

**ROSS
SHAFFER**

SOUNDS OK

Ross Shafer
Age 22


90 minute
Cassette







Crystal Gayle
Ross Shafer
Brian Finner Orchestra
Thru July 31, 1980
Harrah's
Lake Tahoe



**THE
STAND UP
COMEDY
YEARS
OF ROSS SHAFER**



LOVE ME
LOVE ME NOT

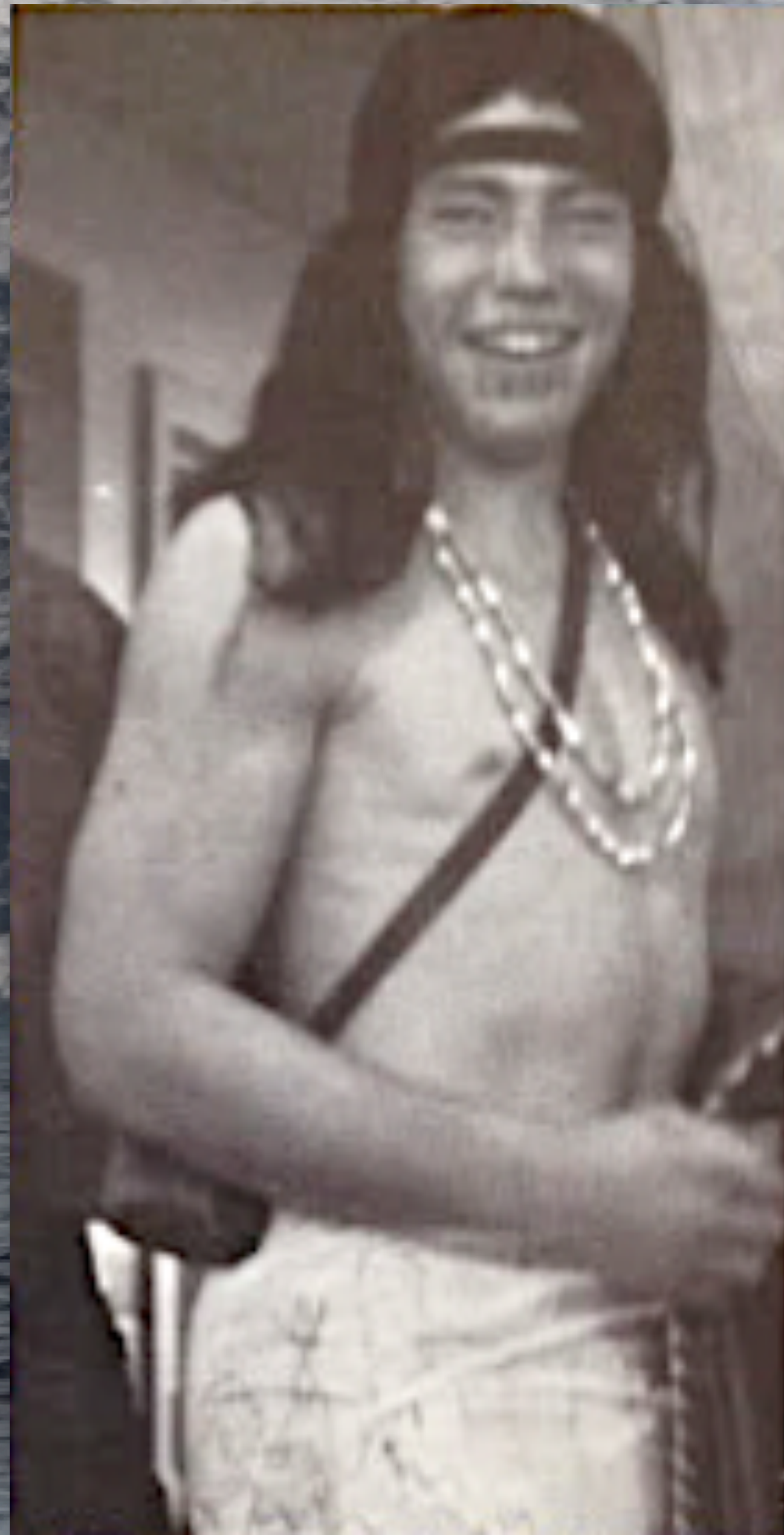


1

2

3





THIS IS ME at 15





A lighthouse with a red lantern room sits atop a rocky island. The island is surrounded by massive, white-capped waves crashing against the rocks. The sky is overcast and grey. The overall scene conveys a sense of resilience and stability in the face of a storm.

