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MEDIA KIT 2019

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AUTHOR BIO



In his weekly blog Artistic Lyon and book *I'm Not Hitler*, 6th generation Texan Mike Lyon balances work as an entrepreneur, visual artist, and how to navigate life as a Jesus freak.

Mike Lyon ran away from home on his Big Wheel at 5-yrs old. This first adventure led to his adult wanderlust and future discussions of faith with friends and strangers. Now that he's all grow'd up, his writing balances work as an entrepreneur, visual artist, and how to navigate life as a Jesus freak --while distancing himself from modern "worship" music, yikes. Now Mike is a wannabe author of Christian non-fiction with his book *I'm Not Hitler*. His weekly blog is sprinkled with doses of amazing startups, people busting ass for others, and curation of art, film and music.

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As a serial entrepreneur, having spent 20+ years with various startups in technology and content. He's been a Director-Producer, and recently began accepting commissions again from previous career as a visual artist. He also teaches boxing, which one of his friends refers to as "jazz hands" since participants only crush bags and not each other. He's led or been a part of multiple humanitarian aid trips to Haiti, Nicaragua, Guatemala, Cuba, El Salvador, Africa and India.

A proud 6th generation Texan, his favorite proteins are Chimay and Maredsous Belgian Ales, and Rocky Patel cigars, which contribute to his tangential threads. He never turns the channel when *Goodfellas*, *GlenGarry GlenRoss*, *The Outlaw Josey Wales*, *Sicario* or *The Mind of a Chef* are on the telly.

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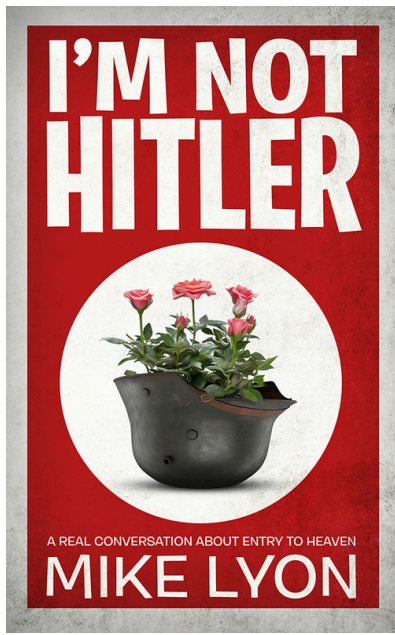
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I'm Not Hitler asks provocative question, "Are You Good Enough for Heaven?"

Dallas TX, March 15, 2019

I'm Not Hitler explores the questions and apathy of how a person gets to heaven. In a salty discourse, author Mike Lyon discusses whether a person is good enough to step through the pearly gates. With plenty of personal anecdotes, the book challenges the broad assumptions people often conclude. *We all have a death sentence in this life, but do we need to make a decision to play in the next one?*

ABOUT THE AUTHOR

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AUTHOR QUOTE

"It scares me to know I may alienate readers of the book. At the same time, I can't think of a more important topic in our lives."-- Mike Lyon

Author: Mike Lyon

Editor: Geoff Stone

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TIPS/Q&A

TIPS

- How can we enter heaven?
- Does FOMO and YOLO impact our views on the afterlife?
- Are we the boss of our lives, or God?
- How does a person measure whether they're good enough compared to bad people?
- What about being spiritual and non-religious? Does that work?
- Is there an actual heaven? Is it all white robes and bubblegum music?

Q1: How is this book different from other Christian nonfiction?

A: For one, it has a handful of f-bombs. In my experience, some Christian non-fiction is a bit mamby-pamby, and basically sounds like a mannequin wrote the book. *I'm Not Hitler* ain't bunnies and sunshine, and I've included my own struggles with faith.

Q2: The title is provocative. How did you come up with it?

A: Over the years I noticed during conversations with friends, many would talk about being a good person. When I would follow-up for clarity, 90% would give an answer along the lines of "I do my best... I mean, come on, I'm not Hitler." That got me thinking of this idea of how we define good and bad, and how fascinating that we race to the bottom of the barrel as a starting place for comparison.

Q3: What's the purpose of the book?

A: I hope people pursue truth. We're all distracted by so much information, including the new phenomenon of labeling truth as fake news. The fact is we all have a death sentence, which I categorize as an absolute truth for people. Yet I find we're completely apathetic to the reality. We assume we'll be fine, without any consideration or action required. The book is an exploration of whether people do need to take action to ensure a nice landing after this life.

Q&A

TIPS/Q&A

(CONTINUED)

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A

Q4: Is there a chance that readers toss the book after 3-4 chapters, due to outright anger at you questioning their beliefs?

A: Very much so! If the content was about a favorite band, actor or football team, or a novel about a crime detective, there'd be less chance of spitting in my face, ha! But the book deals with a subject often said we shouldn't discuss: religion. Hopefully it's fresh take, and doesn't make people's toes curl.

Q5: By the final chapters, you encourage --or one could say strongarm --people to consider Jesus Christ. Is that the real goal?

A: I am a follower of Christ, but no, there's no bait and switch happening. I think it's near impossible to explore truth and not consider God and all religions, including Christianity. I am taking a position that Christ is a fascinating historical character, and challenge people to try to dismiss his claims.

Q6: Who are your favorite writers?

A: Currently I've gone back into Anne Lamott, I love her humor and rawness. Along those same lines, David Sedaris has such a fantastic voice. My desert island would be Cormac McCarthy, CS Lewis and Tim Keller. Also Ayn Rand for *Fountainhead*.

