

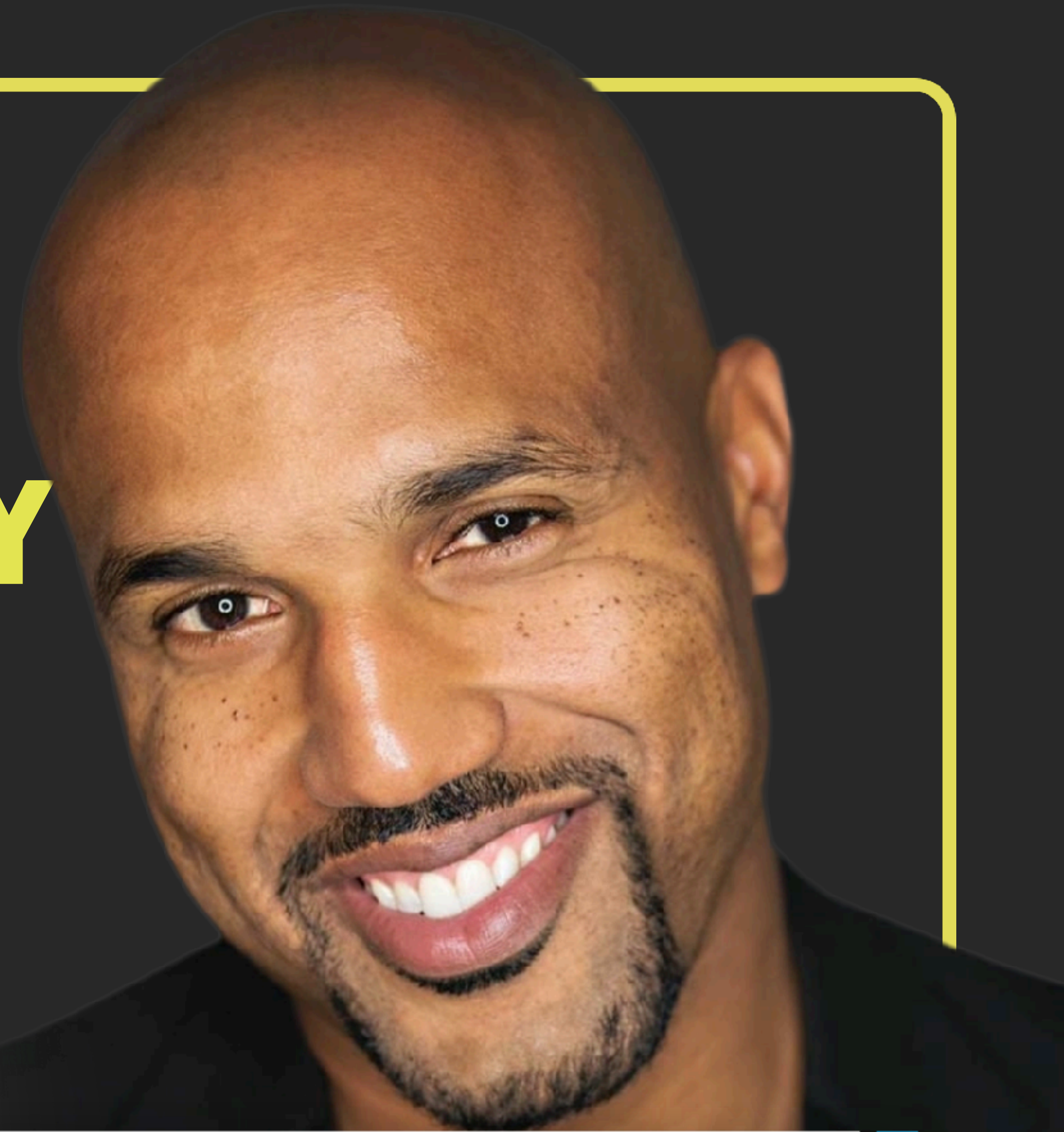


**SELL YOURSELF  
YOUR PRODUCT  
& YOUR COMPANY**

**WITH OUT  
SELLING OUT**



**ARELMOODIE**









**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."**

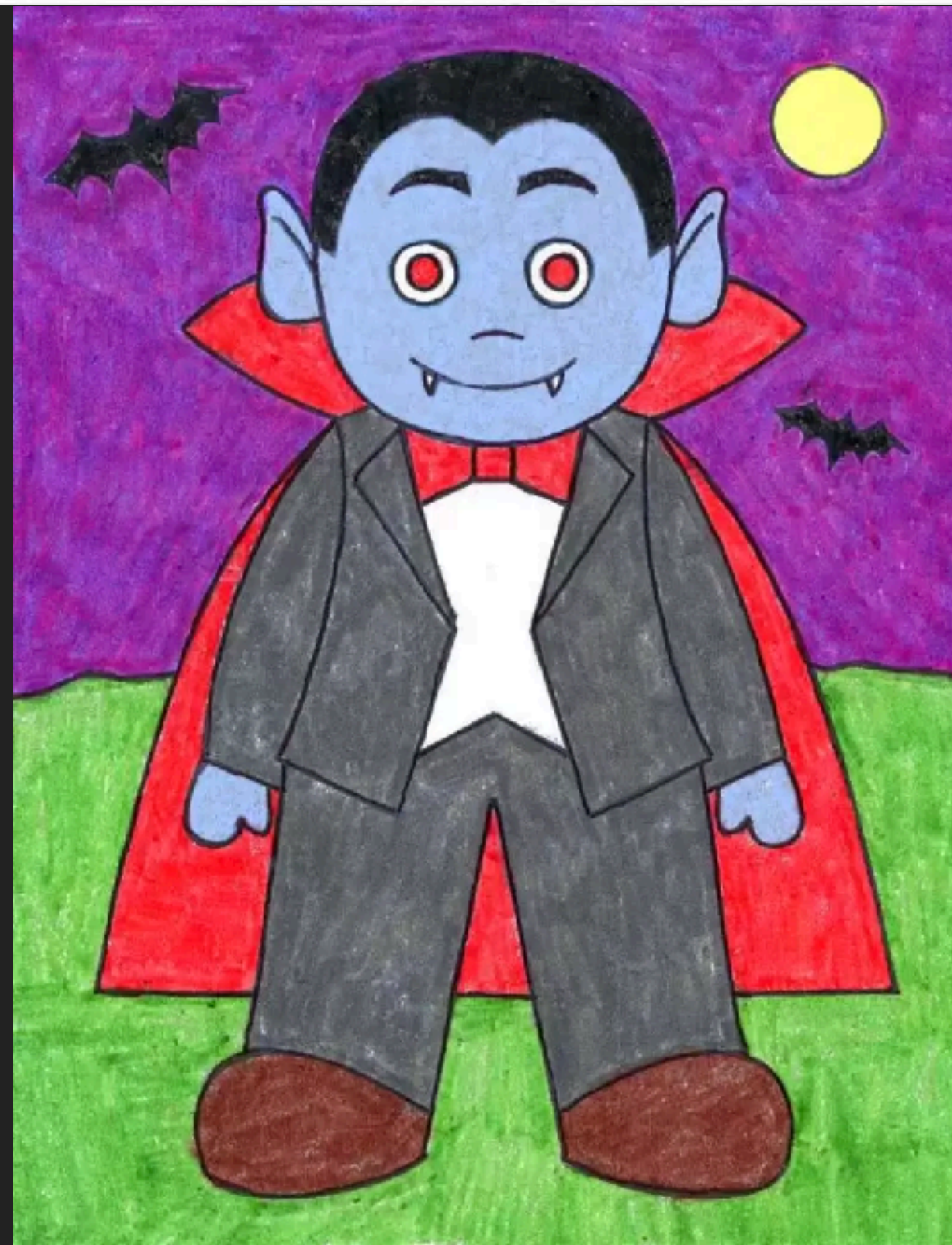
**-Dr. Wayne Dyer**





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 ACTUALLY ABOUT  
HELPING PEOPLE MAKE A  
DECISION THEY ALREADY  
WANT TO MAKE FOR  
*THEIR OWN DESIRES***





# READY TO HELP MORE PEOPLE?





A woman with long brown hair, wearing a green sweater, is shown from the chest up. She has her eyes closed and her hands are pressed against her temples, suggesting she is experiencing a headache or intense pain. The background is a solid dark brown color. A thick yellow horizontal bar is positioned at the top of the image. Overlaid on the image is a large, bold, white quote in all caps.

***“THE GREATER THE PAIN,  
THE MORE THEY WILL PAY  
FOR THE ASPIRIN”***

**-RAY LEONE**





**YOU THINK ABOUT THE  
SERVICE YOU OFFER...**

**YOUR CLIENTS THINK  
ABOUT THE PAIN THEY HAVE**







**1. EXPLAIN  
THE PAIN**

**2. DEMONSTRATE  
THE DREAM**



**TEST ALL  
“FOUNDER ASSUMPTIONS”**





ASK FOR MONEY  
AND GET ADVICE

ASK FOR ADVICE  
AND GET MONEY



A background image showing three business professionals in an office setting. A woman with blonde hair is on the left, looking down at a laptop. A man with a beard and dark hair is in the center, looking towards the right. Another man with glasses is partially visible on the right, holding a calculator. The image has a dark, semi-transparent overlay.

