

**How to Apply AI to
Brilliant Business Strategies for**

P\$YCHO SUCCESS



by Mattox

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Acknowledgements

A special shout out to the below mentors who have motivated me, cultivated my skills, and galvanized my pursuits while demonstrating that success is achieved through ambition void of limits.

*Bryan Barretto, Jay Dowling, Ken Good Jr.,
and Chris Tabor*

A special thanks to God Almighty for being so gracious to allow me to spend my remaining days with my beautiful wife and son. Without my family, my life would be deprived of color.

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Leading Off

This book will divulge some of the most exciting, cutting-edge strategies that deal makers, rainmakers and capitalists leverage every day to make their multimillion-dollar deals happen and how you can make them happen with more efficiency by knowing the capabilities of AI.

I have seen all of these strategies and techniques firsthand during the last fifteen years of my life. I worked for corporate America, then struck out on my own to find financial success in several industries, including commercial real estate, SMBs and ecommerce. I have seen most management tools, styles, numerous types of organizations, fads and strategies poorly executed, and some executed to perfection, thus my interest in bringing these strategies to you, the reader. That said, Artificial intelligence (AI) will not just be a fad, but will be able to help anyone and everyone be far more productive in whatever industry they are so bold to think they can change the world in. In this second edition, we have added how AI can not only help with business techniques and strategies, but with mundane everyday tasks that the AI will handle just by a simple cut n past and a prompt command.

Maybe you're not happy with the current state of your business or your life. Maybe that's why you picked up this book. In all honesty, the reason I wrote this book was due to my own unhappiness and depravity, knowing I needed a change. At one time in my personal and professional life— probably much like your own at some point—my existence, my being, was

in no real hurry to find its confidence, self esteem, or true meaning, nor even motivated to push forward towards more [fill in the blank]. I was to the point where I simply didn't care. I had a good-paying corporate job with real security, since my managers seemed to like the work I did. I had just purchased a small home and really didn't have a care. But at a certain level, at a certain time, I started to want MORE. Don't we all get like this?

I began to want more, but what was so wrong was that I wanted more of what other people had. I was not satisfied. I was not content. And I wished for what I couldn't have, nor afford. Not just more toys, more travel, more girlfriends or a Rockefeller house, but a sense of being somebody who had *more* than the guy in the next cubicle.

To be somebody, you do have to have more and do more of whatever *more* is. AI can help here, To get more is a hard-fought game, as more takes time to achieve. Neither you, nor I have more time. Time is infinite, but *your* time is not. Time is the rarest of commodities, since one can't get more of it.

You can't produce more time, barter for it, stretch it further, purchase it, steal it or save it. But we all yearn for more time. Ah but what about AI? Well, AI will be able to help a smidge here with your productivity, but time will march on. When you finally realize your time is coming to an end, what do you do? You go do what you've always wanted to, you get your affairs in order, you spend more time with the people who make your life worth living, and you make sure that everyone is taken care of prior to leaving this earth.

Live life with the same sense of urgency and without any waste, because you will never get this time back. Do you realize you are the youngest you are ever going to be and the oldest you have

ever been? That said, stop watching the reality shows—hell, stop watching *Netflix* altogether—and start *living* your own live show. I’m no doctor, but you’re on notice. Your time is coming to an end. Start living and leaving a legacy for a better you, a better life and a better world. Your clock is ticking...

With less waste, more productivity with AI, more time becomes available as you begin to slot other priorities to pursue where the waste once was. I, like you, wanted to better myself, to be more efficient, to accomplish tasks faster, to give myself more time for all the items I needed to do to be somebody and to have much more of more. Much like many of us do at one time or another, I began to read motivational books, listen to podcasts and attend get-rich-quick seminars. After a few of these, I realized that all these motivational speakers do is spew the same bullsh*t techniques and strategies, seminar after seminar and book after book, giving you and I no real value after reading your first motivational book or nothing you couldn’t attain by just reading a couple of back issues of old *INC*. Magazine or letting AI introduce you to anything you ever wanted to learn in a step by step format.

