



SULADIO

course catalog.





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Who are the experts and geniuses and why should you listen to them?

welcome to suladio.

Our mission is to equip ten million motivated individuals with the education, tools, systems and support essential for success in their personal and professional pursuits while building a principle-centered life filled with confidence, purpose and prosperity.



about us.



Create a life by design rather than default.

Suladio is a community of principle-centered individuals making a positive, lasting impact on the world. The wealth we create through business, relationships, and self-mastery is a tool that allows us to enlarge the good we do. The difference we make in the world through humanitarian work and charitable giving is magnified through successful student outcomes, including cooperation, collaboration, and a culture of support and success.

At Suladio, we become our very best selves, enabling us to be the change we wish to see in the world.



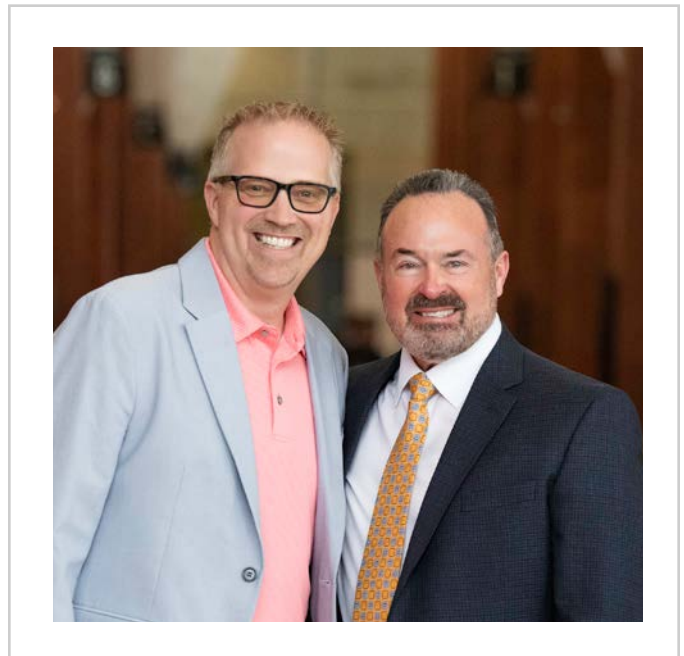
suladio history.

You may wonder how Suladio can equip you with the knowledge, tools and systems necessary to create a lifestyle of success, grow stronger networking relationships, increase your mastery of professional skills, gain recognition for your accomplishments, get winning results in sales and business *AND SO MUCH MORE*

Bob Snyder

Four decades ago, the founder of Suladio, Bob Snyder, started a family with his high school sweetheart, Holly. In an effort to provide a better life for his loved ones, he immersed himself in personal development, sales and business training, attended seminars, workshops, roundtable discussions and turned his automobile into a university on wheels.

His efforts propelled him to the top of the sales charts and he founded businesses designed to empower others with the knowledge, tools, systems and support needed to crush it in any economy. To date, he has created dozens of companies that have produced hundreds of millions in revenue.



DRIVE by Suladio

Along the way Bob was introduced to Woody Woodward, a best-selling author, coach, speaker, trainer and creative genius. Woody shared his life's work with Bob, a customer engagement and influencing system we know today as DRIVE.

Bob challenged Woody to prove its validity with a small test group and in 90 days the group increased sales 147%. Once the results were proven with a small test group, Bob shared DRIVE with his team of over 3,000 salespeople and their minds were blown.

Over the last decade, Bob has provided encouragement and a platform for Woody's DRIVE system to evolve into the life-changing program it is today.

The Future of Suladio

To better market the DRIVE system, Bob recognized that learning digital systems, social media and a variety of content formats would have the biggest impact. He also realized every other small business owner and entrepreneur today needs this information.

Financial Mastery and Digital Business Mastery were born! The goal and purpose of Suladio remain the same with this added education. We want to provide the education and resources you need to improve yourself and your business, and we want to see you succeed!

suladio features.

