

Secrets Of Making Millions Online Revealed

By Peter Familiar, Channel News

Gosh, is it too much to ask someone/anyone to write an enjoyable to read, thoroughly informative and practical guide to making your next five or fifty, million dollars online.

That question has been answered by a net-savvy Aussie entrepreneur called Bernadette Schwerdt.

Her latest book, which has all the hallmarks and poise of a global best seller, is called, *Secrets Of Online Entrepreneurs*.

Schwerdt, a reassuringly successful entrepreneur in her own right, sought the counsel and wisdom of the elite band of Australians who have found a way to make a fortune online to write this book.

Culling the collective experience of online heavyweights the calibre of Catch Of The Day's, Gabby Leibovich or Paul Greenberg the man behind Deals Direct, requires a unique kind of talent, which Schwerdt's book shows she has in spades.

After countless in-depth interviews with these online giants, Schwerdt emerged with the secrets leading to their success including what worked for each-and what went pear shaped.

What's more they shared the kind of priceless tips we can all use to emulate their successes.

The result is a veritable bible for greenhorns without a bit of business or IT skill, showing them how to make it big in business online.

But it's also a wonderful resource for the net-savvy and will be particularly useful to engender an entrepreneurial mindset for any business team, loaded as it is with useful tips, tools and techniques aimed at starting and maintaining an online business.

Read *Secrets Of Online Entrepreneurs* and you'll learn how to build an epic online business using a proven 7-step process.

Many of the people Schwerdt interviewed were mavericks. So there's a section showing you how to spot industries that are ready for disruption with a new way of taking care of business.

Passion is a great motivator, so there's ample advice on how to turn your favourite hobby or great idea into a great big earner, as well as practical advice on how to build your own personal brand and get free media coverage.

Not possible you say? Take a look at the mountain of free publicity Kogan or Catch Of The Day accrued along the way to building their online empires.

Secrets Of Online Entrepreneurs is crammed with the kinds of insight that could only have been won through personal experience. This is not the kind of book that anyone with a modicum of IT or business skill could write.

Schwerdt has more than 25 years experience as an award-winning marketing consultant, advertising director and copywriter. She is also the CEO of a very successful online business called The Australian School of Copywriting (copyschool.com).

She has worked with Apple, BHP, Optus, Telstra, Coles, Australia Post and Goldman Sachs.

Secrets Of Online Entrepreneurs is available from most leading bookstores for \$29.95 and is also available as an e-book.