Becoming

UNSHAKABLE

After You've Been "Rattled"

RATTLED



Crazy A** Stories
of Extreme Resilience
to Help You Go *from*
Shook *to*...Solid

Ross Shafer Allison Dalvit
with Cass Jacoby

SOLVE PROBLEMS USING BOTH LENSES





COOK-LIKE- A-STUD

* 38 lip smackin' meals men can prepare
in the garage ... using their own tools!

Foreword by
JEFF "THE FRUGAL GOURMET" SMITH

Ross Shafer





A high-angle, top-down photograph of a large, diverse group of people, primarily in business attire, standing on a light-colored, textured floor. The individuals are arranged in a loose, grid-like pattern, filling the entire frame. They are all smiling and looking towards the camera. In the center of the image, there is a prominent text overlay. The text is written in a bold, white, sans-serif font with a thick red outline, set against a blue background that has a white, torn-paper-like border. The text reads: "HOW CAN WE POSSIBLY PLEASE EVERYBODY TODAY?!"

**HOW CAN WE POSSIBLY
PLEASE EVERYBODY TODAY?!**

R O S S S H A F E R

**THE ESSENTIAL BLUEPRINT FOR
BOOSTING CUSTOMER SCORES**

NO MORE

CUSTOMER

FRICTION



The image shows a blurred background of a grocery store aisle. In the center, the Amazon Go logo is overlaid in white. The logo consists of the word "amazon" in a lowercase, sans-serif font, followed by a white arrow that curves from the bottom of the 'a' to the bottom of the 'z'. To the right of the arrow is the word "go" in the same lowercase, sans-serif font. In the background, a person wearing an orange shirt is visible, standing in the aisle. The shelves are filled with various products, and the overall scene is out of focus.

amazon go

MDLIVE[®]

Virtual Care, Anywhere.

American Well[®]

Teladoc⁺



**30,000
Providers**

**1/2
Billion
Digital
Visits**



CSAT (Customer SATisfaction)

“The biggest risk to loyalty is when you fail or disappoint them.”

CES (Customer Effort Scoring)

“Create loyal customers by reducing effort; NOT by delighting them.”

POW!

The image features the word "POW!" in a large, bold, red font with a thick black outline. The text is contained within a jagged, starburst-shaped explosion graphic that is yellow in the center and blue on the outer edges. The background is a light blue gradient, overlaid with faint white technical drawings, circuit board patterns, and vertical columns of binary code (0s and 1s). The overall aesthetic is that of a high-tech or digital comic book.



POW WOW

(Pau- Wau)

A celebration to heal old wounds and honor new alliances





**Scores Shot UP
21 points
in 90 days**

Westar Energy®





TOYOTA

OF PUYALLUP



Freshly baked Otis-Spunkmeyer cookies.



HOW CAN YOU BE DIFFERENT...YET PERSONAL



ROSE 31

90ml 3 FL. OZ.

conditioner/
apres shampooing

For:
Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York



ROSE 31

90ml 3 FL. OZ.

shower gel/
gel douche

For:
Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York



ROSE 31

90ml 3 FL. OZ.

