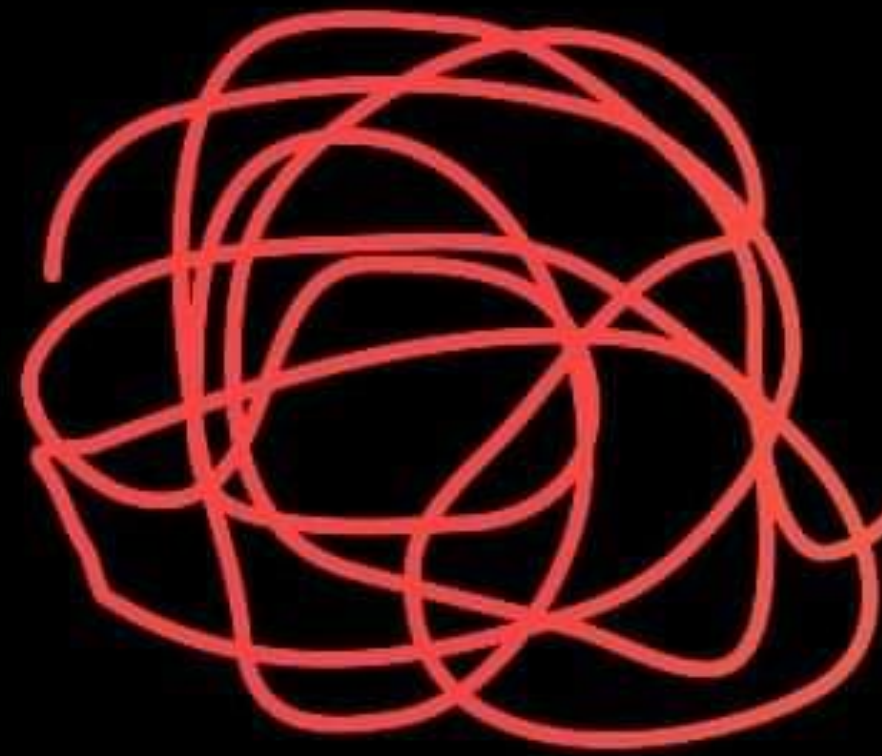
or go to [talk.ac/arel](https://talk.ac/arel)

2. Enter this code on the screen



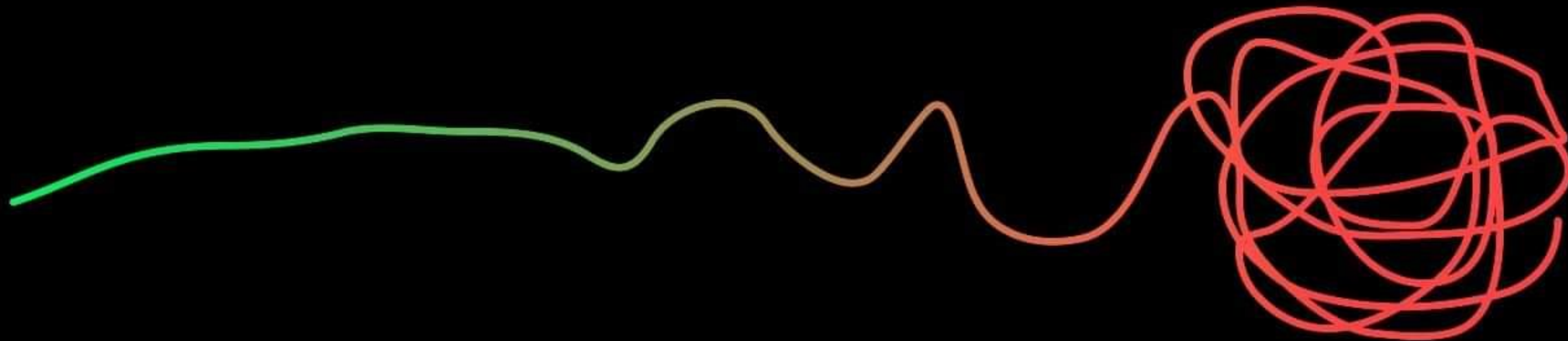


Hard  
choices



Easy  
Life

Easy  
choices



Hard  
Life

**@ARELMOODIE**