I call these ever-present techniques “shooting lay-ups.” You’ll find a few of these frequently-used strategies in the beginning of this book to retrench your memory, but only to be used as a baseline and recall some of the motivational foundations that we must all keep in mind. Don’t worry, I picked the most important ones so as not to waste your time on the same old crap other motivational/inspirational books continue to throw against the wall. Furthermore, as I test-

marketed this book, I discovered that many people who have read several business/motivational books still find themselves mired in the stinking cesspool of underachievement. They need to be reminded of these basics because somewhere along the way they forgot to insert the bullet in the chamber. So I will cover them and thus set the foundation for your Psycho Success.

The majority of the chapters in this book are innovative techniques and thoughts to take your professional game from the expected to the significant. As a side note, we interject how and why AI can help with many of the strategies in this book to make you more successful to help you be more productive in your decisions. My mission for sharing my Psycho Success business strategies is to wake you up: to show you the direction to relevancy in your company or to twist your arm to follow your dreams and launch a business or vault your current company into the extraordinary.

I have been in all of these situations, and I know that you are anxious to fight for more and to quickly become someone who has more. Understand, this book is nothing but a collection of mere words. Words do not execute. Words do not close the laptop while a streaming series continues. . Words don't get on the phone and seek opportunities or deal flow. You do and you must, if you want more. I cannot execute these strategies for you, but I understand that your inspiration and your motivation are exceptional. Psycho Success is a short, laser-focused, quick-hitting read on strategies that have worked for me throughout my entire professional life. You will find them very useful and to the point, allowing you to achieve more and believe me the AI is already helping my in by companies

Chapter One

Honey Badger Psychology

The honey badger will scare off lions and jackals, chase down a king cobra, fight it mercilessly and shred a snake. And without a single ounce of fear, the honey badger will scale a tree to attack a hive of bees, oblivious to the enraged swarm buzzing around it as the badger casually savors the honey. Does the honey badger worry about getting bit or stung? No. It knows the rewards far exceed the risks. How would your life look if you lived like the Honey Badger, void of fear? AI-driven motivational tools can help you adopt this fearless mindset in your own life.

That said, it is not lost on this author how life can throw relentless issues at you. Life can be daunting at times. Loved ones get sick. Relationships are torn apart. Your business is DOA. Divorce is a real possibility. These types of dreadful experiences are hard to get your head around. In the wilds of Africa, the honey badger is the most aggressive and fearless creature in the animal and that they can haunt you forever. In many cases, the same can be said for your financial existence. You are living with numerous dreadful experiences that have shaped your mindset that keep you from continuing to take calculated risks. You continue to feel the terror that those experiences might happen again. This is the paranoia of fear. That worry, that feeling of dread, is a great and terrible burden to bear. But the worst part is that this fear continually

cripples you financially. At some point, fear can begin to consume your entire life and leaves you paralyzed from the pursuit of your dreams. Fear is detrimental to you physically, emotionally, spiritually, and financially. Fear feels tired. Fear is powerful. Fear squeezes tighter and tighter. Fear is crushing you. You feel the horror of fear. Isn't it time you stopped fearing fear? AI-based tools, such as cognitive behavioral therapy apps, can help you confront and overcome your fears.

Fearful thoughts are massively damaging to your health, your relationships, and certainly to your financial success, just ask AI. Fear interferes with sleep, with dreams, with desires, with hope, and with personal progression. Fear leads to worry, and if you're a God-fearing individual, worry is a sinful act. In fact, the only real fear you should have is the fear of God. Full Stop.

To live in fear is simply a rationalization of why you can't or couldn't make your goals a reality. Each day I see people use fear as a justification to keep themselves from experiencing failure, which leads to the even greater loss of financial independence. "I can't start a business because [insert some absurd excuse here]. Why even try?" Don't let fear be the justification of your financial position in life. AI-driven financial tools can help you overcome your fears and make informed decisions in your financial pursuits.

Certainly, other factors play a role, but I believe that fear plays the starring role. Stop living in fear and be accountable to yourself. I'm not suggesting that you ignore facts and take undue risks to get involved with pursuits you know little about. What I am suggesting is that you can't let fear be the driving force in your financial decisions and the horror that restrains you from taking

risks for financial rewards, especially when you're young and it's easier to recover from a bad move or a wrong decision or investment.

With fear, you feel anger nonstop. Fear raises your hostility and animosity towards life. Fear seizes your true greatness. Fear evokes excuses, and excuses don't care about you or your goals. Yet excuses seem to be everywhere. You should have no excuses. None

Hell, the real fear should be of falling behind in your personal financial growth and/or your competitor out-executing you. Fear defeats your potential. Fear is binding. Imagine where you would be without fear. AI can help guide you through these challenges, providing valuable insights and support to conquer your fears.

