

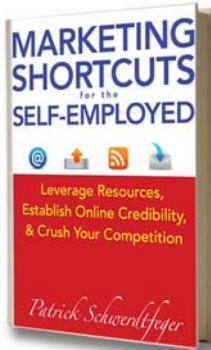


Upcoming Event?



Patrick Schwerdtfeger

America's Most Inspiring Social Media Speaker



Patrick Schwerdtfeger is the author of *"Marketing Shortcuts for the Self-Employed"* (2011, Wiley & Sons, Inc.) and is a regular speaker for Bloomberg TV. He has spoken about Modern Entrepreneurship, Online Branding and the Social Media Revolution at conferences and business events around the world.



Patrick has also authored *"Webify Your Business – Internet Marketing Secrets for the Self-Employed"* (2009) as well as *"Make Yourself Useful – Marketing in the 21st Century"* (2008) and has been featured by the Associated Press, National Public Radio's *Here & Now* program and *Authors Unscripted* among others.

Patrick is a passionate and dynamic speaker who focuses on delivering valuable content and highly practical strategies people can implement immediately and see actual results. His programs consistently get strong reviews and leave attendees burning to put their new strategies to work.

Patrick was born in Vancouver, Canada, and received his Bachelor of Commerce (Marketing and Finance) from Carleton University in Ottawa (1993). He never knew he was an American citizen until he was 27 years old and moved to Los Angeles just six days after receiving his first American passport. Patrick now lives in the San Francisco Bay Area.

Additional highlights include:

- 4,000+ views per month on YouTube (with 400+ videos).
- 25,000+ followers (12/01/2010) on Twitter (@schwerdtfeger).
- 65,000+ downloads (27 countries) of his educational podcasts.
- Organizer of a 2,000-member entrepreneur networking group.

	Domestic (USA)	International
2010 Speaking Fees:	\$ 10,000	\$ 15,000

Speaking fee includes 50 complimentary copies of the popular 204-page "Webify Your Business" book. Fee may be negotiable depending on the event date as well as the size & composition of the audience.



Keynote Program

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Patrick Schwerdtfeger

Social Media Victories

Real Businesses, Real Campaigns, Real Results

This powerful one-of-a-kind program analyzes specific tactics used by actual companies in real life situations. Patrick presents successful case studies where organizations have leveraged Twitter, LinkedIn, Facebook and YouTube to increase revenue and brand awareness. No other session will deliver more exciting ideas and proven marketing strategies than **Social Media Victories**.

Program Overview

- **Introduction** – The Social Media Revolution
- **Twitter** – Participate in the Conversation
- **LinkedIn** – Communicate with Precision
- **Facebook** – Engage Your Community
- **YouTube** – Leverage Rich Media
- **Conclusion** – Harness the Opportunity

Program Abstract

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 overnight.

Patrick is passionate about finding the unfair tricks – those *juicy secrets* – that transform Social Media from a relentless time suck to a reliable business builder. The strategies you'll learn in this powerful session helped him build a cult-like following for his 2nd book and they can help you build your business too.

Program Take-Aways

- Learn the essential ingredient to “getting found” on today’s social internet.
- See how different companies are leveraging Twitter to find new customers.
- Triple your click-thru rate by including the right link formats in your tweets.
- Learn the secret to sending LinkedIn emails to people outside your network.
- Repurpose your articles and blog posts to attract clients in LinkedIn Groups.
- Learn critical differences between Facebook Profiles, Groups and Pages.
- Craft a title for your Facebook Page that is optimized for Google searches.
- Discover unfair tricks to get your YouTube videos off to a running start.
- Use YouTube videos to rank higher on Google for competitive keywords.



Why hire Patrick?

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Patrick Schwerdtfeger

Patrick Schwerdtfeger is an award-winning speaker who has given hundreds of keynote speeches, workshops and seminars across the United States and Canada as well as locations in Europe, Asia and South America. Based on your specific event and budget, Patrick can customize a presentation that will compliment your agenda and inspire your audience.

