

Patrick Schwerdtfeger

Author & Speaker at Patrick Schwerdtfeger

Walnut Creek, CA, US

America's Most Inspiring Small Business

Speaker

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.

Availability

Author Appearance

Industry Expertise

Advertising/Marketing, Social Media, Direct Marketing

Areas of Expertise

Social Media, Business Marketing

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.

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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American Society of Travel Agents (ASTA)

Social Media Victories
Bloomberg TV & Comcast Cable

Social Media Victories
Internet Marketing Conference (IMC)

Social Media Victories
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

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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

Education

Carleton University (Ottawa, Canada)

Bachelor of Commerce Marketing & Finance

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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