Recalibrate your fearful thoughts and turn your fear into a positive force. When you learn to live with fear, understand the fear, and appreciate the fear. Fear can drive you to accomplish beyond your self-imposed limits. Fear should compel you to something greater. Fear can and will supply you with the physical and emotional energy that will catapult you past your potential. The fact is, fear should piss you off and provide the adrenaline to start conquering your past fears and living abundantly. Live in the present. Quit with all of the excuses and use the power of fear to drive achievement through the terror of NOT realizing your goals. AI can be your ally in this journey, providing personalized coaching and motivation to face your fears head-on.

When I look back at some of the experiences, fears, and excuses I've had—and a few I still need to conquer—I'm reminded of a sermon my pastor once delivered the Sunday right after New

Year's Day. He told the congregation that the God of Opportunity and Hope only gets angry when we make excuses. Let that sink in for a moment. Of all the possibilities in life that could cause the Higher Power to become angry with you, the individual God personified, is repulsed by the excuse of fear. Profound, isn't it?

The pastor went on to tell this fantastic story about a very stressful time in his life when he was a young college coach and not yet a minister. He knew he should be working out, not only to help with the coaching stress but for his health in general. He was never a morning person, so for a New Year's resolution, he decided to start waking up early and working out. To accomplish this, he would have to drive to a fitness center to begin morning workouts. When he arrived the first morning, he thought that it was way too early to be there. "Why am I doing this?" he said to himself. "I can come back at 10 a.m. when I'll have more energy." Mistake #1: He was allowing a lame excuse to derail his mission. He wasn't approaching his workout like a tenacious honey badger.

So he pulled out of his spot and drove to the edge of the parking lot. He sat idle for a moment, while his desire to go home and back to bed played tug-of-war with his mission to exercise. He looked back at the fitness center. "Well, I'm here. I might as well go in." He wheeled the car back around and parked out front only to let another excuse take over his mind. So he drove off and again stopped at the edge of the parking lot.

He was about to turn onto the highway when he said to himself, "Okay, let's just do a few exercises and go home." So he returned to the center. He got out of the car, walked into the gym,

and the first person to greet him with a clipboard became his wife of fifteen years and the mother to his three children.

Lastly, get excited about life! Be excited about the opportunities you have. You know what you were meant for. Don't fear the fear; embrace the fear. Let the fear fuel your being. AI-driven tools and techniques can assist you in maintaining and enhancing your excitement for life.

Everyone always overestimates the downside risk. Don't be that person. Make things happen. Kick yourself in the ass. Be your harshest critic. And put Carpe Diem at the

forefront of your life. Psycho Success is about taking on the honey badger's psychology and pursuing life relentlessly, void of fear. Hell, the animal is known to slay cobras. Isn't it time you take the anxiety of fear out of your life? AI can be a powerful ally in your pursuit of a fearless life.

Harness the power of AI to help you identify and overcome the fears holding you back. Utilize AI-driven tools to create a strategic plan for personal and financial growth, as well as to maintain motivation and momentum. Connect with others who share your desire for a fearless life through AI-facilitated networking and support groups.

Turn your fears into fuel for action, and become the honey badger of your own life. Embrace challenges, take calculated risks, and refuse to let fear dictate your decisions. As you grow and adapt, AI can be there with you, evolving to support your changing needs and aspirations.

So, stand up and face your fears with the tenacity of a honey badger. Use AI as a resource to help guide you on this journey, and take charge of your life. Carpe Diem – seize the day, live fearlessly, and embrace the power of the honey badger mentality in every aspect of your life. With AI by your side, there's no limit to what you can achieve.

Chapter Two

Shooting Lay-ups

Let's begin with the basics that you've probably seen in many other business/motivational books, but need to be reinforced. Hence the name "Shooting Lay-ups."

What are the basic skills or the easy lay-ups, if you will?



Strategize, Focus and Execute.

All of your skills are critical to success, but these three—strategizing, focusing and executing—are the keys to your ultimate financial goals. As to choosing the most important skill, General George Patton said it best, "A good plan, violently executed now, is better than a perfect plan

next week.” The key word here is execution. The plan doesn’t have to be absolutely perfect, but must be executed violently and with great fervor. With life, with business and with the tools in this book, you will learn how to execute violently. AI is a powerful technology and used correctly will help you improve, not just your execution, but the speed at which you can execute.

