

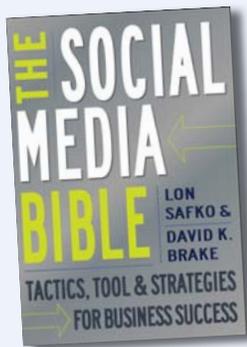


SOCIAL MEDIA STRATEGIES

INSIGHTS FROM THE SOCIAL MEDIA STRATEGIST
TO ACCELERATE YOUR MARKETING AND SALES

LON SAFKO

The Social Media Strategist



Now in 2nd printing

published with
John Wiley & Sons



MOST REQUESTED PRESENTATION:

SOCIAL MEDIA, THE IMPACT ON YOUR BOTTOM LINE

The effects of Social Media are touching everyone. Social Media is changing the way you communicate with your employees, customers, prospects, and with the groups and communities that are being built by others who are like-minded.

Social Media has already changed the way we do business in our community, nationally and internationally. It has already affected organizations around the globe and has affected yours.

Lon can help you manage what people are already saying about you and your organization, because knowing when and how to respond is critical. Lon will show you how to develop an open dialog between you and your internal and external customers. Make no mistake about Social Media; it's here whether you resist it or not. The faster you embrace this brave new world the faster you will benefit from it.

BIOGRAPHY

Among his many accomplishments, Lon founded ten successful companies, has eighteen inventions and more than 30,000 personal papers in the Smithsonian Institution in Washington, D.C. He created numerous hardware and software solutions for the physically challenged and developed the first CAD software for civil engineers.

Lon is an author of remarkable breadth, writing six innovative books. His books have shown corporations how to train managers to think creatively, detailed the secrets of launching a successful on-line business, and related amazing stories about the serendipity of life. His latest book, *The Social Media Bible*, unlocks the mysteries of the hottest new Internet wave, Social Media, such as Twitter, Facebook, and YouTube. This book is transforming organizations' marketing strategies and communications in profound ways.

Lon has been recognized for his creativity with such prestigious awards as The Westinghouse'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, and nominated as a Fellow of the nation's Computer History Museum. Lon has also been featured in Entrepreneur Magazine, PC Novice, and Popular Science Magazines, just to name a few. Lon was recently selected by the Smithsonian Institution to represent "The American Inventor" at their annual conference.

Lon's presentations will inspire you, whether you're corporate, government, or non-profit, by empowering you to improve your operations, performance, and increase your bottom line. As Lon says, "When you start to see your world in a different perspective, you see new ways to innovate everything!" Lon Safko sees the world in a new way every day.



ADDITIONAL PRESENTATIONS

INNOVATIVE THINKING, THE PROCESS

Ever wonder how some people are more innovative and spontaneous than others in creating new ideas? Lon is a proven innovator who shares his copyrighted method of innovation, *The 5-W's of Innovation*, which uncovers the secrets necessary to help you think more innovatively and creatively every time to consistently solve your toughest problems. Innovation leads to competitive advantage, costs savings, and a greater bottom line for you and your organization.

Lon will also share his Twenty Truths of Innovation and what it takes to be an entrepreneur, intrapreneur, and innovator.

Innovative thinking creates new products and services, new ways to sell existing products and services into new markets, and ultimately gives you that competitive edge that results in an increase in your performance.

BUILDING INNOVATIVE TEAMS: INNOVATIVE TEAMS CREATE INCREASED PROFITS

Lon helps you discover how every member of your organization can become an effective team player. By thinking strategically, your team can meet your goals, solve your problems, and increase your overall performance.

Learn how to encourage people to work together towards a common goal while meeting project deadlines within cost and in a spirit of cooperation. Lon will show you and your teams the tools you need to consistently build and manage effective, productive, and satisfied teams to attain all of your goals.

Lon will help you discover how you can build and maintain productive, energized work teams whose members have excellent communications skills, while keeping everyone on the team up to speed and focused on what is important.

You will gain an increased awareness of organizational work team strategy, while coming away with effective, proven concepts that you can apply time and time again.

To book Lon Safko contact:

redpropeller

Aim Higher.

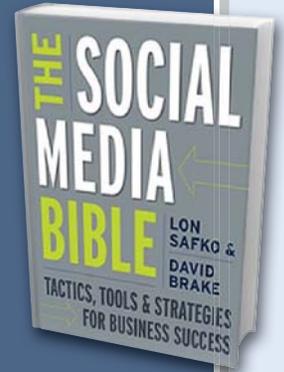
www.redprops.com • ph 913.706.0241

WHAT READERS ARE SAYING

"Informative and entertaining...packed with useful information."

—Teledyne executive

"I haven't seen a book that covers so much and in such depth on the topic of social media marketing...a ton of 'Expert Insights' sprinkled throughout."



"I wish I could shrink Lon and take him with me to work everyday. He was awesome and held my interest which isn't easy to do."

— Pacific Pride Communities

"This class was brilliant! Lon is very knowledgeable and experienced. You are lucky to have him. Best and most valuable class I have ever been to"

— Meeting Planners International, Kansas City, MO

"Lon is a terrific speaker who brought us passion, superior knowledge, respect and excitement."

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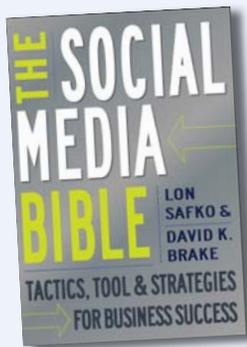


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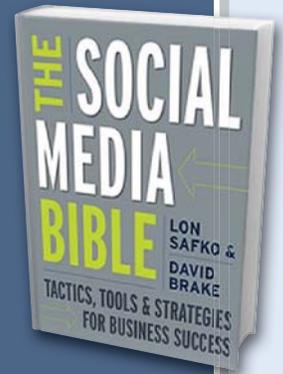
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