**TALK TO CLIENTS  
ABOUT THEIR PAINS**



**HOW DO YOU  
CURRENTLY DO  
X?**

**WHAT BOTHERS  
YOU MOST  
ABOUT X?**







**WRITE DOWN WHAT  
THEY SAY VERBATIM  
IN THEIR WORDS**





---

**WHAT DO YOU WANT  
MOST WITH X?**

**WHAT WAS YOUR BEST  
EXPERIENCE WITH X?**

**WHAT WOULD YOUR  
DREAM SCENARIO BE  
WITH X?**







**WRITE DOWN WHAT  
THEY SAY VERBATIM  
IN THEIR WORDS**







**HOW DOES YOUR  
BUSINESS SOLVE THE PAIN  
AND CREATE THE DREAM?**







WHAT'S THE MONEY  
CONNECTION TO  
SOLVING THIS PAIN?





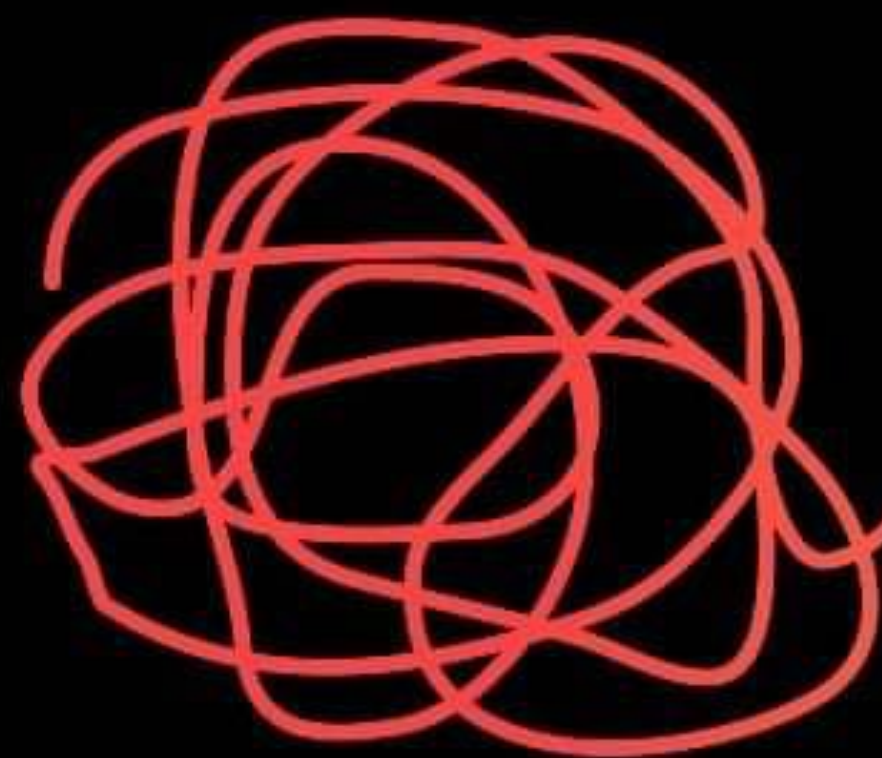




**EXPERIMENT UNTIL YOU  
MAKE IT**

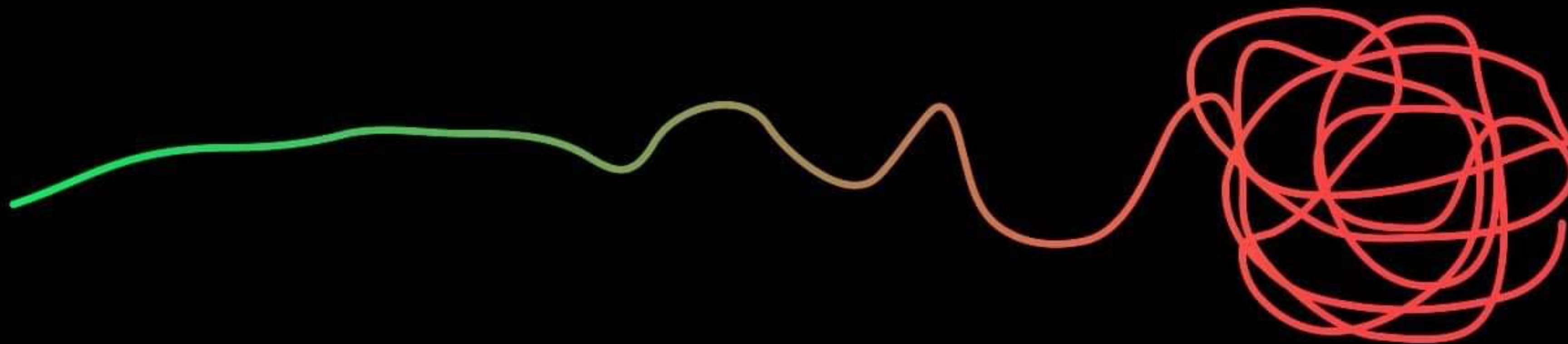


Hard  
choices



Easy  
Life

Easy  
choices



Hard  
Life





# How was my talk?

Take 2 mins to share your feedback and get a freebie!

