

Patrick Schwerdtfeger

Author & Speaker

Champion of the Modern Entrepreneur

CONTACT:

Karen Walker. cell: 949.370.1442 email: karen@walkerpr.biz
More information may also be found at: www.80shortcuts.com

AUTHOR & BLOOMBERG SPEAKER:

A sought-after Bloomberg speaker and a true champion of the modern entrepreneur, Schwerdtfeger engages audiences immediately with his passionate and dynamic style. He is consistently ranked by audiences as one of the top speakers at conferences and conventions around the world.

But that's only half the story.

Schwerdtfeger, who founded a thriving, Berkeley-based Entrepreneur and Small Business Academy (one of the 50 largest entrepreneur groups in the nation), is also a three-time author whose third and most comprehensive book is hot-off-the-press, *Marketing Shortcuts for the Self-Employed: Leverage Resources, Establish Online Credibility, and Crush Your Competition* (2011, Wiley & Sons).

Marketing Shortcuts for the Self-Employed delivers 80 short, easy-to-read chapters, each covering a different marketing shortcut that is essential to the success of any entrepreneur, self-employed professional or small business owner. Corporate giants would benefit significantly from implementing Schwerdtfeger's 80 shortcuts as well. This is a no-nonsense, cut-to-the-chase book, packed with actionable items, and including a simple-to-follow checklist at the end of each chapter.

Schwerdtfeger's earlier books are *Webify Your Business: Internet Marketing Secrets for the Self-Employed* (2009) and *Make Yourself Useful: Marketing in the 21st Century* (2008).

BACKGROUND:

Born and raised in Vancouver, Canada, Patrick Schwerdtfeger ("Shwert'-fe-grr"), graduated with a Bachelor of Commerce (Marketing and Finance) from Carleton University in Ottawa. At age 27, Schwerdtfeger learned that he was an American citizen. Six days after receiving his first U.S. passport, he headed for Los Angeles and never looked back. He enjoys visiting the land of his birth, but now makes his home in the San Francisco Bay Area.



International Bloomberg speaker Patrick Schwerdtfeger writes in a style that echoes his speaking: direct, cut-to-the-chase, compelling. No fluff. His focus is on effective modern marketing that gets results.