Patrick's speaking strengths include the following:

Lots of Content. Patrick's presentations are well known to include lots of content. Topics are well researched and presented in a comprehensive manner. Attendees are always amazed at the amount of information conveyed during Patrick's presentations.

Thought Provoking. Patrick puts seemingly unrelated facts together, revealing insightful connections that leave audiences pondering the topic in a way they have never done before. Isolated facts are just that; facts. But facts presented within the context of other realities can completely change a person's perspective and, therefore, the potential for progress.

Easily Understood. With a diverse background in marketing and finance, Patrick has a unique ability to explain complex subjects in an easily understood format, empowering attendees with increased comprehension and accessible solutions they can use right away. Until you take action, nothing has happened. But action requires understanding. Patrick delivers that initial requirement and combines it with specific strategies people can use to improve their individual situations immediately.

Unthreatening Humility. Patrick brings a human element to his presentations. His willingness to expose personal vulnerabilities and challenges put audiences at ease, allowing them to focus on the content being delivered. If you're looking for someone who is arrogant and patronizing, you're in the wrong place. Patrick speaks to all attendees at the exact same level and is most concerned with the audience's comprehension of the topic.



Testimonials

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Patrick Schwerdtfeger

WOW! Patrick Schwerdtfeger just presented a one-hour high energy Social Media workshop packed with scores of tips and tricks to create social media success.

Dr. Maynard Brusman

Patrick was AWESOME, I took well over 15 pages of notes. He was a plethora of useful, helpful information. He was well spoken & a great teacher & presenter.

Colleen Perone

"Social Media Victories" was comprehensive, interesting and delivered with passion. I walked away with a concrete plan that I began implementing within days.

Laurel Pine

Patrick does a masterful job of taking the complexity of social media scope and breaking it into bite size pieces that even the technology novice can understand.

Michael Breen

Patrick is an excellent presenter. His passion for social media is quite contagious. His content is thought provoking and integrated in a very easy-to-follow and logical format. He is definitely a rising international speaker on Social Media.

Brenda Horton

Tons of great content presented today. My head is spinning with the possibilities for not only marketing my own business, but also how to tap into the new social media marketplace for clients!

Elizabeth Rajs

I really appreciated the way that Patrick delivered the content in an effective, informative and fun way. Patrick has a natural ability to connect to his audience.

Kasey Brown

A blitz kreig of outstanding information delivered with a sense of humor. People's lives were changed today.

Mike Consol

Patrick delivered a HUGE amount of valuable content that has me inspired to finally embrace social media to grow my business!

Beth Allen

One of the best workshops I have even taken. Excellent, timely and critical content... truly like drinking water from a fire hose!

Kian Nobari



Similar Speakers

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Patrick Schwerdtfeger

Patrick is an author and speaker specializing in Online Branding, the Social Media Revolution and Modern Entrepreneurship. He is an inspiring and affordable alternative to the following high-priced speakers.

1. **Guy Kawasaki** Technology Start-ups (Apple, AllTop)
2. **Seth Godin** Marketing (author & founder of Squidoo)
3. **Chris Brogan** Social Media (author, *Trust Agents*)
4. **Tim Ferriss** Outsourcing (author, *4-Hour Work Week*)
5. **Ashton Kutcher** Social Media (actor & Twitter maven)
6. **David Plouffe** Social Media (Obama campaign manager)
7. **Julien Smith** Social Media (author, *Trust Agents*)
8. **Charlene Li** Social Media (author, *Groundswell*)
9. **Mark Zuckerberg** Social Media (founder of Facebook)
10. **Kevin Rose** Social Media (founder of DIGG)
11. **Jack Dorsey** Social Media (founder of Twitter)
12. **Michael Arrington** Technology (founder of Techcrunch)
13. **Pete Cashmore** Social Media (founder of Mashable)
14. **Gary Vaynerchuk** Social Media (CEO of WineLibrary TV)
15. **Tony Hsieh** Social Media (CEO of Zappos)
16. **Mitch Joel** Digital Media (founder of Twist Image)
17. **Mari Smith** Social Media (speaker & business coach)
18. **Peter Shankman** Social Media (founder of HARO)
19. **Erik Qualman** Social Media (author, *Socialnomics*)
20. **Dan Schawbel** Personal Branding (author, *ME 2.0*)