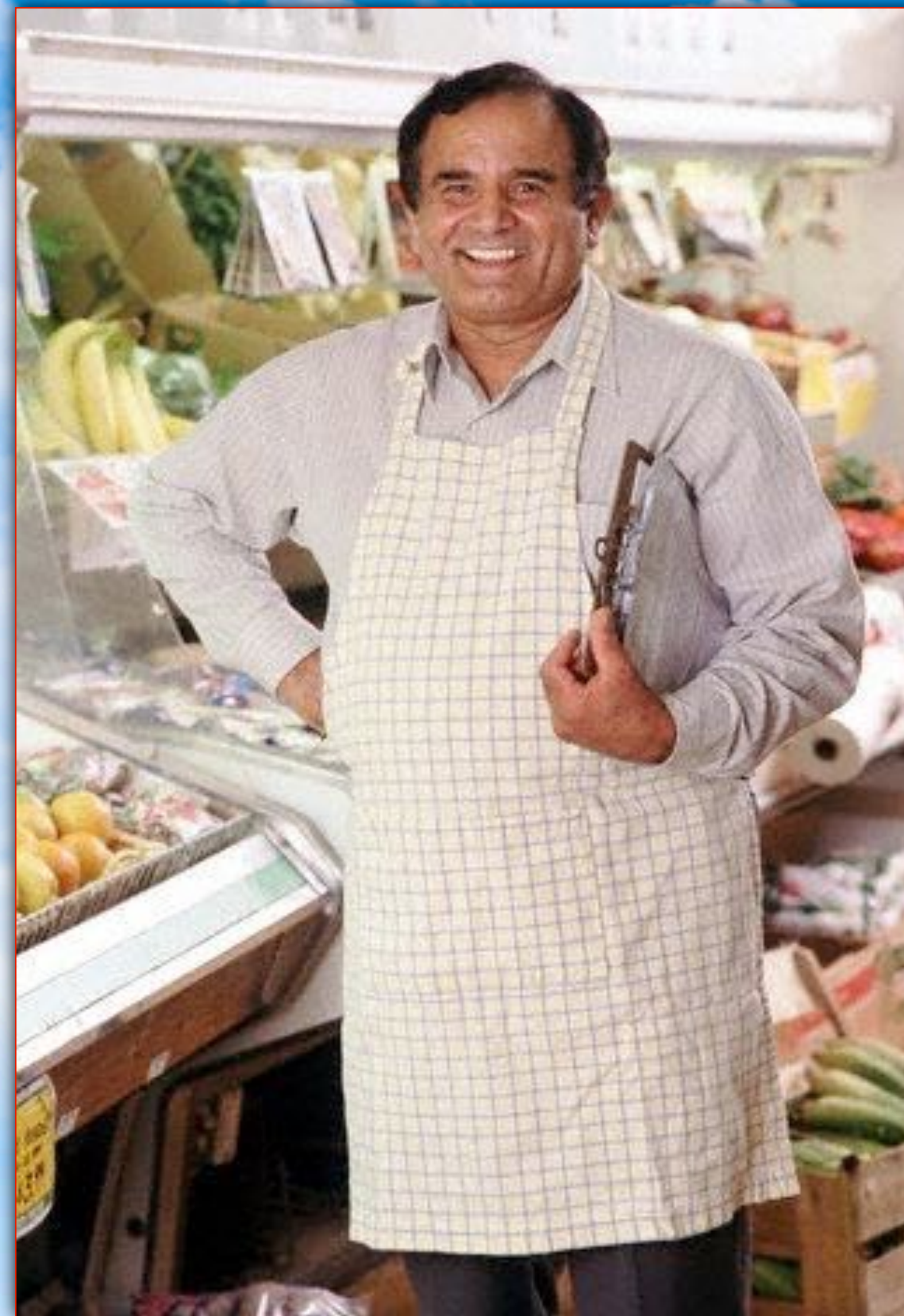
body lotion/
lotion pour le corps

For:
Mr. Shafer

LE LABO - 233 Elizabeth Street, New York, New York



John Hixon
Hixon's Market
Sweetwater, TX.



“We don’t sell motorcycles. Instead...



“... we sell the ability for a 43-yr old accountant to dress in black leather, drive through small towns, and have people be afraid of him.”



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PARTS



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Peaceful.
Beautiful.
Everlasting.

Lake Lawn
Metairie

**Celebrating
Claudine G. Bowers
1922 - 2010**



For Claudine's Closest Friends

Sugar.....2 cups
All Purpose Flour.....2 cups
Buttermilk.....1 cup
Water.....1/2 cup
Baking soda.....1 tsp
Crisco.....1 stick
Butter.....1/2 stick
Eggs.....3
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Pecans (chopped).....1/2 cup