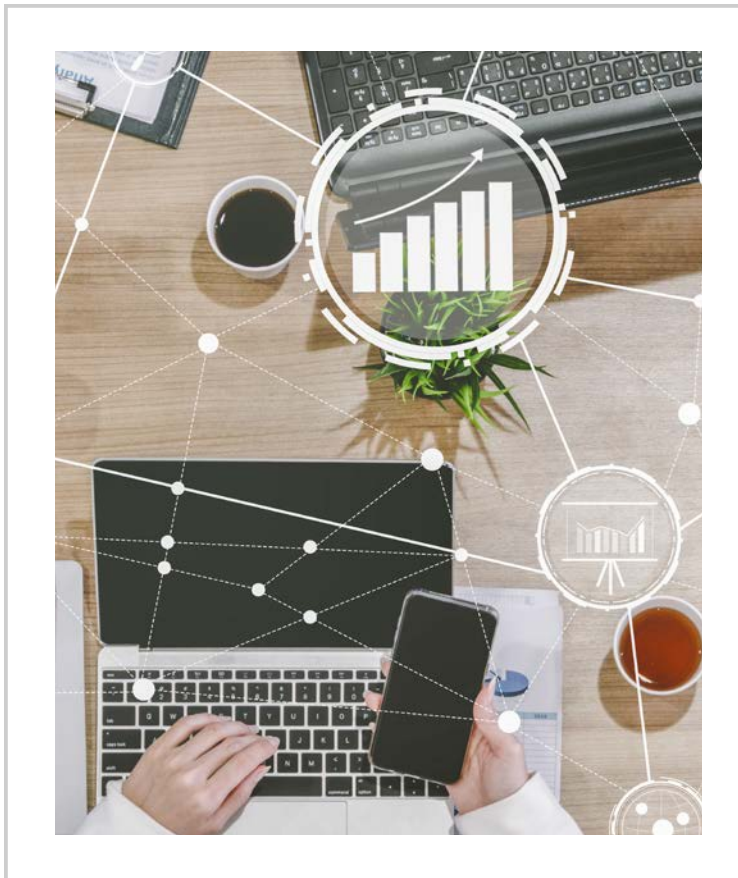


You've heard of the five love languages?

Did you also know that there are **five communication languages**, and when we use a language that differs from the preferred communication type of the person or audience we are talking to, the disconnect results in lost sales, blown opportunities, damaged relationships, increased failure and less income.

This confirms the old saying that "what you don't know may be costing you a fortune."

In addition to the fundamental principles and types of DRIVE, our education gives you access to insights, action steps and guidance in 3 main areas of life:



- In **Business, Career and Sales**, you will learn the buying language that your prospective customer prefers so that you can achieve maximum sales conversion.
- In **Relationships** you will learn how to connect quickly and deeply with people to enhance likability, trust and influence.
- In **Personal Development** the DRIVE System will supercharge your results so that you can accelerate your path to becoming your very best self, attracting opportunities, relationships and experiences that can help you make the most of your life.

The DRIVE System teaches you about each communication type, (Director, Relator, Intellectual, Validator and Executive) and how to connect with them. Each one has unique internal and external motivating factors and you can master every aspect of each DRIVE type in our DRIVE Mastery Course.



D.R.I.V.E. mastery subscription.

Mastermind Mondays

These incredible weekly online meetings are led by Woody Woodward. The sessions apply DRIVE to a wide range of topics, including personal development, business growth, sales strategies, relationship building, and much more.

Each training is interactive and designed to equip you with the skills and knowledge you need to thrive in every aspect of your journey with Suladio.

DRIVE +AI

Experience unparalleled intellectual growth and achieve your goals proficiently with our innovative tool, DRIVE+AI.

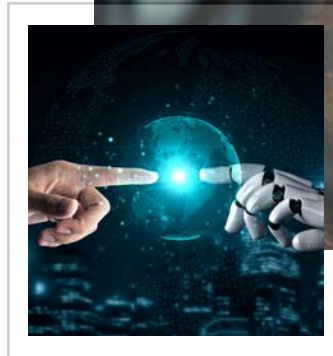
This cutting-edge tool combines the knowledge, speed, and precision of artificial intelligence with the brilliance of the DRIVE system.