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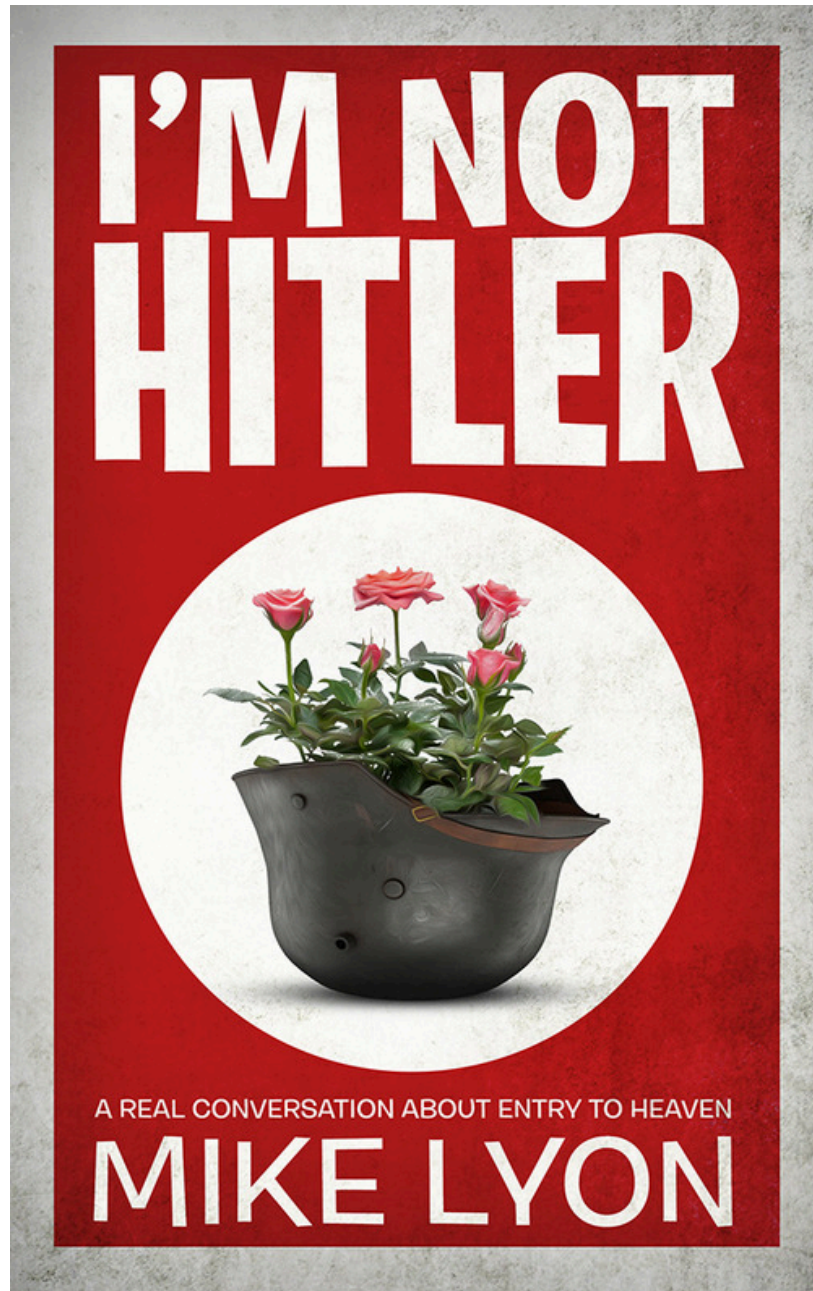


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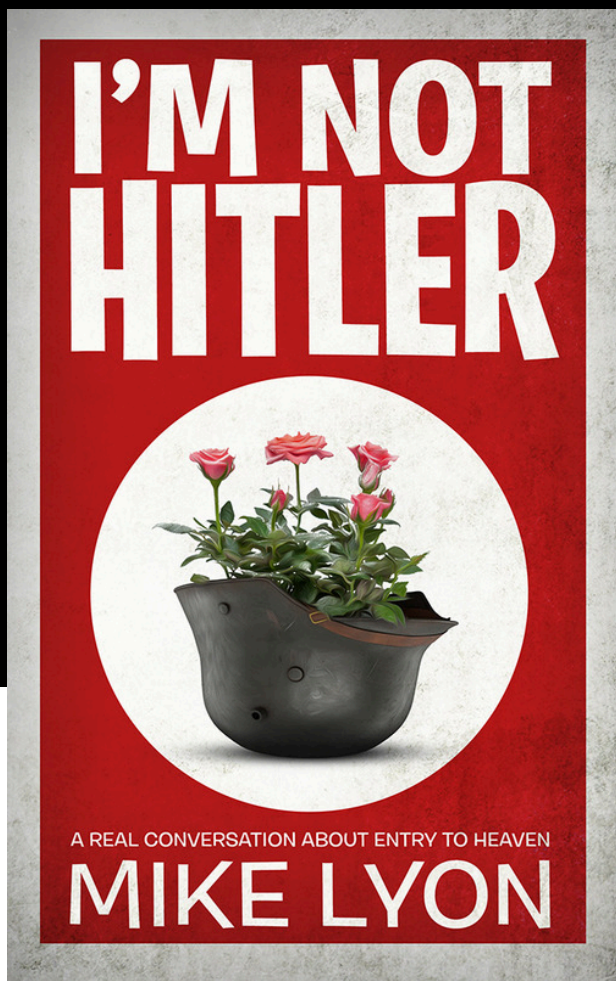
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I'M NOT HITLER



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