

# **Patrick Schwerdtfeger**

**Author & Speaker at Patrick Schwerdtfeger**

Walnut Creek, CA, US

America's Most Inspiring Small Business  
Speaker

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## **Biography**

Patrick Schwerdtfeger is the author of Marketing Shortcuts for the Self-Employed (2011, Wiley) and is a regular speaker for Bloomberg TV. He has spoken about business trends, modern entrepreneurship and the social media revolution at conferences and business events around the world. Patrick's past books include Webify Your Business: Internet Marketing Secrets for the Self-Employed (2009) and Make Yourself Useful: Marketing in the 21st Century (2008). He has been featured by the New York Times, CNN Money, Fortune, Bloomberg Businessweek, the Associated Press, MONEY Magazine and Forbes, among others.

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## **Availability**

Author Appearance

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## **Industry Expertise**

Social Media, Direct Marketing, Advertising/Marketing

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## **Areas of Expertise**

Social Media, Business Marketing

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## **Sample Talks**

### **Social Media Victories**

The vast majority of business professionals spending time on Facebook and Twitter are just wasting time. For the most part, they're using unfocused and ineffective tactics that do nothing to attract new clients. Meanwhile, a few are using simple but powerful strategies to explode their businesses virtually overnight. Patrick is passionate about finding the unfair tricks ? those juicy secrets ? that transform social media from a relentless time waster to a reliable business builder.

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## **Event Appearances**

### **Social Media Victories**

California Association of Landscape Contractors

**Social Media Victories**  
SiteGlobal Conference

**Social Media Victories**  
Internet Marketing Conference

**Social Media Victories**  
American Marketing Association

**Social Media Victories**  
Insurance Brokers and Agents (IBA) West

**Social Media Victories**  
National Association of Healthcare Recruiters

**Social Media Victories**  
American Society of Travel Agents (ASTA)

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**Social Media Victories**  
Bloomberg TV & Comcast Cable

**Social Media Victories**  
Internet Marketing Conference (IMC)

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Internet Marketing Conference (IMC)

**Social Media Victories**  
Business Leadership Summit

**Social Media Victories**  
Association of Premiere Nanny Agencies (APNA)

**Social Media Victories**  
Social Media Conference

**Social Media Victories**  
Bloomberg TV

**Social Media Victories**  
Finance and Insurance Conference Planners (FICP)

**Social Media Victories**

Bloomberg TV

**Social Media Victories**

Bloomberg TV

**Social Media Victories**

California Insurance Wholesalers Association (CIWA)

**Social Media Victories**

Human Resource Professionals Association (HRPA)

**Social Media Victories**

Institute of Management Consultants (IMC)

**Social Media Victories**

American Association of Managing General Agents (AAMGA)

**Social Media Victories**

Ohio Cable Telecommunications Association (OCTA)

**Social Media Victories**

Society of Incentive Travel Executives (SITE)

**Social Media Victories**

BlackBerry Small Business Spotlight

**Social Media Victories**

American Marketing Association (AMA)

**Social Media Victories**

Bloomberg TV

**Monetizing Trust**

Internet Marketing Conference (IMC)

**Social Media Victories**

APPEX Insurance Summit

**Social Media Victories**

United Healthcare Symposium

**Social Media Victories**

Bloomberg TV & Comcast Cable

**Social Media Victories**

SITE Yong Leaders Conference

**Social Media Victories**

MarshBerry Insurance Summit

**Social Media Victories**

Meeting Professionals International (MPI)

**Interactive Marketing**

Meeting Professionals International (MPI)

**Social Media Victories**

Penn American Group Insurance Conference

**Social Media Victories**

Bloomberg TV

**Social Media Victories**

Bloomberg TV

**Social Media Victories**

Meeting Professionals International (MPI)

**Social Media Victories**

Bloomberg TV & Comcast

**Social Media Victories**

Global Business Conference

**Social Media Victories**

Bloomberg TV & Comcast Cable

**Social Media Victories**

Bloomberg TV

**Social Media Victories**

Bloomberg TV Philadelphia Home Show

**Social Media Victories**

Vistage Sacramento

**Social Media Victories**

Peninsula Women's Network

**Social Media Victories**

Bloomberg TV & Comcast Cable

**Social Media Victories**

Direct Selling Association, Krisham Group

**Social Media Victories**

Society of Human Resource Management (SHRM)

**Social Media Victories**

Cayman Island Tourism Exchange (CITE)

**Social Media Victories**

Bloomberg TV & Comcast Cable

**Social Media for Governments**

18th GCC eGovernment & eServices Conference

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**Education**

Carleton University (Ottawa, Canada)

Bachelor of Commerce Marketing & Finance

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**Accomplishments****2012 Small Business Book Awards**

"Marketing Shortcuts for the Self-Employed" (2011, Wiley) won an award in the Social Media category in the 2012 Small Business Book Awards

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