Please visit the website below for more details about Patrick and his programs.



Past Audiences

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Patrick Schwerdtfeger

Patrick has spoken for a wide variety of organizations. Below is a partial list of past audiences. You will find a list of references on the following page.

- American Marketing Association (AMA)**
- American Society for Training & Development (ASTD)**
- American Society of Travel Agents (ASTA)**
- Bay Area Consultants Network (BACN)**
- Bloomberg TV**
- Blue Shield of California**
- California Association of Landscape Contractors (CALC)**
- Career Rebootcamp**
- Consultants Network of Silicon Valley (CNSV)**
- eWomenNetwork**
- Experience Unlimited**
- Finance & Insurance Conference Planners Assoc. (FICP)**
- Grant Thornton**
- Insurance Agents & Brokers West (IAB, West)**
- Institute of Management Consultants (IMC)**
- International Nanny Association (INA)**
- Internet Marketing Conference (IMC)**
- Meeting Professionals International (MPI)**
- National Association of Healthcare Recruitment (NAHCR)**
- Professional & Technical Consultants Assoc. (PATCA)**
- Promotional Products Association Int'l (PPAI)**
- Society of Incentive Travel Executives (SITE)**
- World's Hidden Masters / JeffAndKane.com**



Client References

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Patrick Schwerdtfeger

The following individuals have hired Patrick Schwerdtfeger to speak at their events and can provide references for your consideration.

1

Jessica Thurmond Pohlonski, *Program Director*
American Marketing Association (AMA)
Phone: 312-542-9015
Email: jthurmond@ama.org

2

Steven Diamond, *Marketing Director*
Bloomberg TV & Bloomberg on Demand
Phone: 212-617-2799
Email: sdiamond5@bloomberg.net

3

Lydia Goessel, *Program Chair*
Finance & Insurance Conference Planners (FICP)
Phone: 312-673-5725
Email: lgoessel@ficpnet.com

4

Diane Schneiderman, *Executive Director*
Meeting Professionals International (Northern California)
Phone: 925-355-1912
Email: dianes@mpincc.org

5

Lennart Svanberg, *Executive Producer*
Internet Marketing Conference (IMC)
Phone: +46-708-541-506
Email: lennartsvanberg@gmail.com



Introduction

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Patrick Schwerdtfeger

Pronunciation: *shwert – feger*

***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 overnight.*

***Our speaker is passionate** about finding the unfair tricks – those juicy secrets – that transform Social Media from a relentless time suck to a reliable business builder. The strategies you'll learn today helped him build a cult-like following for his 2nd book and they can help you build your business too.*

Please help me welcome Patrick Schwerdtfeger!



One-Sheet

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Patrick Schwerdtfeger

Need more information? Request Patrick's 11 x 17" speaker 'one-sheet'.



... a remarkable workshop ...

This session was fantastic. Patrick is very engaging and knows a great deal about the topic. I received a lot. Patrick has a great presentation style. He presented a wealth of information in an easy-to-understand and memorable manner. He made the information relevant and gave us a working plan for how we can engage in an interactive social media campaign in a practical manner without an excessive amount of work. All in all, a remarkable workshop!

Michael Hayes

ONLINE MARKETING PROCESS

1. Articulate your knowledge.
2. Define your highest value.
3. Demonstrate your expertise.
4. Engage your community.
5. Participate in the conversation.
6. Build awareness of your brand.
7. Encourage interaction to build trust.
8. Always give a clear call-to-action.
9. Consistently over-deliver value.
10. Facilitate the conversation.

