



Max Fortune

Specializing in:

- **Business Credit**
- **Asset Protection**
- **Authority Building**
- **Funding Readiness**
- **Book Publishing**
- **Media**
- **Nonprofit Education**
- **Business Systems**
- **Public Speaking**
- **Podcast Hosting**



LENOX.
INTERNATIONAL
HOLDINGS GROUP, LLC

MAX FORTUNE, W.M.S

Certified Wealth Management Specialist

*A Builder of Business Infrastructure For Entrepreneurs Who Need to Become
Fundable, Credible, Visible, and Scalable.*

**Certified Wealth Management Specialist. Serial Entrepreneur. Business Credit
Strategist. Publisher. Podcast Host. Nonprofit Leader.
CEO of Lenox International Holdings Group, LLC.**

Entrepreneur

Publisher

SPEAKER

Executive Summary

Max Fortune is a certified Wealth Management Specialist, a serial entrepreneur, business credit strategist, publisher, media personality, nonprofit leader, and business ecosystem builder with more than 30 years of entrepreneurial experience. His work centers on helping entrepreneurs understand the relationship between business structure, business credit, funding readiness, credibility, visibility, storytelling, and long-term growth.

As CEO of Lenox International Holdings Group, LLC, Max leads a coordinated portfolio of brands designed to support business owners across multiple stages of development. The Lenox International Holdings Group ecosystem connects consulting, business credit education, publishing, media, marketing, podcasting, nonprofit education, sales systems, legal form resources, automation, and specialized business development platforms.

Known for translating hard-earned entrepreneurial experience into practical business infrastructure Max Fortune brings more than three decades of business-building experience shaped by direct sales, financial services, brick-and-mortar operations, media platforms, technology-enabled education, and founder-led execution.

Max Fortune's multi-brand ecosystem addresses the practical barriers that prevent entrepreneurs from becoming structured, fundable, visible, credible, and scalable.



100 Plus

Business ventures launched, tested, built, or learned from.

30 Plus Years

A multi-brand holding company model designed to solve connected business growth challenges.

Public Impact

Nonprofit-led education and capital-readiness support for underserved and veteran-owned businesses.

Media Utility

A speaker and commentator able to translate complex growth barriers into direct guidance.



Max Fortune



A Builder's Journey

The entrepreneurial story behind the brands, the systems, and the mission.

Some careers are easy to summarize because they follow one road. Max Fortune's career is different. It moves like a well-built story: risk first, discipline next, then structure, media, publishing, credit, nonprofit impact, and finally an ecosystem designed to help other entrepreneurs become stronger than their circumstances.

"The story is not that Max built many things. The story is that every chapter taught him how to build better."

Structured • Fundable • Visible • Credible • Scalable

Entrepreneurial Origin Story

AGE 12



"From Baltimore's inner-city to the boardroom, every step began with a simple truth: that discipline, no matter how small, can become the foundation of lasting success."

THE BUILDER WAS ALREADY AT WORK

Before the offices, brands, licenses, books, and platforms, Max Fortune was already learning the discipline of work. At eight years old, he worked after school at the same elementary school he attended, emptying trash cans and breaking down the boxes used for school lunch deliveries. He earned \$2.50 a week, but the lesson was worth far more than the paycheck.

Raised in the harsh inner city of Baltimore, Maryland, with eight siblings and a single mother, Max grew up surrounded by limited resources and real consequences. At one point, his family relied on welfare and food stamps to help put food on the table. His mother used work as a way to keep her sons off the streets, build character, and teach them that responsibility could become protection.

That environment shaped Max early. He saw people chase money in ways that could cost them their future, and he made a different decision: he wanted to earn legally, through work, business, and opportunity.

By age twelve, that instinct had sharpened. With bus fare in his pocket, Max used the money to buy candy and sell it to classmates. If the candy did not sell, he would have to walk six miles home. It was business in its rawest form — risk, pricing, persistence, customer psychology, and responsibility pressed into one afternoon.

At eighteen, Max started his first company. From there, the pattern continued across ventures, industries, and reinventions. Over time, he built more than thirty years of direct sales experience, selling everything from automobiles to vacuum cleaners, and learning how to communicate value, earn trust, overcome rejection, and close opportunities.

The First Stand

1989

During his first year of college in 1989, Max Fortune moved from small transactions to his first real operating venture: a hot dog and snowball stand business he launched with his high school best friend.

For the first time in his life, Max experienced what it meant to pay bills from a business instead of a job. He and his partner rented their first townhouse off campus, paid their expenses from the stand, and sometimes had only five dollars left for the week. But they were proud because they were living from their own effort, discipline, and execution.

Max made the homemade chili every night for the hot dogs, rented the hot dog cart weekly, and built a portable snowball stand from scratch with no blueprint. After several failed attempts, he created a stand that could be hitched to the back of a car and moved where the customers were.

The business taught him operations, inventory, timing, customer flow, cash management, and the importance of using what was available to build what was needed.

