

# GET THIS ON YOUR BOOK LIST

## SECRETS OF ONLINE ENTREPRENEURS. MONICA KADE CHATS TO BERNADETTE SCHWERDT.

**B**efore you launch your business online or even if you have, I suggest you read this witty and intelligent, laugh out loud account on being an online entrepreneur.

Discover what it takes and what you need to know about yourself and your idea before you jump all in. This book is packed with insights into some of the greatest Aussie online entrepreneurs and how they built their empires. You'll find the do's and don'ts, the dilemmas and highlights of success, and Bernadette's whiz-bang personality will keep you entertained and inspired simultaneously.

We had a chit-chat with author and founder of CopySchool.com, Bernadette Schwerdt on her must-read book: *Secrets of Online Entrepreneurs*.

### Describe yourself in three words?

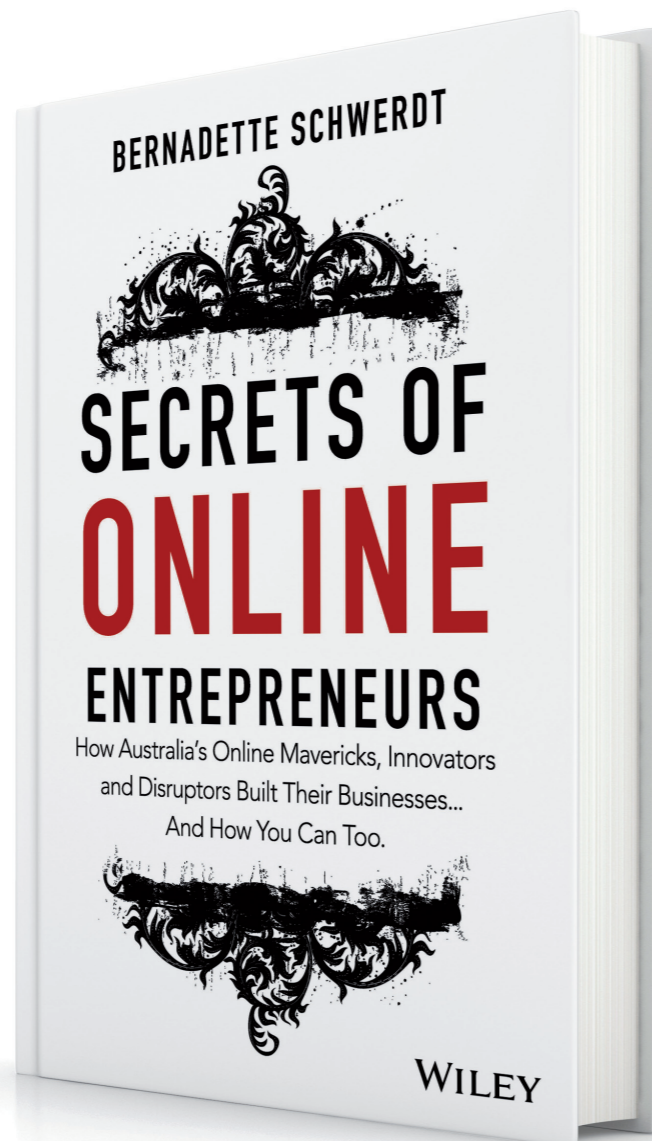
- Irreverent.
- Passionate
- Full of life.

### What do you love?

Despite describing myself as full of life, I love sleeping. I love my bed actually. I do my best work in bed! As a writer and marketer, I can work from home so bed is really where I love to be. Why be upright when you can be lying down is what I say. I also love my family and I love eating.

### Why did you write your book *Secrets of Online Entrepreneurs*?

Because I wanted a book that told Australian stories about businesses we can relate to. We all know the stories of the Mark Zuckerberg and Richard Branson but what about our own stories of those who built amazing businesses in their spare bedrooms? They are the stories I wanted to tell. I also wanted to write a book that shared practical



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insights on how they built their businesses – what website templates they used, what email programmes they used, what they spent on SEO, how they managed customer service when they have 300,000 customers – practical topics like that. I have an online business so I wrote the book that I would like to read.

### What was the greatest insight you gained from all the people you interviewed?

- That they just bumped into their businesses – they started with an idea, a website and it went from there.
- That they were really passionate about their topic and that this passion over rode any obstacles and setbacks.
- That they shared their ideas widely with everyone and anyone and that if we really want to test an idea and see if it has merit, we need to tell people about it without worrying that others will steal it.

### Has this been supportive to your own business endeavours?

Yes, I have been offered opportunities that I could not have imagined. A TEDx Talk is coming up. Keynote speeches are coming in by the bucketload. Invitations to conferences and round tables with leading business figures and politicians. All these incredible things have happened because of the book.

### Your book is very simple and supportive for online entrepreneurs in what initial things to factor in before launching their online business and the steps for the journey...Is it really that simple?

I believe that it really is simple to get a business up and running and that is what my book attempts to show.

What is tough is keeping it going, getting momentum, dealing with the setbacks, combatting the competitors – anyone can start something but can you finish it? That is the key.

### What does success mean to you?

Choice. I like to choose when I work and with who I work and success means to me the option to take up an opportunity and more importantly, to turn one down too.

### Do you think the market is oversaturated and you really need a niche to stand out?

Yes, we need to get really good at marketing ourselves and putting our unique stamp on our business so that we become the face of our business. If we can do that, no one can compete with us.