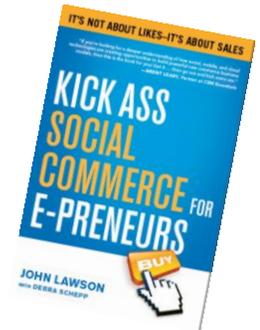




Who Is John Lawson?

He is the author of *“Kick Ass Social Commerce for E-Preneurs”* published by Ben Bella Books. He is the CEO of 3rd Power Outlet, an online clothing retailer, an online retailer that has executed more than 350,000 online transactions resulting in nearly \$30 million dollars in sales. He is the founder and Chief Consultant at ColderICE Media, a digital marketing firm headquartered in Atlanta, GA. He is a Coach and Trainer at his Business (E)ssentials Bootcamps. John also runs of ColderIce eCommerce Education and produces the annual ICE Retailer Conferences. He recently launched a new brand, The Shoe String King.



He is a Social Commerce evangelist; traveling around the world to spread the “good word” about doing business online to tens of thousands of avid fans in three dozen countries and he has personally trained more than 11,000 businessmen and women worldwide and helped them to achieve their business and financial dreams.

But, most of all, John Lawson is a true “rags-to-riches” American fairytale. An enterprising innovator that Mixergy calls a “power seller” and even American Express snagged him as a front man and “featured businessman.” Not to be out done, Startup Nation says he’s the “savviest” in Social Media and Small Biz Trends named him a Small Business “Influencer” of the year – three years in a row!

He is an award-winning Social Media Strategist, a spokesperson for several corporations, a commercial television personality and a sought after Keynote Speaker, Trainer/Instructor and conference panelist, who even as far back as high school, had a knack for starting businesses and making money.

He’s not merely a talking head. As editor of the industry leading ColderICE.com blog and host of his own online series, “Hump Day Hangout” where he interviews business heavy weights and dispenses his down-to-earth wisdom in a matter-of-fact manner that charms, entertains and enthralls his audiences.

His easy humor, combined with his concrete knowledge and expertise in Social Commerce, marketing and business coupled with his ability to convey complex business concepts in an understandable language has made him ‘the toast of the town’ on the speaking circuit.

Born in the projects in Queens, New York and raised in a lower middle class area of Columbus, Ohio, John and his sister watched as their single mother struggled working two jobs to provide a decent way of life for them after his parent’s divorce when he was in grade school.

Determined to make his own success story, John and a friend started a party promotion business in 1981 and began DJ’ing at local events. By his senior year in high school, he was spending more time marketing his weekend venture at local area schools and so little time in the classroom that he was kicked out of high school.

Undaunted, John got his GED and continued on to the DeVry Institute where he got his first taste of the world of technology. “I was in my twenties but I was struggling with my identity,” says John. After a brief stay with his father in Dallas, Texas, John returned to Ohio where he joined a Christian church, formed a Gospel Hip Hop band and even managed to get himself signed to Star Song Records where they produced a single that sold very well before opting for a career in the tech world.

After a series of great IT positions where he learned the skills he would later employ in his own business, John took a leap of faith and moved to Atlanta, GA. “It was just after the Olympics in Georgia. I got an offer from IBM and then later moved on to Accenture.”

In 2001, while enjoying professional success at Accenture, John was enticed into the world of “flipping” real estate by a friend. “I let him use my credit to buy a house that we were never able to flip.” Now saddled with two mortgages, John began selling his IT books, printers and ink on Ebay and soon discovered that selling online was a great way to make the extra cash he needed. Thus 3rd Power Outlet was born.

By 2004, 3rd Power was providing almost as much income as his salary in the corporate world. It was then he realized that if he spent the same eight hours working on his own business as he was working for others that he could make his fledgling company a success. In September he went full time with his online business and has never looked back. In 2006, 3PO made its first \$1 million dollars in sales and continued to do spectacularly in 2007.

John has proven that he is the ‘real deal’ when it comes to knowing how to navigate the intricacies of the internet and in teaching others how to successfully do what he has already done.