FROSTING

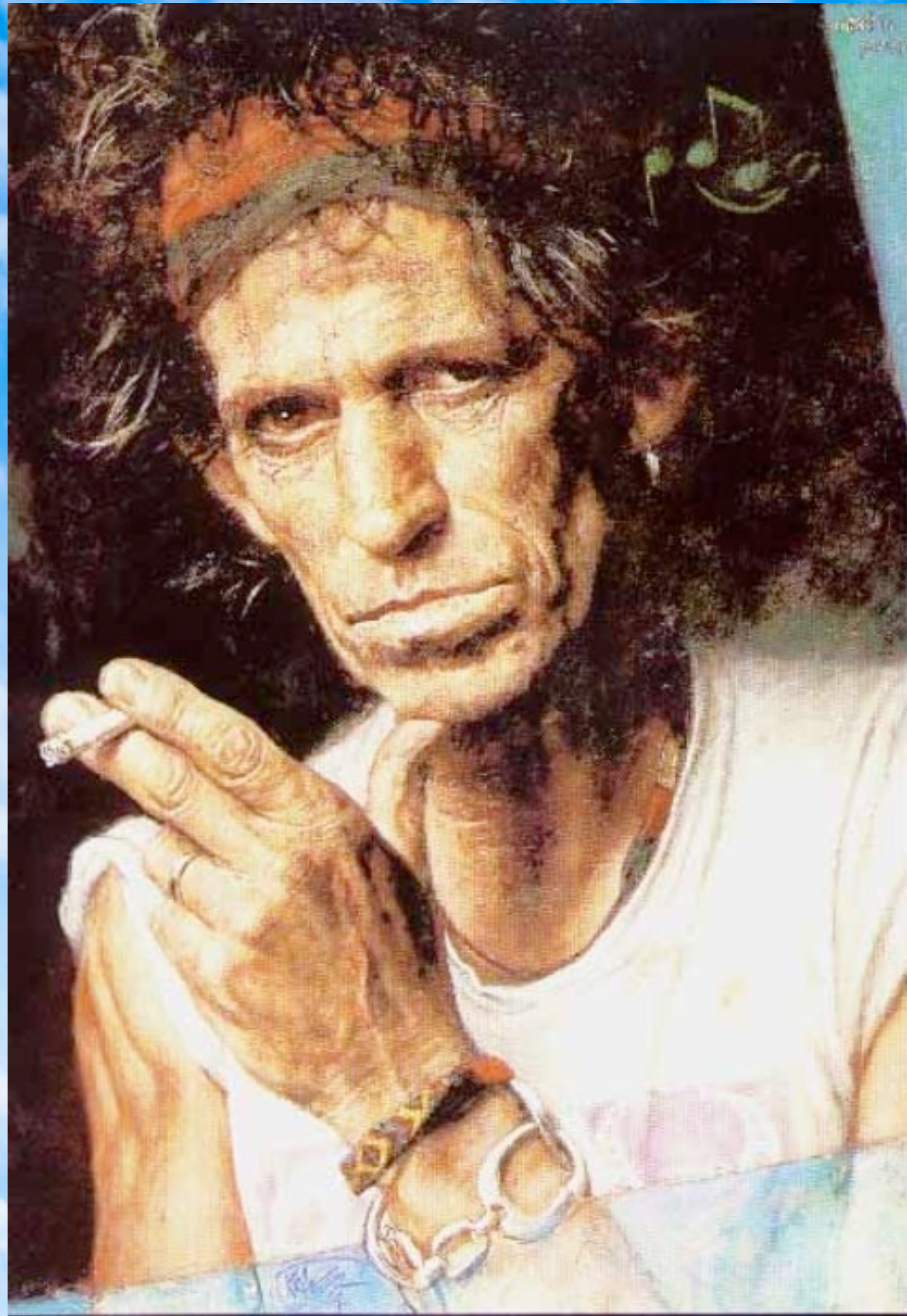
Butter.....1 stick
Cinnamon.....1 Tsp
Cocoa powder.....4 Tb
Vanilla extract.....1 Tsp
Powered sugar.....1 box (16oz)
Pecans (chopped fine+sprinkled on top)

Pan 13" X 9" - Oven 350 degrees for 30 minutes



DOES WISDOM AGE-OUT?

**For insight into what causes
most organizations to fail,
we always consult the
wisdom of a man whose
had 60 years of
uninterrupted success...**



Keith Richards - Rolling Stones



\$750million Tour...at 80 years old!