**Sometimes You Play the Man,
Not the Negotiation.**

Speaking of execution, I ran into a business owner who had numerous grandiose, money making ideas and schemes. Some were genius, some ridiculous, but unfortunately he hated dealing with people. Nor did he like keeping up with schedules, and organization in general was a real challenge. He was making decent money, mostly from his off-the-chart ideas that his friends would run with and cut him in on, but only for a small percentage. I told him he needed to find an executioner, someone he could hire as COO to execute his crazy ideas through his own company. He ultimately took the advice and, in less than two years, became a multimillionaire, all because his organization suddenly valued execution over the idea.

He realized that a person with brilliant ideas but no ability to execute is simply a lunatic. With someone to execute those ideas, suddenly he’s a genius! The thin line between being a lunatic

and a genius is labeled “Execution.” No amount of AI strategies, or tradecraft will help you without the motivation to execute.

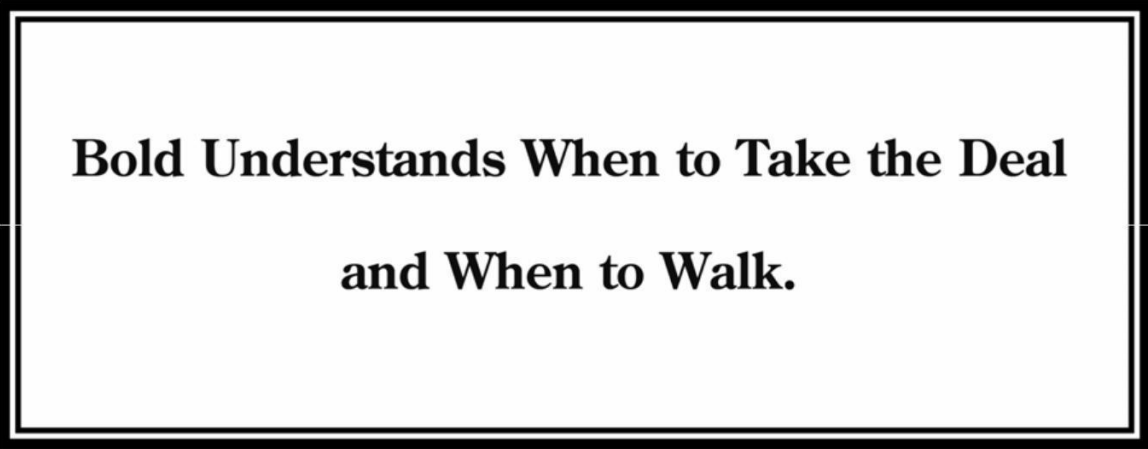
Now with that said, don’t think for a moment that you can walk into a meeting ten minutes before go-time without any planning and be successful solely by executing to your fullest extent. Professional businessmen today thrive on unprepared owners, negotiators and brokers. These are the chum on which the professional sharks feed. That’s why you need a plan, a strategy and better tactics. AI can fill you in on all the relevant negotiation tactics an opposing side may take given the context and great detail. But, even General Patton understood that violent execution is not possible without a great strategy.

Your starting point in the tradecraft of negotiation is that your strategy needs to be extremely well thought out, (hello AI) and you must always be two steps ahead of your competition. You need to reach the understanding that your competition has strategized, schemed and is focused like a laser on kicking your everloving ass to get everything they want from the negotiation. You need to know the important deal points your competition finds attractive, and then leverage those points to offer more options that appeal to the man sitting across the table from you, but which ultimately get you across your goal line faster. Here are five key steps you need to take before your business meeting, negotiation or sales presentation. Whatever you think about, enter into the AI of your choice and have the tech spit out how you might attack the negotiation, but also how the opposing side might attach your goals. Again you must give the AI prompt context and details of what the other side is seeking in this transaction or relationship. You could incorporate some of the tips below into the AI prompt.

