



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## Lon Safko

Travels from: **Arizona**

Fee Range: **\$10,001 - \$15,000**

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Lon Safko is a bestselling author, speaker, trainer and consultant, and he is the creator of the "First Computer To Save A Human Life," as coined by Steve Jobs, Apple, Inc. That computer, along with 18 other inventions and more than 30,000 of Lon's papers, are in the Smithsonian Institution in Washington, D.C. This alone is a testimony to Lon's creativity.

Lon is the host of the world's first PBS Television Special "Social Media & You... Communicating In A Digital World."

Lon has gone on to create numerous hardware and software solutions for the physically challenged, developed the first CAD software for civil engineers, designed the archetypes for the Apple Newton and Microsoft's Bob Operating Systems, and he is also responsible for those handy little Tool-Tips help-balloon pop-ups!

Lon has founded over 14 successful companies, including Paper Models, Inc., which developed Three-Dimensional Internet Advertising and Virtual-Electronic-Retailing "V-E-Tailing" for business, promotions and education for which Lon holds three United States Patents.

Lon has been recognized for his creativity with such prestigious awards as; The Westinghouse Entrepreneur of the Year, Arizona Innovation Network's Innovator of the Year, The Arizona Software Association's Entrepreneur of the Year, twice nominated for the Ernst & Young / *Inc. Magazine* Entrepreneur of the Year, The Public Relations Society of America's, Edward Bernays Mark of Excellence Award. He was also nominated as a Fellow to the nation's Computer History Museum. Lon has been featured in *Entrepreneur Magazine*, *PC Novice*, *INC. Magazine*, *CFO*, *Popular Science* and the *New York Times* just to name a few. Lon was even selected by the Smithsonian Institution to represent "The American Inventor" at their annual conference, and is now part of the Guinness World Records!

Lon is an author of remarkable breadth, writing nine innovative bestselling books, which have helped guide corporations in mastering social media marketing, integrating traditional, digital and social media marketing. Lon trains executives to think creatively, uncovering the secrets of increasing customers, sales and revenue.

Lon's bestselling book published by John Wiley & Sons, *The Social Media Bible*, unlocks the mysteries of the hottest new Internet wave, Social Media, such as Facebook, Twitter and LinkedIn for business. This book is transforming corporate, government and non-profit marketing strategies and how they use these new media to reach their desired audiences with powerful messages and efficiency.



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## Lon Safko continued

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This book, currently in its third edition, hit #1 on Amazon in both Business and Marketing categories and has been translated into five languages. Lon is also a professional blogger for *Fast Company*, was appointed the first Ambassador to SCORE and is a *USAToday* CEO Advisor.

Lon's newest bestseller, *The Fusion Marketing Bible*, published by McGraw Hill will truly change the way we do marketing and sales by looking at marketing in a completely different way... 3D! Along with Lon's other inventions, The Safko Wheel Marketing Toolkit, concept will leverage your existing marketing to make it significantly more effective, while adding to your company's bottom line without any additional expense!

Lon privately coaches companies on harnessing innovative thinking and social media strategies to create higher productivity and profits. Lon's presentations are personalized to help corporate, government, higher education and nonprofit executives improve their operations and performance by capturing their innovative potential. As Lon says, "When you see your world with a different perspective, you see a new way to do everything..." **Lon Safko sees the world in a new way, every day!**

### *Most Requested Programs...*

- Fusion Marketing - 2020 Marketing: Fusing Traditional Media, Social Media and Digital Media into...TraDigital Media!
- Social Media and You: Communicating in a Digital World
- Innovative Thinking: The Process