

## Jon Wuebben – Biography

Jon Wuebben is a veteran web content strategist, copywriter, speaker, entrepreneur and online marketing leader.

Witnessing the exploding need for high quality, keyword rich web content, he founded Custom Copywriting, in 2003. Rising quickly as one of the fastest growing content providers in the industry, Custom Copywriting writes copy for the Fortune 100, small startups, and many mid-sized organizations.

Jon and his team have written content for hundreds of companies, in most every major industry, around the world. His articles and blog posts on online marketing, SEO copywriting and other business related topics can be found on thousands of sites across the web.

He speaks for business groups and others across the country on the topics of social media, online content strategy, entrepreneurship, SEO copywriting, online marketing and starting profitable businesses.

He understands the power that web content can have on a growing business and how it can transform unknown brands into industry-leaders.

Jon is also the founder of Encore Publishing and Telegent Media, LLC. He teaches Entrepreneurship and Business 101 at Miracosta and Miramar Colleges in San Diego.

Prior to his entrepreneurial activities, Jon worked in key marketing positions for Ford Motor Company and Kia Motors America. He also worked for Senator John McCain of Arizona, Vice President Dan Quayle and the Republican National Convention in 1996.

Jon wrote ***Content Rich: Writing Your Way to Wealth on the Web*** (Published in Sept, 2008) to help businesses of all sizes improve their online content, learn the tricks of SEO copywriting and how it all relates to the online marketing effort. Recognizing there was no book available that gave a comprehensive view of online business writing, he wanted to communicate the message and help businesses around the world improve their marketing efforts, generating new sales, improving brand recognition and enhancing their customer relationships.

Jon has an MBA in International Marketing from Thunderbird, The American Graduate School of International Management and a BS in Management from California State University, Chico.

Jon lives in San Diego County with his wife, Karen.