

**AVAILABLE FOR INTERVIEW**

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**STOP WASTING YOUR TIME ON FACEBOOK**  
**80 PROVEN EFFECTIVE MARKETING SHORTCUTS FOR**  
**SELF-EMPLOYED, ENTREPRENEURS,**  
**SMALL BUSINESS OWNERS & JOB SEEKERS**

**YOUR AUDIENCE WILL LEARN:**

- **How it's possible to turn Facebook & Twitter into customers, cash-flow and job interviews—without annoying sales pitches!**
- **Real-Life Examples:**
  - Australian Tourism Board**  
How they generated 35,000 one-minute videos in a short time-frame
  - Boston dentist** - How she grew her revenue from \$150K to more than \$1,000,000!
  - Patrick's story** - How he got 75,000 pod-cast downloads in 27 countries, more than 25,000 Twitter followers and more than 100,000 YouTube views—in short time.
- **How anyone can benefit from a three-step winning formula that *must* be used for modern marketing success**
- **How these marketing short-cuts will produce results even in a down economy**
- **How to empower those over age 30 to overcome social media fears and jump into the fray with purpose**

**FACTS:**

**500 Million on Facebook, but most are wasting time.**  
They're "being social," but they aren't growing their business!

**Traditional marketing is dead.** The modern entrepreneur must be in the middle of today's raging rivers—Facebook, Twitter, YouTube!

**14.1 million people are unemployed in the U.S..**  
(U.S. Bureau of Labor Statistics, 7/8/11)

**Increased unemployment by more than half a million over last three months**  
(U.S. Bureau of Labor Statistics, 7/8/11)

**NYTIMES: Longer unemployment for those 45 and older.** (NYTimes, 4/13/09)  
Out of work for six months or more, they often most fear, yet most need, social media

**21.4 million self-employed in U.S. in 2008** (29% are from these three states: 2.7 million in CA, 1.8 million in TX, 1.6 million in FL) (U.S. Census Bureau, 6/24/10)



Sought-after international Bloomberg speaker Patrick Schwerdtfeger gives hope and direct, practical solutions to unemployed and self-employed in his newest book, *Marketing Shortcuts for the Self-Employed*.