DRIVE+AI fosters independence, allowing for creative exploration of ideas. It offers a pathway to build stronger interpersonal connections and exercise your influential power more effectively.

Utilizing its vast knowledge base, superior efficiency, and high organizational standards, DRIVE +AI encourages you to find personal fulfillment, recognizing and building on your unique strengths with reinforced self-respect.

Start today to uncover the joys of control, efficient problem-solving, and realizing goals with unwavering security.

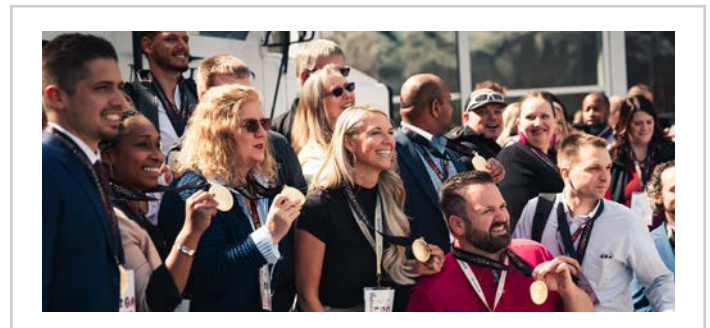
No matter your DRIVE, find your path to inner satisfaction with DRIVE+AI.



Community

The Suladio online community connects you with a network of individuals committed to personal growth, effective interactions and a mindset of progress.

Participate in weekly challenges, DRIVE-based discussions and celebrations of success.





DRIVE Mastery

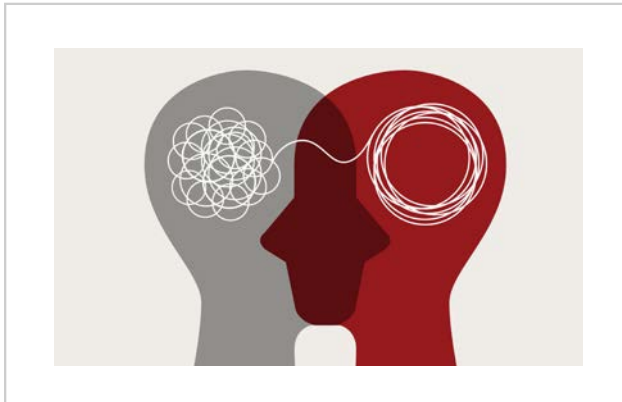
This monthly subscription includes 30 DRIVE-on-demand learning module videos in your Suladio Online Virtual Office.

In addition to your DRIVE Assessment Report, you have access to the weekly Mastermind Monday sessions, interactive trainings with Woody Woodward.

The incredible DRIVE AI tool is another feature that will astonish you and aid in brainstorming, communications, and a better understanding of your DRIVE.

Don't forget the Suladio online community where you can connect with others to discuss, inspire and motivate.

■ \$199/month



Financial Mastery

Do you ever feel like money is slippery and no matter how hard you try, you just can't hold on to it. Do you know people who always have enough and to spare even though they don't earn more income than you do.

What's the secret to their success?

Well, if you want to increase daily cash flow, decrease your debt, reduce the interest you pay and eliminate the stress caused by not having enough money, our Suladio Financial Mastery course will show you how to turn your financial world around.

We have created four classes to assist you in securing your financial future, both in your personal life and in business.

You'll have guidance in reducing taxes, protecting your assets, controlling and reducing the debt you owe, and using common banking tools to expand your opportunities and investment potential.

Whether you are an entrepreneur or a W-2 earner, a young adult just starting out or an experienced worker nearing retirement, these classes are for you.

■ \$999



Digital Business Mastery

Five Billion People Are On Social Platforms Creating The Largest Marketplace In The History Of The World.