For scheduling details, please contact:

PATRICK'S BACKGROUND

My background is in the mortgage business and I used to teach first-time homebuyers as a way of living new clients. I had an extensive two-hour presentation that outlined the various financing options for new home purchase and mortgage transactions.

Between newspaper advertising and hotel expenses, these seminars cost me about \$2000 and I only got more than 20 people in the room - and not a very good quality group either. One time, an eight-figure client showed up and none of them wanted to purchase an entrance home. It was awful. I was so frustrated!

In January 2008, I used a microphone to record some of my experiences to my computer. I then posted that audio file as a podcast on the iTunes Music Store. Over the following six months, I received an introduction, 15 interviews and a contract, covering the same information I used to give at these seminars.

By posting my podcasts on iTunes, I was demonstrating my expertise in the public domain. I was giving valuable information for people to find - and they found it!

Today, these podcasts have been downloaded over 50,000 times in 27 countries. When I started, I could't imagine 2. After some press requests, the internet slowly started to notice me. Today, I became a speaker and the experience changed my career forever.

Today's entrepreneurs have incredible opportunities and I inspire them to take action and achieve results!



Patrick Schwerdtfeger
Author & Speaker
Champion of the Modern Entrepreneur

Patrick Schwerdtfeger is the author of "Webify Your Business - Internet Marketing Secrets for the Self-Employed" (2008) as well as "Make Yourself Visible - Marketing in the 21st Century" (2008). His educational podcasts have been downloaded over 50,000 times in 27 countries and he has spoken at conferences around the world.

Patrick has been quoted in the Associated Press, Advertising Age, Naples Daily News (FL), The Starhawk Tribune and The San Diego Union-Tribune, and been a featured guest on various radio stations including "Home and Away" on National Public Radio (NPR) and "Autious Unscripted".



PATRICK'S MESSAGE

Today offers huge opportunities to entrepreneurs! Social Media is revolutionizing modern marketing. Technology doesn't have to be overwhelming.

CONVERSATIONS ARE MARKETS

To access a market, participate in the conversation! Find the conversation first and then contribute to it. Awareness leads to interest and then to Demand.

"Patrick Schwerdtfeger is a passionate and dynamic speaker!"



KEYNOTE PROGRAMS

Senior Media Interview - Real Business, Real Concepts, Real Results
This motivational keynote session specifically targeted a key to success in today's economy, along with the strategies behind them. These case studies highlight opportunities that have successfully leveraged Facebook, LinkedIn, Twitter and YouTube to increase revenue and brand awareness, demonstrating growth opportunities for innovative entrepreneurs.

Interactive Marketing for Small Business - Proven Tools and Techniques on Today's Social Internet
The Social Media Revolution has significantly changed the way information is shared, and traditional marketing strategies were among the first casualties. This keynote outlines the necessity of flexibility along your brand and the exciting Social Media tools that have proven effective in facilitating it.

Is Marketing Dead? Leadership, Influence and Branding for the Social Media Era
80% of customers that make purchases have been there. 70% that haven't posted online. Only 1% is best traditional advertising. The message is clear: rebrand and reposition in light of this ongoing digital change: attendees to enhance influence and leadership within their market.

REARDECK SESSIONS

Senior Media Interview - Real Business, Real Concepts, Real Results
This insightful workshop provides specific, actionable steps to your success in key situations. Patrick presents essential real-world advice when organizations are struggling before, during, Facebook and YouTube to increase revenue and brand awareness. Specific results are identified, allowing attendees to implement similar campaigns themselves.

Driving Revenue Traffic - Five Easy Ways to Attract Targeted Website Visitors for Free
Over 80% of visitors get here that way. Not kidding. High-quality website visitors don't have to cost a fortune. The essential information that simple strategies to accumulate one-way inbound links from high-quality, "aging down" websites full of targeted internet users... and it won't cost you a penny!

