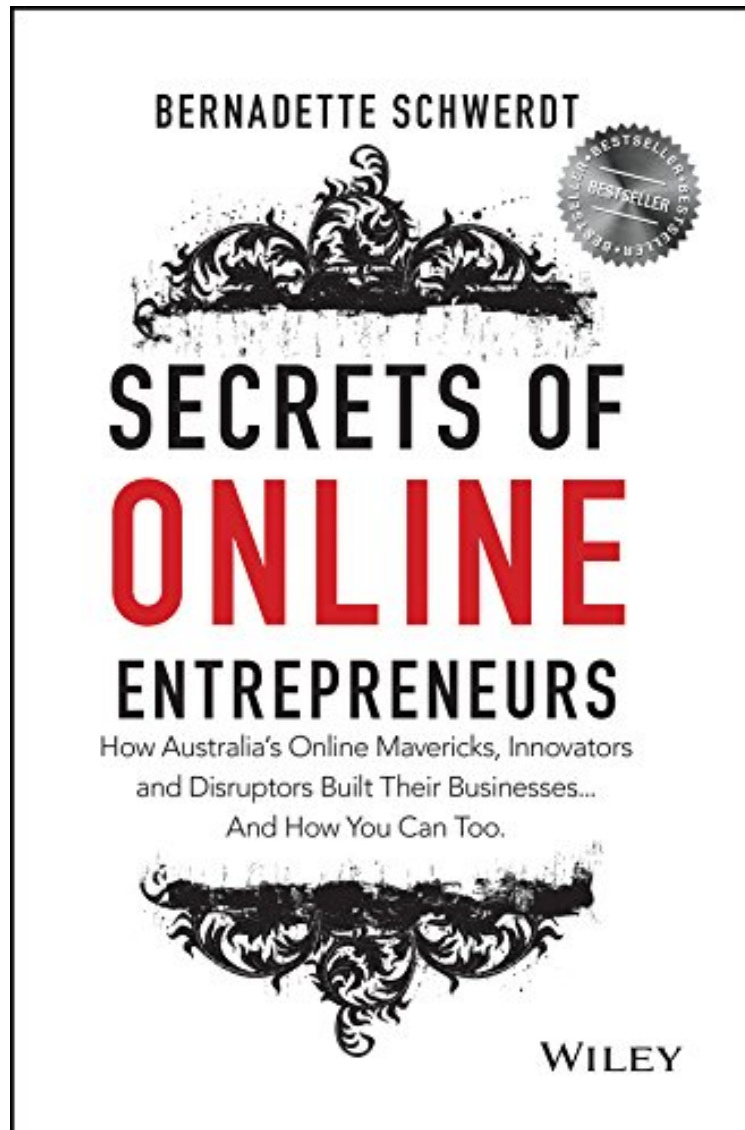


(Free) Secrets of Online Entrepreneurs: How Australia's Online Mavericks, Innovators and Disruptors Built Their Businesses ... And How You Can Too

# Secrets of Online Entrepreneurs: How Australia's Online Mavericks, Innovators and Disruptors Built Their Businesses ... And How You Can Too

*Bernadette Schwerdt*

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Discover the secrets of success behind Australia's top online businesses and maximise your own online potential  
Secrets of Online Entrepreneurs  
is the ultimate 'how to' guide for creating, building, and selling an online business. Packed with inspiring stories of how some of Australia's most successful online entrepreneurs built their businesses, these internet mavericks will reveal the secrets of their success and provide valuable insights into how anyone with a hobby, passion, or innovative business idea can take advantage of the vast opportunities that a global market now offers. Whether you want to build an online business from scratch or amplify your existing online presence, these hard-hitting interviews will give you the practical tools, tips, and strategies you need to fast-track your business idea and take it from concept to completion. You'll discover what industries are ready for disruption, how to spot a profitable niche, how to growth hack a database, why most online businesses fail, how to access a vast array of free tools to help you get your online idea off the ground, and much more. Most importantly, you'll discover why there's never been a better time to launch an online business. Discover the 7-step process for building an online business that will exponentially increase your likelihood of success Learn how to measure, test, and evaluate demand for an online product or service before you launch it Access the templates, cheat sheets, websites, and apps used by the entrepreneurs to build their businesses and learn how you can apply them to your business too. Don't miss this next wave of industry disruption. Get on board the internet express and snare a slice of the pie for what promises to be one of the most transformational times in business history.

From the Back Cover  
Secrets of Online Entrepreneurs is the ultimate how-to guide for creating, growing and selling an online business. Through in-depth interviews with many of Australia's greatest online entrepreneurs, author Bernadette Schwerdt reveals the secrets behind their success; what they did right, what they did wrong, what they would do differently, the challenges they faced and how you can achieve their success. You'll discover how to: create an epic online business using a proven 7-step process identify industries that are ready for disruption turn your favourite hobby or great idea into a lucrative business build your personal brand and gain media coverage generate global attention without leaving home monetise social media. Packed with useful tips, tools and techniques for setting up and maintaining an online business, Secrets of Online Entrepreneurs is a must-read for both budding and experienced entrepreneurs.  
About the Author  
BERNADETTE SCHWERDT is the director of the Australian School of Copywriting, an entrepreneur, an advertising copywriter, and a university lecturer. She is currently the executive producer and presenter of the online video series Secrets of Aussie Online Entrepreneurs as featured on The Age and The Sydney Morning Herald websites. Find out more at [www.bernadetteschwerdt.com.au](http://www.bernadetteschwerdt.com.au)