Scan this QR Code or go to **talk.ac/arel**



enter code when prompted:

**SELL**

## Let's Stay In Touch!

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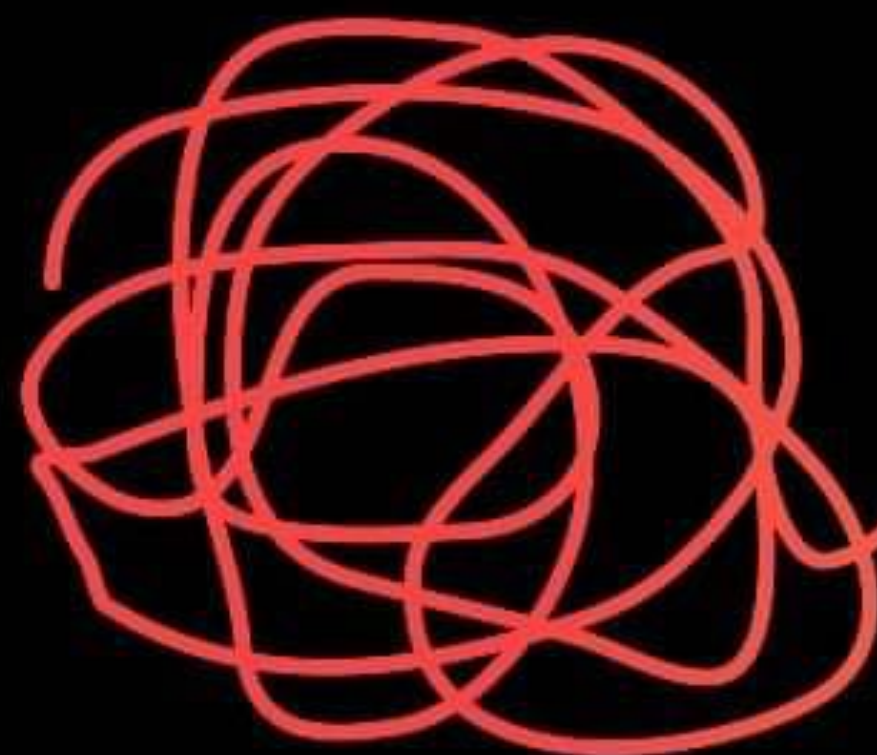
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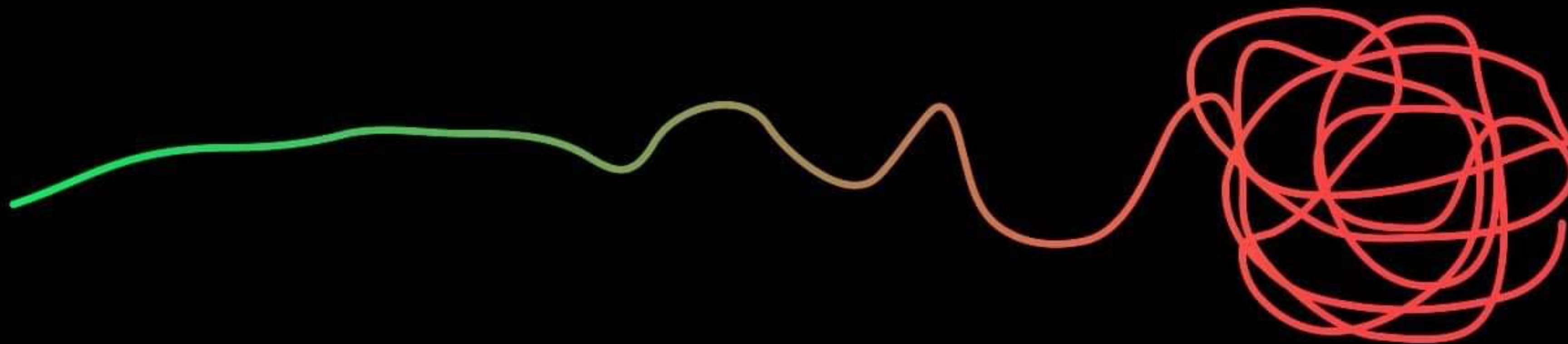


Hard  
choices



Easy  
Life

Easy  
choices



Hard  
Life