Those who have invested the time to master the digital world and monetize social media are crushing the business landscape and realizing huge profits.

They got educated so they could implement proven strategies to build, borrow and buy audiences who would become their customers. They learned how to interrupt the endless scrolling of people on Social platforms, grab their attention and sell them products, services and ideas.



Learning from them so you can strive to become one of them should be the objective of everyone who wants to increase business revenue.

Whether your business is based out of your home, office, warehouse or located in the digital world, creating awareness for your brand on social platforms could be the difference between just surviving vs. thriving.

The Suladio Digital Business Mastery course equips you with the knowledge, tools and systems to widen your reach and connect with new customers 24 hours a day 7 days a week using automation and DRIVE Ai to do most of the heavy lifting.

The world today revolves around the internet and digital spaces we frequent. Online presence and social media platforms are keys to connecting with potential customers.

Digital Business Mastery includes:

- All the courses of DRIVE Mastery and Financial Mastery
- DRIVE Ai and Mastermind Mondays
- Additional video courses on digital marketing, leadership, social selling and influencers, and using the DRIVE selling system.
- Access to exclusive events, such as our full-day online Suladio Acceleration Lab
- Discounts on the Elite Mastermind Events

These networking and knowledge opportunities have the potential to increase the social value and profitability of your organization, to take you fully into the digital age of business, keeping you relevant and successful.

■ \$1899



“An investment in knowledge pays the best interest.”

-Ben Franklin



“Think of digital transformation less as a technology project to be finished than as a state of perpetual agility, always ready to evolve for whatever customers want next.”

-Amit Zavery



Career, Business & Sales

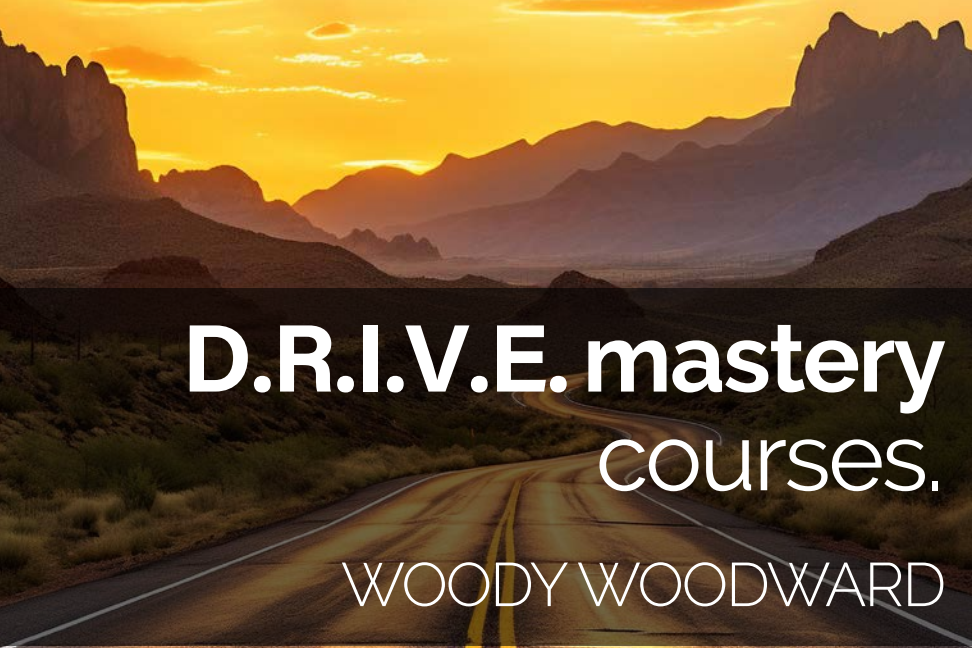
From marketing and ads to social media and sales, DRIVE can teach you how to boost your business.

