

# Leslie Robert Wolfe



Grew up in Mason City and Des Moines, IA ...  
Currently residing in Sunnyvale, CA and Las Vegas, NV.



## **Educational Background:**

I have a Ph.D ... It's just in my particular case,  
that stands for (Poor High-School Dropout).

**Started in business by selling vacuum cleaners.**

**Bought a distributorship called "Peoples Discount Club Of America."** "The concept put businesses together with consumers looking for a discount.

**Created C.I.S.A. ... Counter Intelligence Security Association.** Sold "James Bond" type equipment.

**Created Mr. Publicity.** Offered Public Relations for Las Vegas lounge acts.

**Produced Direct Response Commercial: The Back Booster.** A back-support product worn underneath clothing. Retail: \$19.95.

**Produced Direct Response Commercial: Elvis Presley "Trivia Game."** A board game about the life of Elvis Presley. Retail: \$29.95.

**Created Direct Response Commercial: Stop Smoking Product.** Similar to "Cigarest." Retail: \$19.95.

**Created a "Business Opportunity Segment" For Family Guide Network.** Kevin Harrington who at the time was in charge of programming, let me run a 4-minute segment about a "Mail Boxes Etc." type franchise. Retail: \$40,000.

**Produced Direct Response Informercial: Shower, Water-Filter System.** 30-Minute informercial. Ran on Late-Night Discovery and Playboy Channel.

**Created a Six-Hour Program Called: Conversation With The Candidates.** I ran for office (Public Administrator in Las Vegas) in 1998 and used the program to promote myself and other candidates running for office. This included: Governor, Lieutenant Governor, State Senate, Congress, County Commissioners and Attorney General. I Executive Produced and hosted the program along with three other talk show hosts.

**Created The "Business Opportunity Radio Show." A One-Hour, 12-Week Run. Station: KDWN (50,000 Watts).** Did the show directly from KDWN studios. The show featured companies with various opportunities that paid a promotional fee to be on the program.

**Created "How To Start Your Own Radio Show - Guaranteed!"** Basically it's a short, home-study course how people can have their own Radio Show on an actual Radio Station (not just the Internet). This is a great marketing concept especially for business professionals. It drives a lot customers and credibility.

**Created "How to Cold Call, Without Cold Calling" Module.** This easy-to-learn process gets people past the gate-keeper over 90% of the time. Truly a simple work-of-art. Eliminates fear of cold calling.

**Created a Full-Page "Mail Order Ad" Business Opportunity.** The ad did very well. But initially I thought it had failed. The cost was \$8,000 (at the time), to be in Three (3) Business Opportunity Magazines. I got a little over 500 orders at an average of \$17 each. So I made around \$500. I thought for all the labor and time it took, it really wasn't worth it. Then, over a period of one year from when the ad was published, it brought in almost \$20,000. This was from re-orders and seven (7) continued snail-mail, mail-outs on newly added services. (See the ad upon request).

**Created The "26% Response Letter" Lead Generator.** Created a simple letter that can get an average of 26% response for leads. The letter works for most businesses. The primary reason it gets people to contact you is because you're not selling, you're telling.

**Created The "Conversion Jump" Business Model.** Simple easy to implement process to increase found money for virtually any business, yet most businesses are not using it. Think of it as a low-cost, instant up-sell where you'll get a 20% - 80% conversion jump.

**Created "Smog Check - Guaranteed to Pass!" Business Model.** Consulted to an Auto Repair and Smog Check business. Here's what I created. People brought their auto in for a guaranteed-to-pass smog check. The auto was hooked up to a smog-check machine, NOT hooked up to the DMV. This was only to see if the auto would pass the smog check (or not). If it did, the auto would then be hooked up to the DMV required machine for smog certification.

If it DIDN'T pass the smog check, this means that the auto needed a tune-up or larger repairs which is where the money is. Once tuned-up or repaired, the auto was again hooked up to the NOT hooked to DMV machine to see if it would pass, assuming it did. Now the repaired auto would be hooked to the DMV required machine for certification. In other words, all customers we're guaranteed to pass the Smog Check, providing, any repairs needed we're done through the auto shop. - This was a very strong business model -

**Created The "Reverse Negotiating" Business Model.** This system allows the customer to CLOSE YOU, thereby creating MORE sales for your product or service. Works great with digital products such as software, home-study courses, coaching, domain sales and information. Works best with high-end pricing: \$500 - \$100,000. This business model has increased sales by as much as 200% to 300%.

**Created The "Login Rebates" Business Model.** This patent-pending process makes MORE MONEY with rebates, building a buyers list, getting more customers to come back to your location at least a second time and more. This business model is much better than just offering discounts. Perfect for retail businesses.

**Created The "Top-Secret Boss" Business Model.** Are you familiar with the CBS TV Show Hit, "UnderCover Boss"? ... If not, it's where CEOs go "undercover" to find out what's really going on in their company and how to make improvements. It costs somewhere around \$1 MILLION DOLLARS to be featured on that TV Show.

With my Top-Secret Boss™ 14-Minute Video, we show small and medium-sized businesses how they can do the same thing without going undercover. This business model can make vast, immediate results.

**Created The "Support Local Business Day" Business Model.** Support Local Business Day is where we suggest consumers make a purchase from a LOCAL business every 3rd Wednesday of the Month. Just this one little thing can increase jobs dramatically. Merchants can get a free color poster to place in their windows or offices and supporting logos for their website. It brings in more business.