RESTORE YOUR CONFIDENCE

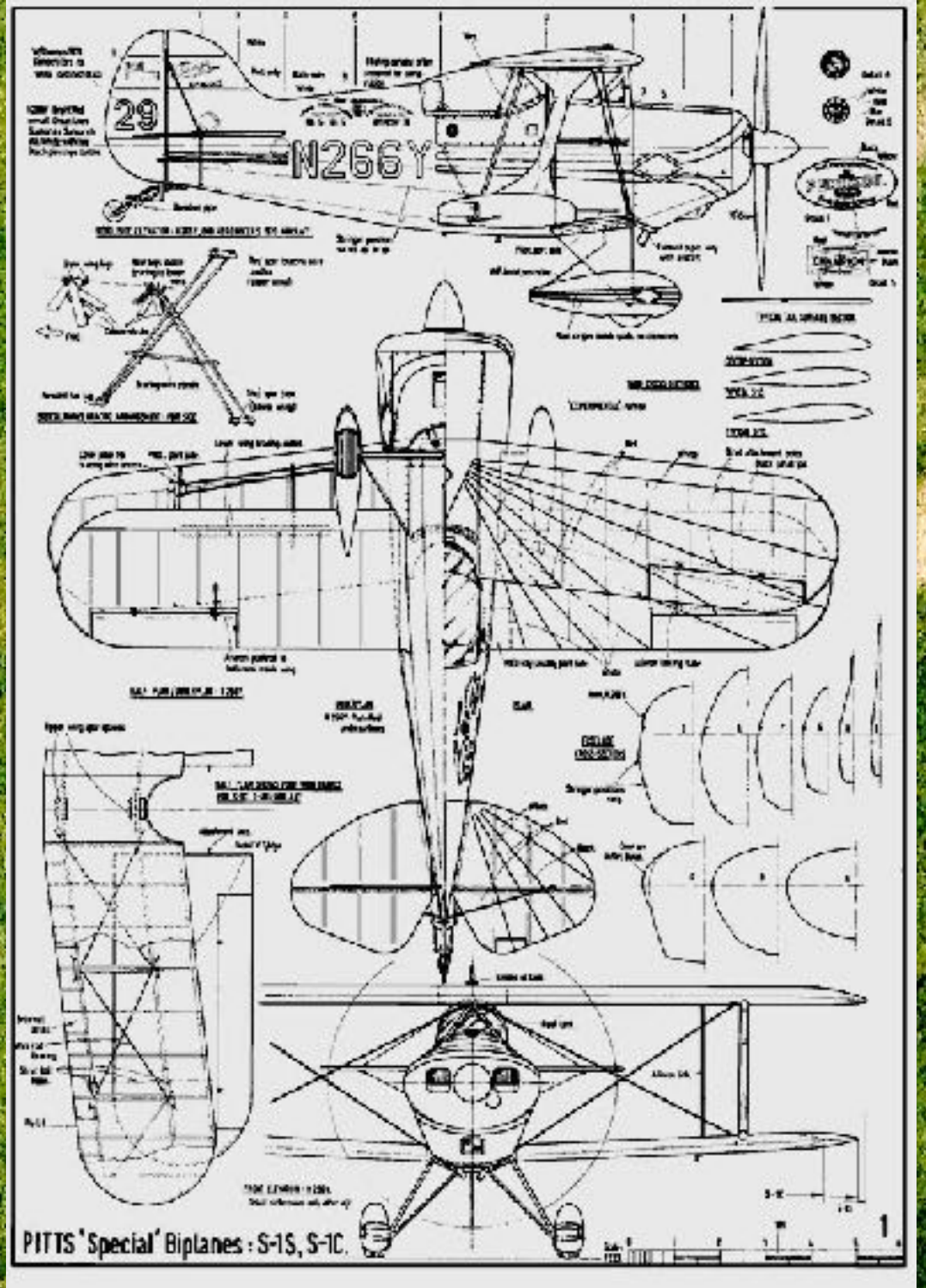
**WHEEL
ALIGNMENT**



**APPROVED
LUBRICATION**

MY DAD →









“Success is NOT About Who You Know...”



“...it’s about WHO KNOWS YOU?”