It also gave him one of his first painful business lessons: if something is working, do not remove it too quickly. When Max and his partner decided to shut down the hot dog side because it had more overhead than the snowball stand, the business collapsed within a week. They realized the smell of hot dogs and chili had been attracting customers who bought both.



“Never remove what is working until you fully understand why it works.”

A New Room, A New Industry, A New Builder

1990-91



“Max did not wait to be discovered. He entered the room, learned the language, and began building his own platform.”

At nineteen, Max Fortune stepped into a music studio for the first time and did not wait for permission to belong there. He entered an unfamiliar industry, studied the environment quickly, and moved with the confidence of a builder. Within three months, he launched his own record label and released his first album.

That chapter revealed another dimension of Max’s entrepreneurial instincts. He was not only selling products or operating a small business; he was learning how to create, package, produce, promote, and position talent. The studio became more than a creative space. It became a classroom in branding, storytelling, audience connection, and ownership.

For Max, music was never just entertainment. It was proof that a determined entrepreneur could enter a new room, learn the rules, build from the inside, and create something that could travel beyond his immediate environment.

That early experience also planted a long-term vision. Max vowed that one day he would return to the entertainment industry through film. That vision remains alive through movie scripts he has written, including **Decennial** and **Moonlight**, and through his continued pursuit of storytelling as both an art form and a business platform.

The Magazine Before the Media Empire

1992

In 1992, Max Fortune created **Entertainment Source Magazine**, taking another step from selling and operating into publishing, media, and visibility. What began as a magazine was really an early expression of something that would later become central to his business ecosystem: the power of positioning.

Max understood that visibility could change how people were perceived. A talented person without exposure could remain overlooked, while a properly presented story could create credibility, recognition, and opportunity. To him, a magazine was never just paper and ink. It was a stage, a signal, and a platform that could turn talent into authority.

This chapter foreshadowed the publishing, media, podcasting, magazine, and authority-building work that would later become part of Lenox International Holdings Group. Long before “personal branding” became a mainstream business term, Max was already learning how stories could elevate people, open doors, and shape the way the market responds.



“Never remove what is working until you fully understand why it works.”

The Deal That Taught the Power of Structure

1993



“A great opportunity is only as strong as the foundation that holds it together.”

At twenty-two, Max Fortune developed a video wedding planner concept long before YouTube, online tutorials, and DIY video platforms became part of everyday life. The idea was ahead of its time: a visual guide that could help couples plan one of the most important events of their lives through professional video instruction and presentation.

Max negotiated his first major contract with **Caesars Resort**, where the concept was filmed at **Caesars Poconos Resort** and positioned for national exposure. Conversations involving major media channels, including **QVC** and **The Ricki Lake Show**, placed the project within reach of a much larger audience. Then the opportunity collapsed.

A partnership dispute over ownership percentages interrupted the momentum and caused the deal to fall apart. For many entrepreneurs, that type of setback could have ended the pursuit. For Max, it became one of the most important business lessons of his life.

He learned that vision, creativity, and timing are not enough if the business foundation is weak. Opportunity must be protected by clear ownership structure, documented agreements, aligned partners, and strong legal and operational discipline.

Getting Fired Up!

1994

At 23, Max Fortune was responsible for a wife and three young children as the sole income earner. After being fired for the first time — twice within six months — he went from earning \$1,000 per month at Brown's Toyota to \$1,500 per month at Nationwide Warehouse.

Then, in 1994, he accepted a 100% commission role with Electrolux, selling \$1,000 vacuum cleaners door-to-door to people who already owned cheaper versions. It was a role he would have never taken before getting fired, but at that moment, it was the only door opening.

There was no guaranteed income, no safety net, and no room for excuses. As an introvert, Max had to learn quickly how to create trust with strangers, handle objections, demonstrate value, and close under pressure. Every conversation became training. Every rejection became education.

Within one year, Max went from modest monthly salaries to earning more than \$50,000 and setting the first Triple sales record in Electrolux history — an achievement no one in the company had ever reached before.

Soon after, he moved into management, becoming one of the youngest and the only African-American manager in his region. He managed a satellite branch, led daily sales meetings, and learned the structure, accountability, and rhythm that would later shape how he trained his own teams.

Each night from 7 PM to 9 PM, Max worked the phones, calling customer referrals and setting appointments by offering to shampoo a free room of carpet. The following year, through Electrolux sales, he bought his first home.

Electrolux became the defining force that transformed Max from a capable entrepreneur into a disciplined sales professional.



“Getting fired did not happen to Max. It happened for him — closing two doors and opening the one that turned \$1,000 a month into a \$50,000 breakthrough.”

Structure Becomes the Product

1998-2013



“When someone else controls the opportunity, your ceiling is set. When you build your own structure, your potential is limitless.”

After leaving Electrolux, Max launched Platinum Agency in 1998. He became a licensed life and health insurance agent, secured a 110% master contract with Life of Boston, and began his own agency. By 2000, Max had earned his property and casualty license, adding auto, commercial insurance, and tax preparation services after becoming a certified H&R Block tax preparer.