1. Take some quiet time and turn off your iphone, laptop, etc. and think about exactly what you want to accomplish. Write the goals down, but know them cold. Think about solutions.
2. Organize the list of goals into priorities, beginning with the most important. These are your goals or objectives.
3. Take some serious time to analyze your opponent. Put yourself in his shoes. What is his agenda? What are his goals and objectives? During this process, assume he has no conscience, as he rarely will. When you do that, I promise you, his perspective will soon become apparent. Then you will begin to see the different tactics he might use to counter your positions. Write them down and keep them handy. Sometimes you have to play the man, not the negotiation.
4. Knowing all the perspectives, positions and possible tactics as well as your opposing party does allow you to brainstorm about the negotiation. Use this session and knowledge to your advantage. Think of it as strategizing about how you would kick your own ass if you were on the other side of the table. The light bulb *will* suddenly go off on where the opposing party will try to attack your positions or you personally.
5. When you negotiate, convey the conflict and positions between the two parties. Create options by juxtaposing where the parties are with where they could be. Describe the deal, as the opposing party knows it, so that he knows you recognize his issues and stance. This should create a bond and open your opposition up to hearing your ideas. After you set that baseline, introduce your ideas of what could be. This is a good starting point to finding deal points that can

be agreed upon. Through your research and your AI copilot you should know where you can give and where you can't.

I have found that if you quickly answer all of the opposing party's negotiation questions with good, strong answers or counter-questions, they will realize that he needs to pull out his BAFO (Best and Final Offer). And if that's not good enough, *always* be prepared to slide your chair back from the table, stand up and walk away. Be bold when negotiating deals.

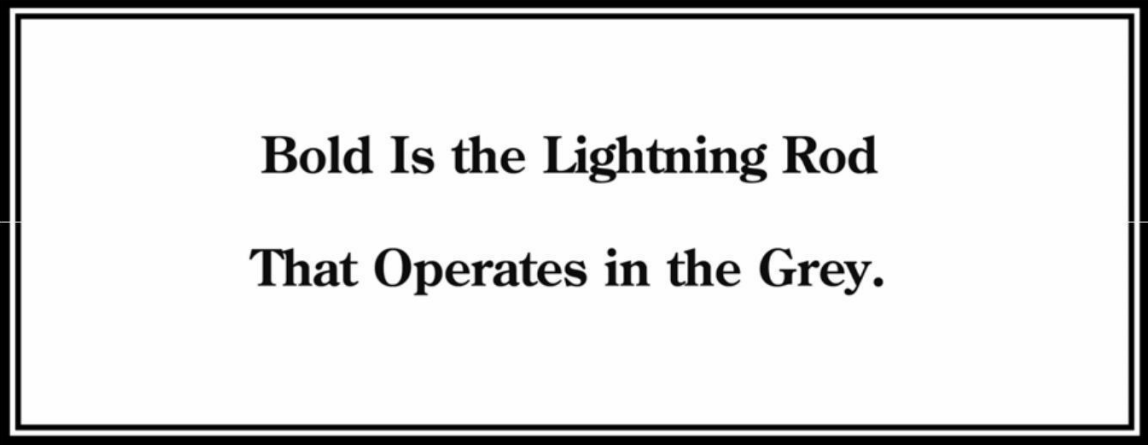


**Bold Understands When to Take the Deal
and When to Walk.**

Wealthy clients constantly tell me stories of their best deals, but most of the time when pressed, their best deals are the ones that they never did. If you walk away, don't be surprised if the next day you get a phone call from the other party wishing to renegotiate. Sometimes this process takes weeks or months, but most of the time you will get another call. They may tell you to go suck it again, but it's usually a cordial call.

By taking the time to plan and using an AI as a guide, you can avoid being that guy who looks around the table and can't find the greater fool. It's the same in marketing as it is in negotiating deals. You must always be pushing the edge and operating in the gray. That's where the

ridiculously untapped Psycho Success lies. Push before you are moved. And move before you are pushed. Know the angles. Know the market. Know the players and locate your company's white space.



**Bold Is the Lightning Rod
That Operates in the Grey.**

Step outside yourself for a better perspective and take a good long look. Try looking from a fresh perspective, not your client's or an opponent's perspective. Consider someone from another industry. They may bring to light an idea, which you have yet to consider or that the AI missed due to bad prompting. In their industry there is an entirely different view, a different language and different goals. But the ultimate goal remains the same, and almost always you can find something to take from their industry to help you in yours.

For example, my clients in commercial real estate. I have asked them all to take credit cards. Why? Because they provide great benefits for not only the client/tenant, but for the landlord as well. Credit cards are easy to work with. You get paid regularly instead of waiting on missed payment; yes most tenants still pay by bank transfer or a check by snail mail. Credit cards are an

important way, and an easy way, of doing business. Be easy to do business with. Think of how many startups you know that began with debt from credit cards.