- The Art of Marketing: Crafting Strategies for Impactful Campaigns
- Ad Magnetism: Crafting Ads That Captivate and Convert
- Law of Engagement: Captivating Your Audience for Massive Impact
- Show Me The Money: Strategies for Growing Your Reach
- 20/80 Rule: Learn The 5 Buying Languages to Maximize Sales Potential
- Closing With Confidence - Part 1: ASK. Don't Tell
- Closing With Confidence - Part 2: SHOW. Don't Tell
- How To Save The Sale: Rescue and Revive Any Scenario by using P.I.C.K.S.
- Audience Building: How to DRIVE an Audience
- How To Increase Your Sales reach by 400%: DRIVE S.A.L.E.S. System

Personal Development

Become your best self when you understand your DRIVE and embrace your superpowers.

- Mindset Evolution: Cultivating Growth in Every Step
- Confidence Unleashed: Mastering the Art of Self-Assurance
- Beyond Fearless: Embracing the Unknown with Courage and Confidence
- Calm in The Chaos: Your Essential Guide to Mastering Stress and Cultivating Serenity
- Unlimited Power: Q&A How to Succeed Personally with Your DRIVE



D.R.I.V.E. mastery courses.

WOODY WOODWARD

DRIVE Fundamentals

As the instructor for all of the DRIVE Mastery classes, your DRIVE journey with Woody begins with the Fundamentals.

- Welcome: Unlocking the 3 Core Pillars of DRIVE - Personal life, relationships, and career.
- DRIVE Discovery: All DRIVE types explained
- Transform Your State Of Mind: DRIVE principles
- DRIVE Dynamics: Mastering Your Primary and Secondary Motivators
- Ignite Your DRIVE: The path to unstoppable motivation
- Mastering The Art Of Influence: The one secret to changing behavior
- Triumph Over Tragedy: The three Rs of Recovery
- How To Discover Someone's DRIVE: DRIVE cards, handouts, website and conversations
- AI Unleashed: Mastering the future of technology

Relationships

Deepen bonds and achieve true partnerships with these lessons and techniques.

- DRIVE Connections: Cultivating Deeper Bonds in Every Relationship
- Collaboration Mastery: The Art of Successful Partnerships
- Network Mastery: Building Connections for Success
- Standards vs Expectation: Designing and Maintaining Healthy Limits
- Peaceful Outcomes: Q&A Navigating Your Intimate Relationships
- Empowering the Next Generation: Q&A How to Raise Internally Motivated Children
- Commanding Influence: Q&A Techniques for Effective Team Building and Motivating



Tax Slasher

PATRICK MUNSON

Guiding entrepreneurs through optimal tax strategies and business growth

- Starting or Expanding Your Business with entity structuring, board of advisors and business plans
- Optimizing Your Business Structure for Future Growth
- Maximizing your Tax Write-offs to Build Wealth Faster
- Business expenses and deductions
- Health care planning and tax benefits
- Real Estate tax strategies and designations

Financial Fortress

BOB BLUHM

Protecting your financial realm, including real estate and retirement plans.

- Lawsuit and asset protection for you and your business
- Minimizing risk in business with contracts and structures
- Estate planning and retirement protection
- The three layers of defense against fraudulent claims
- Maintaining privacy and anonymity in business structures
- Tax minimization
- Protection through contracts in partnerships, marriages, and divorces
- Bringing it all together to guard against economic uncertainty



Debt Mastery

ERIC COUNTS

Practical and effective debt repayment and cash flow strategies

- long-term debt management strategies for individuals facing high debt loads.
- Development of budgeting skills, cost reduction techniques, and income boosting strategies
- Understand both primary types of debt (installment and revolving) and their implications
- Three major debt alleviation strategies with their pros and cons
- The roll of honesty, consistency, proactivity, and maintaining a good credit score for successful debt management

Velocity Banking Debt Crusher

RANDALL CLOUD

Application of available banking tools to drastically reduce interest paid

- Introduction to the Velocity Banking strategy
- Understanding Debt Types, lines and loans, and how interest works within each type
- Steps to Applying Velocity Banking, from examining your current finances, to selecting an account and following through to see results
- Real world examples and all the math explained



AI For Business

WOODY WOODWARD

Use AI for improved communications and strategic decision-making

- Understand how AI is transforming industries and personal activities
- Master the power of asking the right questions
- Apply DRIVE and AI to increase decision-making power
- Utilize AI as a collaborative partner for brainstorming and idea creation
- Know how to build on the framework AI provides, empowering yourself with expert insights

digital business mastery courses.