In 2001, while going through a divorce and facing personal bankruptcy, Max taught himself how to prepare bankruptcy paperwork. That knowledge led to what would become the last job he would ever take: serving as the first hire for a new Maryland franchise of We the People. As manager of the first Maryland office, Max was tasked with teaching managers across the region how to process bankruptcy paperwork.

Despite being one of the most qualified people in the organization, Max was overlooked for promotion. In 2002, he left, took his final \$1,000 paycheck, borrowed \$500, and relaunched Platinum Agency in Baltimore as a legal document preparation company.

Within its first eight months, Platinum generated \$320,000 and later doubled the income of all five We the People branches in Maryland combined. From 2002 to 2013, Max built Platinum into one of Maryland’s largest non-attorney document preparation firms, generating several million dollars before it was sold.

Platinum specialized in bankruptcy, credit repair, wills, living, trusts, incorporations, tax preparation, and more than 50 legal forms, serving clients in financial distress who needed clear, practical document support.

Learning the Language of Money

Max's business education expanded from selling products to understanding the financial systems that shape opportunity. Over the course of his career, he became licensed as a life insurance agent, health insurance agent, property and casualty insurance agent, Series 6 and Series 63 securities representative, mortgage professional, and real estate professional. He also became certified in tax preparation.

Those qualifications gave Max a practical view of how money, risk, insurance, lending, credit, assets, real estate, taxes, and documentation intersect in real life. He was not studying theory from a distance. He was working with people and entrepreneurs during financially stressful moments, where weak credit, poor planning, missing documents, and lack of structure could limit opportunity or create lasting consequences.

That experience deepened Max's understanding of financial mobility. He saw that wealth is not only built through income, but through preparation, protection, documentation, credit strength, asset strategy, and access to the right financial systems.

This chapter became one of the foundations for his later work in business credit, funding readiness, asset protection, legal document preparation, tax support, and entrepreneur education.



“Financial opportunity is rarely blocked by ambition. It is often blocked by weak structure, poor documentation, and systems people were never taught to understand.”

From Many Chapters to One Ecosystem

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“An ecosystem is strongest when every brand carries a lesson, solves a problem, and helps others build with greater structure.”

Across his career, Max has started well over 100 businesses. Some succeeded, some taught expensive lessons, and all of them contributed to the practical experience that now informs his consulting, publishing, podcasting, and business credit work. His career did not follow a straight line; it followed the pattern of a builder. He moved through music, media, sales, legal document preparation, tax preparation, financial services, real estate, mortgage, publishing, consulting, nonprofit education, business credit, podcasting, and technology-enabled business development.

Max’s work is grounded in a simple but powerful idea: business owners need more than inspiration. They need infrastructure. They need business credit, financial literacy, documentation, strategic visibility, sales systems, media authority, and platforms that help them become fundable, credible, and scalable.

That belief did not come from theory. It came from lived experience. Max has sold door-to-door, built brick-and-mortar service companies, launched publishing platforms, created business education programs, worked inside financial services, advised entrepreneurs, hosted business conversations, and built a modern holding company.

By the time Max became CEO of Lenox International Holdings Group, LLC, the story was no longer about one business. It was about the architecture behind many businesses. Each brand reflects a lesson he had already lived: sales discipline, financial readiness, documentation, publishing, media visibility, nonprofit education, technology, systems and more.

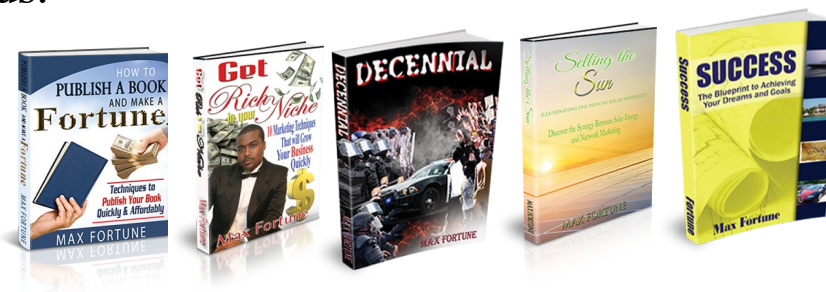
Fortune Publishing Group

PUBLISHING

Turning Your Experience Into a Book That Wins You More Business

In 2009, Max launched Fortune Publishing Group. Fortune Publishing Group carries Max's identity as a writer, publisher, book coach, and ghostwriter. He understands that a book can be more than a book. It can become a brochure, a platform, a credibility tool, a training resource, and a way for a leader's experience to keep working long after the conversation ends.

- *Max Fortune has written 5 Books*
- *Ghost Written over 20 Books*
- *Coached over a Hundred Authors*
- *Published and Distributed Thousands of Books*



PUBLISHING

Integrated LIHG Brand Chapter

Helping Business Owners Create a book Around Their Business That Establishes Them as an Authority in Their Field.



MAX FORTUNE

Lenox International Holdings Group, LLC

Structured • Fundable • Visible • Credible • Scalable



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