

Got a great business idea but not sure how to get it started?

According to Bernadette Schwerdt, you can turn your side hustle or hobby into an online business and make thousands overnight. Bernadette is living proof.

'I'm in bed, eating toast and drinking coffee, the baby is napping,' she says.

'I fire up the laptop to see how my new website is going. It's only been up for a day and to my delight, I discover that two people – one from Perth, the other from Brisbane – have purchased my home-study copywriting course, I realise I just made \$1600 overnight!'

Want to know how she did it? Follow these rules...

HOW DOES YOUR SCHEDULE LOOK?

According to Bernadette, if you are serious, you need to really decide why you want to make money in your pyjamas.

'Do you want to make money, have freedom or work from home to avoid the commute?' says Bernadette.

'This determines what you'll sell, how you sell it and how much time and money you'll invest in setting it up.'

FROM LITTLE THINGS, BIG THINGS GROW

As well as deciding what you will be selling, and for how much, it pays to do as much research as possible to investigate the demand.

'One quick way to check if your product has a market is to start small and sell your product offline before you start selling online,' says Bernadette.

'This may sound counter-intuitive, but it's how many of Australia's most successful entrepreneurs launched their start-ups.'

For example, Gabby Leibovich, co-founder of deals site Catch of the Day, started

off selling clothes and handbags at a suburban Melbourne market. The stall was so successful, he launched an eBay store, according to Bernadette.

'His start-up is now on track to being a billion-dollar business.'

WHEN SHOULD YOU GET STARTED?

Believe it not, now is one of the best times in history to start your own business, according to Bernadette. Why?

'Because it's never been cheaper, easier or quicker to launch your online presence. You can now build a website for free (or very low cost) using web-builders like Wix, Weebly or Squarespace,' she says.

'And to cap it off, you can advertise your product on Facebook and reach tens of thousands of potential customers for as little as \$10. Getting started has never been easier.'

MAKE EVEN MORE MONEY!

You have had some success and now people want to know how you got there! According to Bernadette, you can turn your special knowledge into an ebook, online course or webinar and create an info-product that people will pay for.

'It costs virtually nothing to make, except your time... [it's] pure profit,' she says.



AN EXPERT IN THE KNOW LET'S US IN ON HOW TO MAKE \$\$\$\$ FROM HOME

EASY WAYS TO MAKE MONEY IN YOUR PJS

CREATING A SUCCESSFUL BUSINESS IS ALL IN THE BUILDING!

Bernadette Schwerdt is the founder of the Australian School of Copywriting, and the author of How to Build an Online Business. Download your free chapter at atbernadetteschwerdt.com.au.