**Created The "CC Certified Concept" Business Model.** What is a CC Certified Concept? it's an unbiased third-party entity where you can register your concept, idea or invention. Once registered, the recipient receives an immediate registration number that can be used in all promotional, marketing materials and websites. It's further "proof of inception" about virtually anything someone created. If someone has to go to court, the more "evidence" that's presented, the better off they are. Here's what the registration mark looks like: CC Certified Concept Reg. No. 481XXXXX

**Created The "Chamber Of Commerce Network" Business Model.** In the year 2000, I started the Blue Diamond, Nevada, Business Chamber Of Commerce. It was me and a few other people. After a year the other people decided it wasn't worth their time, so I took over all operations. As I added more benefits to the Chamber, I realized it could be done on a National basis. So I also created the Chamber Of Commerce Network.

The idea is to make the membership so powerful, that people had to join. Our Platinum Membership (the only one we have) retails for \$395. However, with a strong referral they can get it free. The Chamber now has a 19-year impeccable track record. NOW, membership is primarily used as a premium or incentive for licensing purposes.

**Created The "Chamber Of Commerce Network" AAA+ Rating.** What other Chambers won't do is give members an endorsement. You can be a member, but they will not endorse your business. We give the business a AAA+ Rating and a guarantee that we will not tarnish their name in the the media or publish complaints like the BBB does.

**Created The "Chamber Of Commerce Network" Restaurant 5-Star Rating.** This 5-Star Rating business model guarantees fine-dining restaurants at least \$60,000 in additional profits per year. They choose which entree and dessert is suited for the 5-Star Rating. Now that they have it, those items will increase in sales and profits. Restaurants cannot lose.

**Created The "How to Tout Your Website Correctly" Module.** DID YOU KNOW ... More than 90% of people who "tout" their website in person, over the phone, on Radio or TV are doing it wrong? AND, It doesn't stop there! People also "tout" their name, email address and phone number wrong as well. Guess what? Problem solved within minutes.

**Created The "WhaleOfAnIdea.net" TV Show Business Model.** What is Whale Of An Idea? It's similar to the TV Show "Shark Tank." However, one of the main, big differences is that instead of the judges investing in the various projects they're presented with, the audience gets to do that. How? by purchasing or pre-purchasing the product or service from their favorite contestants.



**Created the first CrowdFunding Platform With a Network Marketing Aspect.** When I created this platform, there was over 400 CrowdFunding platforms already in the market place, but none that could fund peoples projects like this could. This also led to ...

**Next Level Africa (nextlevelafrica.com).** Did an "exit" with this CrowdFunding platform.

**Next-Generation CrowdFunding (nextgenerationcrowdfunding.com).** Did an "exit" with this CrowdFunding platform.

**Teach What You Know and Build Your Local Business ...** This unique process can be done quickly and makes you the "trusted authority" in your area of expertise (locally). Teach what you know at your local College. No degree required. The beauty is that it gives you greater credibility which gets you more clients and check this out, most of the time, your students become customers. Get paid by the College and your students. Simple to initiate. Learn it in 40-Minutes! ... Build your local credibility and sales fast!

**Let the Department of Jobs™ help you to get employees.** Tired of paying hundreds of dollars on employment ads? Through the Department of Jobs,™ you'll be able to run ads seeking employees completely free. Offer as many jobs as you want for any period of time. Some job websites charge as much as \$800 per month (or more), just to list an employment opportunity.

**Created the Concept of "Login Traffic."** ... People concentrate on traffic for their website, but not on traffic after the fact so people will come back time and time again. That's where you have a better chance at upgrades and up-sells. in other words, Login Traffic."

**Created News Rockstar (dot comm)** ... Think Twitter for business. Not fully launched yet. Although you can go to the website and sign up. EVERYONE wants to be a Rock Star in their own niche.

**Created "Fan Network"** ... This is a platform where by people can monetize not only their NewsRockstar fans and followers, but fans and followers from ANY Social Network.

**Created Giving911 (dot comm)** ... A platform by which Charities can gain more donations by helping other Charities. The more Charities they help, the more donations they make.

**Soon to Launch ProfitableTV™ on a Major Network that reaches into 8.6 Household TV Sets.** The TV Show will air BUSINESS programming and will have a unique niche for advertisers.

### **Here's a Few Final Thoughts ...**

Is The Glass Half-Empty? Or Half-Full? (defined). "If you're a taker, the glass is half-empty. If you're a giver, the glass is half-full. Which are you?" - Leslie Robert Wolfe

"Why Play With The Sharks, When You Can Swim With The Whales?" - Leslie Robert Wolfe

"If You're Not Getting Criticism, You're Simply Not Relevant." - Leslie Robert Wolfe

"Knowledge is a Beautiful Thing. If You Can't Feed a Man, Then Give Him Food For Thought." - Leslie Robert Wolfe

It's Not The Money You Have or Don't Have, It's The Proven Value You Bring To The Table." - Leslie Robert Wolfe

Everyone Has a Brand. Just Not Necessarily a Name-Brand (yet). - Leslie Robert Wolfe

Are You Paying Attention? Why **PAY** For Attention, When You Can Get it For Free? -  
Leslie Robert Wolfe

My Name is Leslie Robert Wolfe Thanks For Looking at My Bio!