***“You can accomplish anything
if you have a blueprint.”***

CHUCK SHAFER



“Boeing Billy”



BILL NYE
the Science Guy[®]





Take a Pic - or Scan This!



e-Books

ENCOURAGE PEOPLE TO ... "TRY"



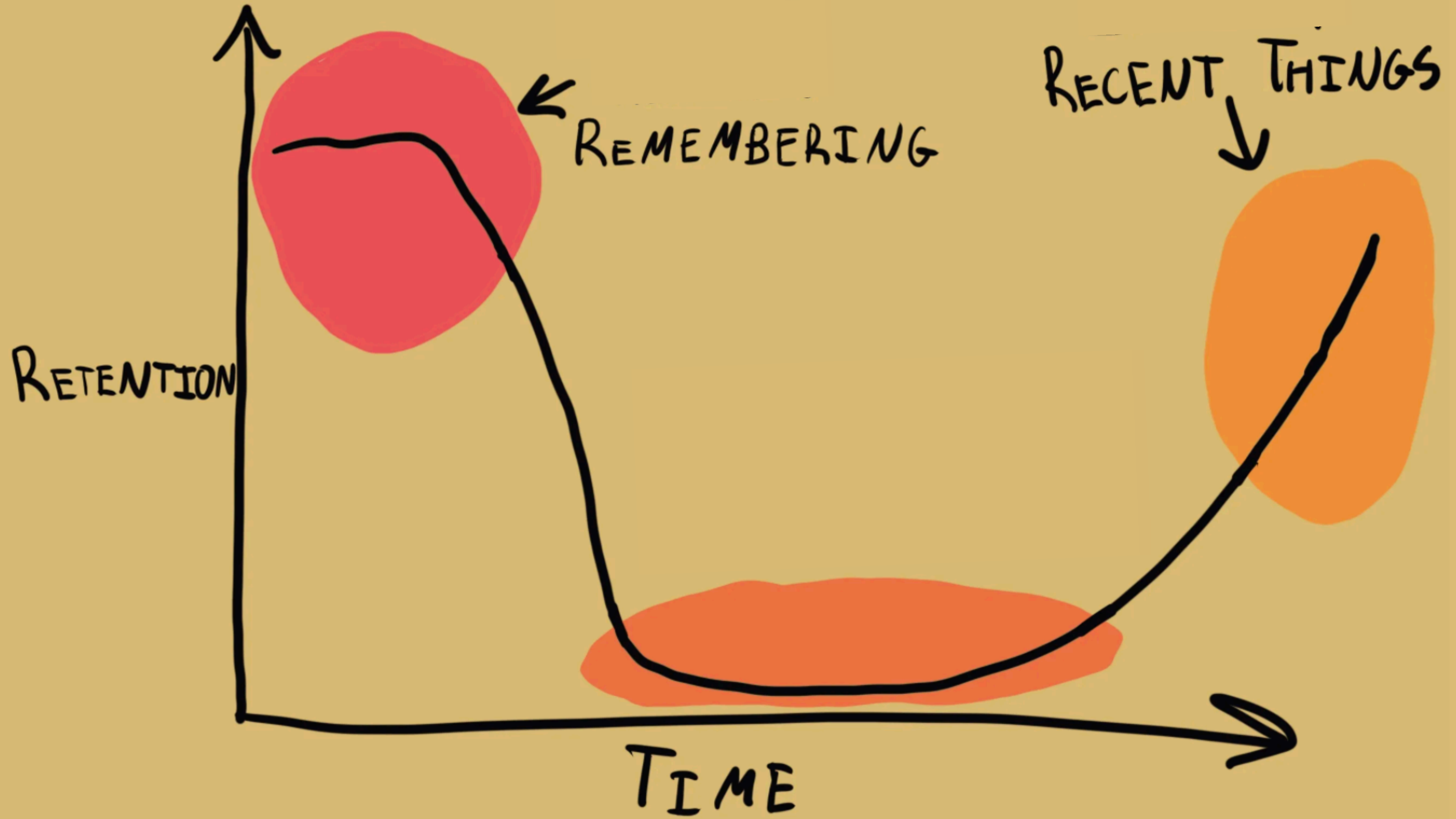


**YOUR FINAL MOMENT
DIFFERENTIATES YOU**



24-10 FINAL WAS UNFORGETTABLE

PRIMACY EFFECT





**WORLD
NEWS
TONIGHT**

WITH
DAVID MUIR







**Roscoe's
Rug**

Take a Pic - or Scan This!



e-Books