“90% of CEOs believe the digital economy will impact their industry, but **less than 15%** are executing on a digital strategy.”

— MIT Sloan and Capgemini.

Digital Marketing

BRADFORD PRIEST

Bring your marketing dreams to life by unlocking the secrets of digital marketing tools, analytics, and processes.

- Understand marketing plans and strategies, and understand the importance of a Unique Selling Proposition
- Map and optimize a customer’s journey, from awareness to loyalty
- Guide customers through effective online sales funnels
- Create cohesive brand identity and social media strategy
- Utilize paid search marketing and search engine optimization
- Master analytics to make the most of your designs and strategies

DRIVE Selling System

BOB SNYDER

Enhance your sales skills by applying the DRIVE system with years of sales experience

- Understand personal motivation in sales and build genuine connections with buyers
- Nurture positive energy and emotional resilience to maximize strong character
- Advantages of internal focus and DRIVE
- Resilience and motivation in refining sales outcomes
- Understand subconscious decision-making in sales
- How and why to uncover client pain points
- Handling objections and negotiations
- The role of emotional intelligence and prioritizing personal growth



Influencers

PIERCE WOODWARD

Effective strategies to build and capitalize on your social media influence

- The importance of mindset and consistency in content creation
- Use strategic content planning techniques for different social media platforms
- Capture attention in the digital world
- Building a communal experience for your audience:
- Optimize social media links for audience visibility.
- Mastering innovative engagement techniques
- Principles of authentic videography for social media

Platform Selling

WOODY WOODWARD

Master public speaking and story-telling for the best audience engagement.

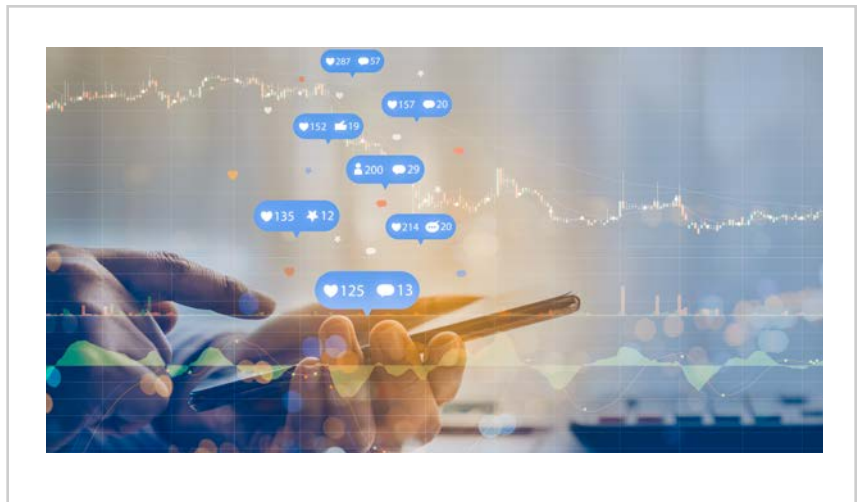
- Decode the stages of belief and shift mindsets from impossible to inevitable.
- Overcome the fear of public speaking through sampling, experimenting, examining results, and deciding on improvements
- Develop your unique style and voice as a professional speaker
- Use your DRIVE to manage your fears and boost your confidence
- Connect with your audience's DRIVE to better engage, influence, and motivate
- Create persuasive presentations with the power of story-telling and the hero's journey

Leadership

J. STARK

Develop key skills to enhance your leadership style such as curiosity, motivation, and resilience

