We study weak solutions to the homogeneous quasilinear elliptic equation 
$$-\Delta_p u = \sigma u^q$$ on $\mathbb{R}^n$ in the case $0 < q < p - 1$ (sub-natural growth), where $\Delta_p u = \nabla \cdot (\nabla u |\nabla u|^{p-2})$ is the $p$-Laplacian and $\sigma$ is a nonnegative function (or measure) on $\mathbb{R}^n$. We will introduce new nonlinear potentials of Wolff type associated with this problem, and give necessary and sufficient conditions for the existence of a positive solution, together with bilateral pointwise estimates. This is joint work with Igor E. Verbitsky. (Received January 31, 2015)