

200

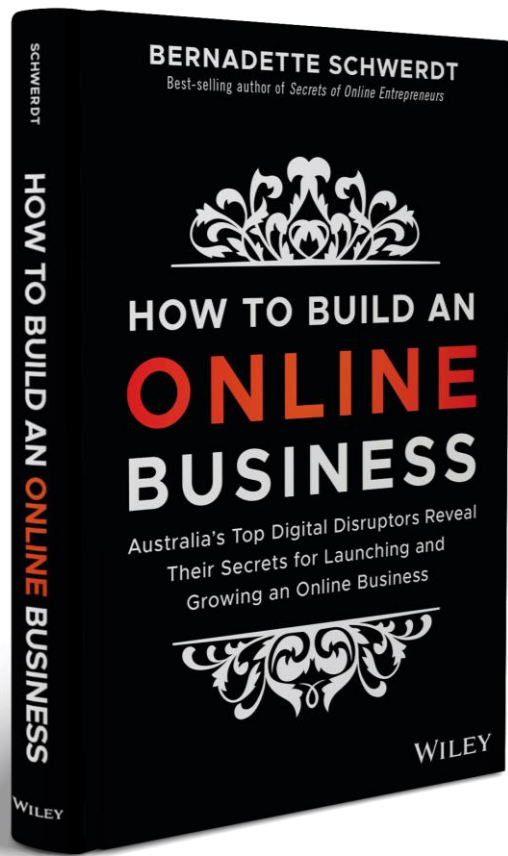
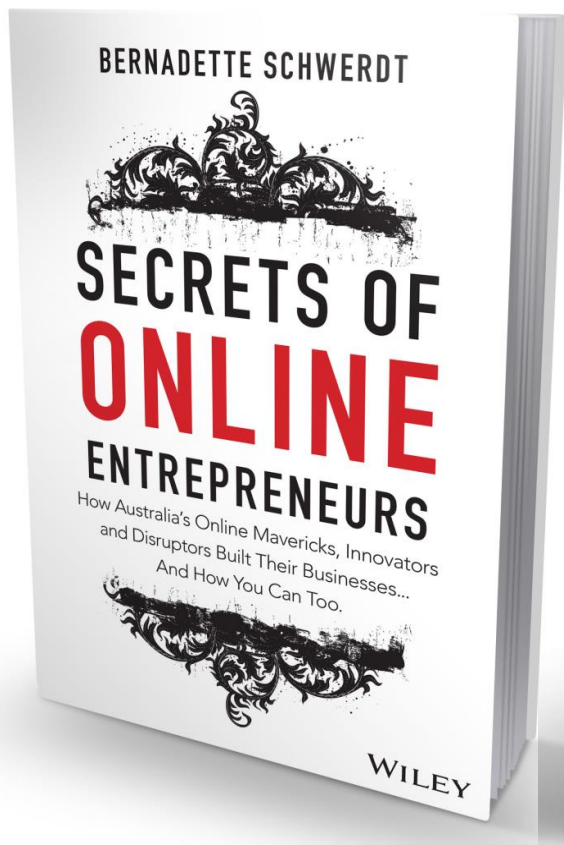
200 years proudly supporting Australia



The top 10 secrets of successful entrepreneurs

Presented by Bernadette Schwerdt







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booktopia

thankyou.™

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GET paid TO BE creative



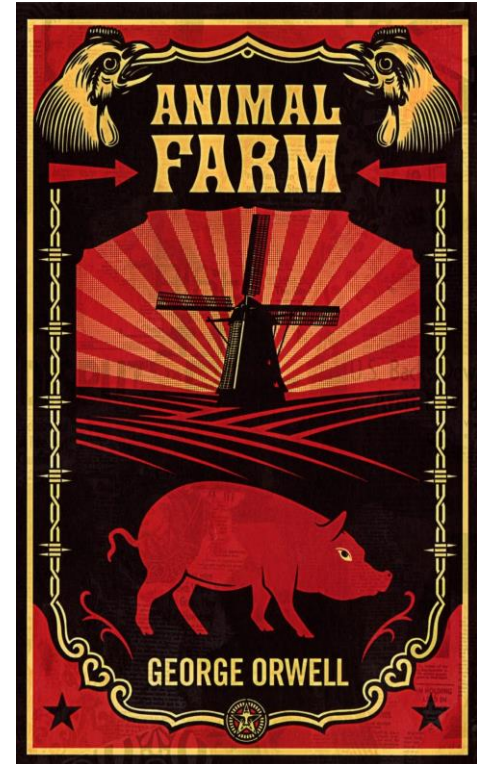
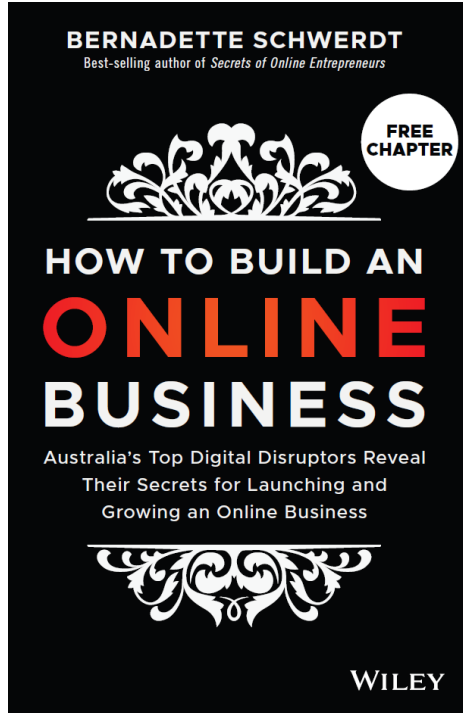
THE TOP 163 WAYS TO BECOME A HIGHLY PAID COPYWRITER

