

## **Patrick Schwerdtfeger releases new book - Webify Your Business**

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Patrick Schwerdtfeger is delighted to announce "Webify Your Business, Internet Marketing Secrets for the Self-Employed", his new book on leveraging online tools, including social media platforms, to grow a business. Aimed at entrepreneurs, small business owners, commission salespeople and service professionals alike, this 204-page paperback book offers a comprehensive and detailed marketing roadmap and lays the foundation for an impressive and sophisticated internet presence.

Walnut Creek, California - Longtime marketing specialist Patrick Schwerdtfeger is delighted to announce "Webify Your Business, Internet Marketing Secrets for the Self-Employed", his new book on leveraging online tools, including social media platforms like Twitter, Facebook and YouTube, to grow a business. Aimed at entrepreneurs, small business owners, commission salespeople and service professionals alike, this 204-page paperback book offers a comprehensive and detailed marketing roadmap.

Webify Your Business, Internet Marketing Secrets for the Self-Employed includes 60 chapters with step-by-step instructions for entrepreneurs to leverage today's social internet to grow their businesses. Short and concise chapters are presented in a deliberate and strategic sequence designed to maximize results. Each chapter can be read in 10 minutes or less and offers an itemized to-do list at the end, allowing the reader to take immediate action and see results quickly.

Feature Highlights include:

- \* Internet marketing information recipients want and need
- \* Practical and unthreatening step-by-step instructions
- \* Short accessible chapters recipients can read in 10 minutes
- \* Itemized to-do lists at the end of each chapter
- \* A perfect format for both beginner and savvy recipients

"Today's professionals understand the internet offers tremendous business opportunities but they lack practical strategies to take action" said Patrick Schwerdtfeger. "Existing resources are too technical, too simplistic or too expensive. Meanwhile, new tech-savvy competitors steal customers from under their feet. Self-employed professionals want this information. They need this information. They're ready to act."

The book walks readers through the entire process of developing an online identity and includes detailed chapters on Twitter, Facebook, LinkedIn and YouTube as well as chapters explaining today's social internet culture and how to leverage those trends. These topics are covered in the third section of the book, entitled "Participate in the Conversation". The book has five primary sections.

- \* Define Your Business Model (9 chapters)
- \* Build an Effective Website (12 chapters)
- \* Participate in the Conversation (12 chapters)
- \* Calibrate Your Online Identity (11 chapters)
- \* Drive Traffic to Your Website (14 chapters)

Broader than simply an internet marketing cookbook, the book offers sections for any new and existing business to define their business model, build an effective website, calibrate their online identity and drive traffic to their website. The steps described in this book lay the foundation for an impressive and sophisticated internet presence.

Pricing and Availability:

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Webify Your Business is available on Amazon for \$18.95 (USD) less a 10% discount. The book is also available as a free 52-week email course at WebifyBook online. Users willing to wait a full year will receive all of the same information (except six bonus chapters, a suggested weekly execution plan and the itemized to-do lists) for free. Corporate wholesale volume discounts are available. The author, Patrick Schwerdtfeger is available for interviews.

Webify Your Business (the book):  
<http://www.webifybook.com>

Sample Chapter (about Facebook):  
<http://www.webifybook.com/sample.pdf>

Purchase on Amazon:  
<http://www.amazon.com/gp/product/0557049016?ie=UTF8&tag=httpwwwtactic-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=0557049016>

Patrick Schwerdtfeger is the founder of Tactical Execution, an online marketing agency located in beautiful Walnut Creek, California. Patrick came from the mortgage business and had his educational podcasts downloaded over 50,000 times in 27 different countries. He has spoken about internet marketing and social media platforms like Twitter, Facebook and YouTube at tradeshow and business conferences around the world. Patrick has been quoted in the Associated Press and Advertising Age among others and been a featured guest on various radio stations including National Public Radio (NPR). Copyright (C) 2006-2009 Patrick Schwerdtfeger. All Rights Reserved.

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