Online Branding for the Self-Employed - Global Tools to Outshine Your Competition on Google
80% of prospective clients will Google your name before they hire you. What can you do? This session discusses some highly-effective ways to build a positive online identity - a free 90-minute per day. Attendees will learn targeted strategies they can use to use maximum results in virtually any market.

Other attendees include small business owners, community entrepreneurs and self-employed business professionals.

OPPORTUNITY AMIDST CRISIS

Everybody unanimously agrees that the status quo is broken. Everybody is looking for new ways of doing business. Everybody is searching for innovative solutions. That means if you have a new approach, every single person and/or business is a potential customer. Change creates opportunity. Any time our economy has dipped into recession, old industry standards have given way to new innovative competitors.

SOCIAL MEDIA

Twitter
Participate in the Conversation

LinkedIn
Communicate with Precision

Facebook
Engage Your Community

YouTube
Landscape Your Media

Ever SLICK
The #1 of Your Own Industry

PAST AUDIENCES INCLUDE:

Professional Products Association (PPA)
Entrepreneur (Small Business) magazine
Buy.com Consultant Network (BCN)
Internet Marketing Business (IMB)
Marketing Professionals International (MPI)
American Marketing Association (AMA)
California Network of Small Business (CNSB)
National Management Consultants (NMC)
California Association of Lodging Operators
Professional & Executive Consultants Association (PECA)

Bank of America
Johnson & Johnson
Safeway
Carter's
Expedia
United Mileage Plus
United Mileage Plus
United Mileage Plus
United Mileage Plus
United Mileage Plus

... polished speaker ... life size pieces ... a master presenter ... fun, engaging ... incredibly generous ... knows his stuff ...

I received Patrick's seminar. He is a very professional speaker. He is well organized and provides very valuable and actionable information. He also shares his own experiences in the real world of social networking.

Patrick does a wonderful job of being the conductor of a great seminar. He is knowledgeable and has a unique ability to compare points of view with an excellent presentation.

Patrick is a very engaging and fun speaker. He is a great motivator. He is a great listener. He is a great communicator. He is a great leader. He is a great mentor. He is a great role model. He is a great inspiration. He is a great example. He is a great role model. He is a great inspiration. He is a great example.

Patrick did an excellent job of presenting an hour of information. He made the most of every minute. He was very professional. He was very organized. He was very clear. He was very concise. He was very effective. He was very impactful. He was very memorable. He was very inspiring. He was very motivating. He was very empowering. He was very enabling. He was very encouraging. He was very uplifting. He was very uplifting. He was very uplifting.

Patrick has a great presentation style. He is very engaging and knows a great deal about the topic. I received a lot. Patrick has a great presentation style. He presented a wealth of information in an easy-to-understand and memorable manner. He made the information relevant and gave us a working plan for how we can engage in an interactive social media campaign in a practical manner without an excessive amount of work. All in all, a remarkable workshop!

Michael Hayes

Call us at 415-881-7530 with any questions you may have.



Event Questionnaire

Patrick Schwerdtfeger

Fax to 925-476-0799

Event Information			
Organization Name			
Event Name			Event Date
Expected Attendance	% Male	% Female	Location
	/		

For attendees, this event is ... Voluntary Mandatory

Speech Information
What are the objectives for Patrick's speech?
What sensitive topics should be avoided?
What are some recent industry achievements?
What are the prevailing industry challenges?

Will the presentation be recorded? Audio Video

Additional copies of "Webify Your Business" (50 are included with the Speaking Fee) can be provided to attendees. Please select which option below is best for you.

- Bulk purchase in advance for each attendee (discounts available).
- Books available for purchase by individual attendees at the event.

Contact Information	
Contact Name	Phone () -
Email Address	Fax () -