- Recognize team members' skills and the five levels of leadership
- Learn about the transformative power of curiosity in leadership and the role of core principles in influencing decision-making and outcomes.
- Embracing failure and Imperfection as stepping stones to success and pathways to innovation.
- Strategies for managing impostor syndrome, emphasizing the importance of self-value, continual improvement, and self-grace
- Promote Continuous Learning through attainable goals that drive personal and professional growth
- Prioritize progress over perfection, focusing on becoming 'brilliant' through understanding and applying DRIVE



Social Selling

MAELI NELSON

Create social media to build customer relationships and drive sales

- Leverage Personal Experiences for a Unique Social Voice
- Utilize Social Media Platforms consistently as Business Growth Engines
- Maximizing Instagram to expand reach, visibility, and engagement for Business and Networking
- Optimizing Facebook and TikTok for Personal and Business Branding
- Enhance your images and posts using Canva templates and tools

Richard Stock.

I've been very fortunate and blessed to be able to use DRIVE for the last eighteen years, and it has made a significant difference in my life. It's got me through some of the darkest, hardest times in my life, helped me have a phenomenal relationship with my wife and my kids.



"Absolutely Phenomenal"



"BRILLIANT"

Inger Erickson.

In three years, I took my company from my garage to being one of Inc 500's fastest growing companies. I attribute so much of my success, both personally and financially, to Woody's brilliant DRIVE program.

Les Brown.

As you begin to understand your DRIVE and gain insight into yourself, it gives you a greater insight into others, and that insight allows you to make a greater impact in life.



"Make A Greater IMPACT"



"It's Amazing"

Jason Andrus.

It's given me the ability to be able to connect to people, understand how people think, what makes people do what they do.

It's amazing in sales, in connection, in friendships. I use it all the time. It's become a part of me now, And I'm still learning.



suladio instructors.

■ BOB BLUHM

Robert “Bob” Bluhm, a national leader in asset protection law, has dedicated 30 years to designing legal frameworks that optimize tax benefits and protect businesses against litigation. His expertise extends from the courtroom, to prestigious speaking engagements to the Suladio classroom. His customized, client-centered approach ensures peace of mind in a litigious environment.

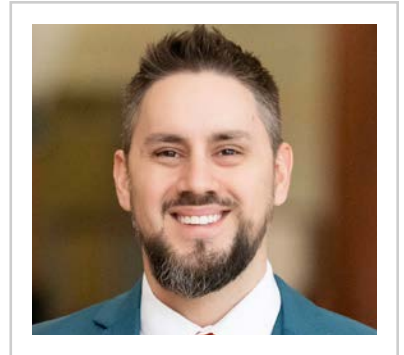
FINANCIAL FORTRESS



■ RANDALL CLOUD

Randall was originally a staff member at Renatus and began working with Bob Snyder in 2011. While in that position he implemented Velocity Banking to free up cash flow, pay off large debts and acquire new properties. He became a full-time real estate investor and is experienced in fix and flips as well as short term rentals. He shares his success and experience with systems, integrations, and communications with our students so they can succeed too.

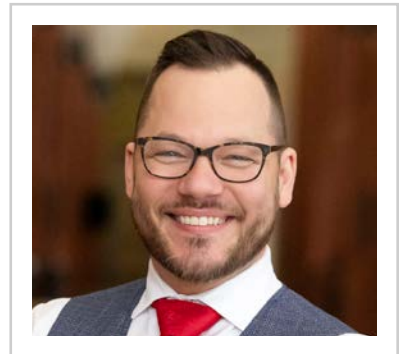
VELOCITY BANKING DEBT CRUSHER



■ ERIC COUNTS

Eric is an author, business trainer and nationally featured speaker. His extensive knowledge of credit and credit repair have gained him audiences with nationwide banks. He is the President/CEO of CreditNerds. Now he provides information to help students make wise financial choices so they are in a position to reach their goals and dreams.

