

## About Ryan Kelley

Ryan Kelley is that most rare find in business, a man who has won success and earned acclaim not through college degrees on a wall, but through winning in business on the street level... where businesses win or lose in today's harsh economy. The "high concept – no substance" business strategy fad has finally come to a crashing (and very well deserved) end, leaving business owners looking for real solutions in a very tough environment.

Ryan Kelley's no BS / straight talking / real world business style is no fad and no accident. While traditional consultants were collecting paper diplomas and theoretical education, Ryan was building **tangible business successes** from the ground up... one after another.

At 19 years old Ryan landed his first real estate job. His "gut feel" and keen understanding of how to sell immediately allowed him to gain "rookie of the year" honors at the largest and most competitive real estate office in town. Building immediate success was important, but *maintaining* that level of success over several years was even more rewarding.

Identifying and developing a ripe new business opportunity, Ryan was instrumental in the design and opening of the first New York style "super club" nightclub in the midwest. After orchestrating a wildly successful startup and launch, Ryan took over the responsibility of General Manager and Marketing Director. Once again, his business acumen drove the transition from an initial success through growth and into long term prosperity. Ryan's marketing genius, sales and promotional abilities were responsible for ongoing, sustained crowds of up to 250 customers a night waiting in line to get in. The business also received rave reviews from national magazines and was dubbed "The Studio 54 of the 1990's".

Four years in the mortgage business proved to be another important experience, where he was able to combine his previous skills in customer-oriented sales with business-level marketing. Once again quickly becoming the top producer for the company, Ryan developed new marketing techniques that brought together traditional business practices with newer, high energy ideas. The **results** were numerous awards for innovation and marketing, backed up by consistent success *on the bottom line* where it mattered. Ryan's repetitive winning streak in building business success across varied industries gave him a recognized leadership position in the art of building and maintaining a successful business.

It became apparent that Ryan had a special gift for creating successful marketing strategies, some highly complex and others clever and simple, that all generated results. Time after time, Ryan had developed sales strategies and foolproof marketing campaigns with **winning performance**.

Soon, Ryan's business associates urged him to share his secrets and offer access to his unique abilities. **Kelley Consulting Systems, LLC** was formed for both the *most noble* and *most profitable* reason of them all: Showing other business owners the secrets and nuances of how to succeed becomes a big business success for everyone. If Ryan's time-proven talents have allowed his own businesses to succeed, multiplying that success by tens or hundreds of others is just damn good business and a win-win for all.

Never willing to insult the intelligence of his clients, Ryan admits “I truly love seeing other business owners benefit from the tremendous knowledge and tools I give them... but this is also making **me** more successful than I could have been just building my own successful businesses. When the client wins by working with me, more and more people recognize me as “The Business Building Genius”... and realize how much *they* can benefit by bringing my abilities to their enterprise. What I’m proudest of is that I don’t profit by taking any percentage or part of their ongoing success; I teach them what works in their situation, I develop customized tools and techniques that win in **that** particular situation... and then my hand is *out* of their pocket. They get the keys to turning their business into the Golden Goose and they keep all the golden eggs.“

Ryan Kelley is nationally recognized as “The Business Building Genius”, providing winning marketing strategies, successful sales tools, and innovative solutions to small business owners. Ryan’s famous no BS approach and plain language teaching is a refreshing and “real” alternative to over-hyped and jargon-wielding “experts” with paper credentials and no real-world talent. Ryan has shown **time** and **time again** that “he has the chops” to make a businesses prosper. From sales training to “collateral” sales materials, from marketing insight to workable and winning marketing plans, Ryan Kelley provides real knowledge and real solutions that work in the real world.

Kelley Consulting Systems, LLC is ideally located in St. Louis, at the center of the United States, where Ryan lives with his wife Tracy. They are expecting their first child in May 2009. Ryan maintains investment properties in St. Louis and Chicago, along with stakeholder positions in several established business ventures. Ryan is also a proud member of Habitat for Humanity, a strong believer in responsible/sustainable business practices and giving back to the community.

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