Very often I see the inappropriate focus on trends and ridiculous processes rather than on profits. It is not lost on me that it is a mountain of a task to run a company. You must lead, motivate, train, listen, create, monitor, sell, etc. to make an organization operate efficiently. But understand, less profitable companies sink into mediocrity, because these companies lack the absolute commitment to be determined and to be tough on processes and costs that take away from focusing on the bottom line. Most business owners or managers are afraid of aggressively cutting costs because they might be considered vicious or petty. Get over it. If you're good at what you do, this is a fear, unfounded.

You must have the resolve to lead your organization with what is consistent to the recommendations in this book, not just the lay-ups in these early chapters. Don't get depressed if you failed to close the deal and cash flow is going in the wrong direction. Don't worry. Learn from it and look at it as an opportunity. Focus on the next goal, strategize, ask AI to write you a guide or make you a plan and move ahead with even better execution.

Embrace Fear and Make It Your Bitch.

Chapter Three

Bold Is the New Skinny Jeans!

The World Needs Bold. You need bold. You need more of bold to move your career or company forward and execute on the strategies in this book. But further, with this book I am sharing many ways you can go beyond the usual limits of conventional thinking and creativity and even what AI can help with to advance your current being into becoming a much more nuanced and sophisticated person. Throughout this book, I recommend taking mental notes of where you could use these highly developed techniques in your workplace. As you read each of the strategies, imagine the unique ways you could use them to achieve the success you deserve. Let whatever big tech's AI you use, let it help you to understand what past historical figures have done in similar situations and with similar strategies. To me, it all starts with being bold in all that you do. Bold will change your life.

And to hammer home just how important it is for you to be bold in everything you do, let me run through a spitball session of what Bold is and why Bold will make you more effective in your business and career.

Bold doesn't just show up, it speaks up. It stands up. Bold is present. Bold is market-facing. Bold is relevant in whatever conversation it has with clients, employees or vendors. Bold adds value.

Bold does not shoot lay-ups. Bold is on point. Bold is certain it understands. Bold speaks.

Bold is comfortable with the concept of which it speaks. Bold doesn't back down from what it knows to be correct. Bold is beginning to change you

Bold is always bullish. People follow Bold. Leadership rewards Bold. Bold is self-determined. Bold is not lazy, nor does it phone it in. Bold is not Bush League. Bold likes the heavy lifting and takes up the slack when others won't. Bold takes ownership. Bold pulls more than Bold's share. And Bold produces. Bold is flat out better.

Bold promotes itself. Bold takes calculated risks. Risk embraces Bold. Bold is creativity embodied. Bold is a contrarian that perceives differently and never drinks the Kool-Aid. Bold thinks and operates on another level. Bold is always a step ahead. Bold goes right when others go left because Bold has AI and a roadmap. Bold always feels his back is against the wall. Bold gets results, maybe not always the ones intended, but people, clients and the public. Bold doesn't believe in lead balloons. Bold is entrepreneurial and does not apologize for being Bold.

Bold educates itself and becomes an expert in its field. Bold challenges others, but challenges itself far more. Bold imagines the future and finds the blue sky. Bold does not wait for a post mortem. Bold understands what it has to do. Bold does not piss in the ocean, because Bold has Bold goals. Bold waits for no one. And others can't wait for Bold to happen. Bold nuts up, and by reading this book, it understands where Bold can take anyone. Why not be Bold?

Bold is the lightning rod that operates in the gray. Bold understands why it must. Bold is always locked and loaded. Bold relies on leverage and uses its resources, especially AI. Bold is influence. Bold knows where the line is. And Bold understands why not to cross it. Bold respects common sense, but Bold sometimes demands justification. Bold makes good arguments in the face of lesser ones. Bold understands push back, but Bold pushes harder. Bold sells Bold. And there is plenty of commerce. Are you a buyer?

Bold cannot worry about what others think, nor can Bold care. Hell, some of the most successful businesses were laughed at for being so Bold. Bold is not out for a quick win. Bold knows its place and it is on top. Bold operates at all pay grades and Bold is on a mission. Bold is spectacular. Bold is a game changer. Bold is empty of fear and Bold is handsomely rewarded. Are you Bold?