DEBT MASTERY



■ PATRICK MUNSON

Patrick Munson, CPA and partner at A+P CPAs, holds 15 years of experience in public accounting, specializing in auditing services and tax consultancy. An esteemed member of AICPA and UACPA, he is known for his knack in decoding complex tax issues and his relationship-building capabilities. A passionate family man and sports enthusiast, Patrick continues to make significant contributions to the firm's growth.

TAX SLASHER

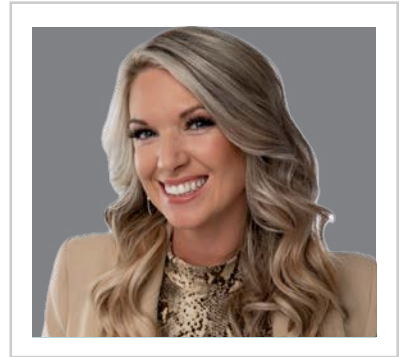


■ MAELI NELSON

Maeli Nelson is a #1 Best Selling Author, Door2Door Expert, Business and Social Media Educator. Co-Founder of the First Flip Challenge & The Investor Secret Network.

She's known for her hit YouTube series, "Flippin' With Mitch & Maeli," and Founder of the "Creating Her Empire" Women's Business Group to Ignite Female Entrepreneurs.

SOCIAL SELLING



■ BRADFORD PRIEST

Bradford Priest, a seasoned marketing professional and award-winning Marketing Analytics graduate from Fordham University, began his journey in the bustling marketing scene of NYC. After cutting his teeth at Microsoft, working with renowned brands and agencies, he returned to his roots in Utah. Today, he leads his own marketing agency, Noyze, proudly growing businesses with a talented team that shares his passion for marketing, delivering exceptional results for their clients.

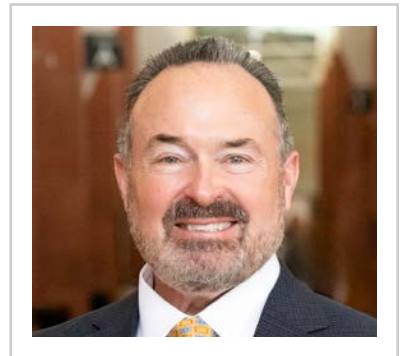
DIGITAL MARKETING



■ BOB SNYDER

Not just the Founder and CEO at Suladio, Bob also shares years of wisdom and experience as an instructor. With over 30 years in business and his background in numerous direct sales businesses, he has created dozens of companies that have produced hundreds of millions in revenue. He has become a master at the arts of sales, negotiating, presenting and training.

DRIVE SELLING SYSTEM



■ J. STARK

J. Stark is a seasoned real estate investor with over 20 years of experience, and the current President of Renatus. J.'s story is one of true grit and dedication, having started as one of the first three employees at Renatus and rising through the ranks from customer service to the top executive role. Under his leadership, Renatus has received 14 Utah Best of State awards and has helped over 20,000 customers turn their lives around..

LEADERSHIP



■ PIERCE WOODWARD

Pierce Woodward is a recognized TikTok influencer and founder of Brand Pierre, a unique jewelry and fashion line. Rising to fame through Instagram modeling, new products and engaging daily videos, he boasts over 1.7 million followers on TikTok. With entrepreneurial parents as his backbone, he passionately pursues his business dreams.

INFLUENCERS



■ WOODY WOODWARD

Woody Woodward dropped out of high school at age 16, was a millionaire by 26 and flat broke by age 27. After clawing his way out of financial ruin, he built four different multi-million dollar companies before he turned 40. Through overcoming this adversity, Mr. Woodward has become a bestselling author of forty-one books about turning tragedy into triumph.

DRIVE FUNDAMENTALS
RELATIONSHIPS
PERSONAL DEVELOPMENT
CAREER, BUSINESS & SALES
AI FOR BUSINESS
PLATFORM SELLING



"You cannot delegate digital transformation for your company...
you have to own it!"

— Barry Ross.





SULADIO

KNOWLEDGE · POWER · FREEDOM

SULADIO.COM

thank
you.