Your first name

Your email address



We are all online...



Shot of coffee



YOUR TURN



5 step process



The top 10 secrets for entrepreneurial success

They:

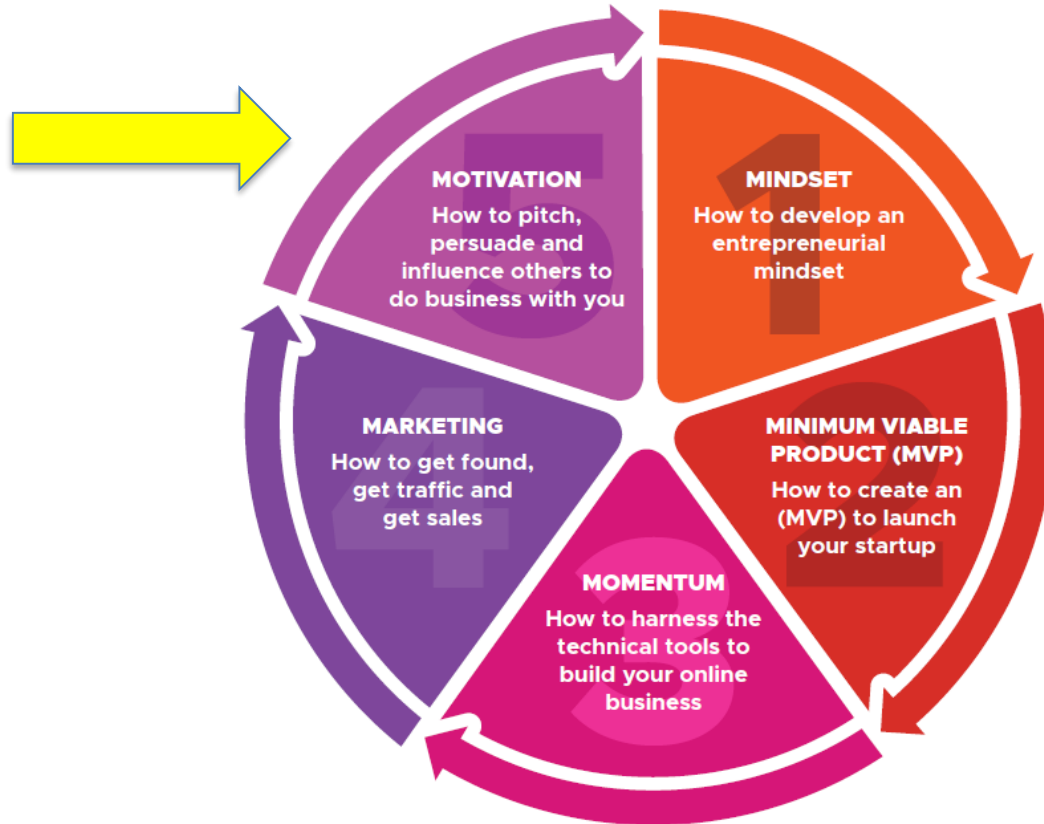
1. Enter awards
2. Trust their crazy ideas
3. Leverage the factors of disruption
4. Know their audience
5. Look ahead

The top 10 secrets for entrepreneurial success

They:

6. Know what business they're in
7. Know what problem they solve
8. Know their point of difference
9. Take action
10. Present well, and often

5 step process



1. Enter awards

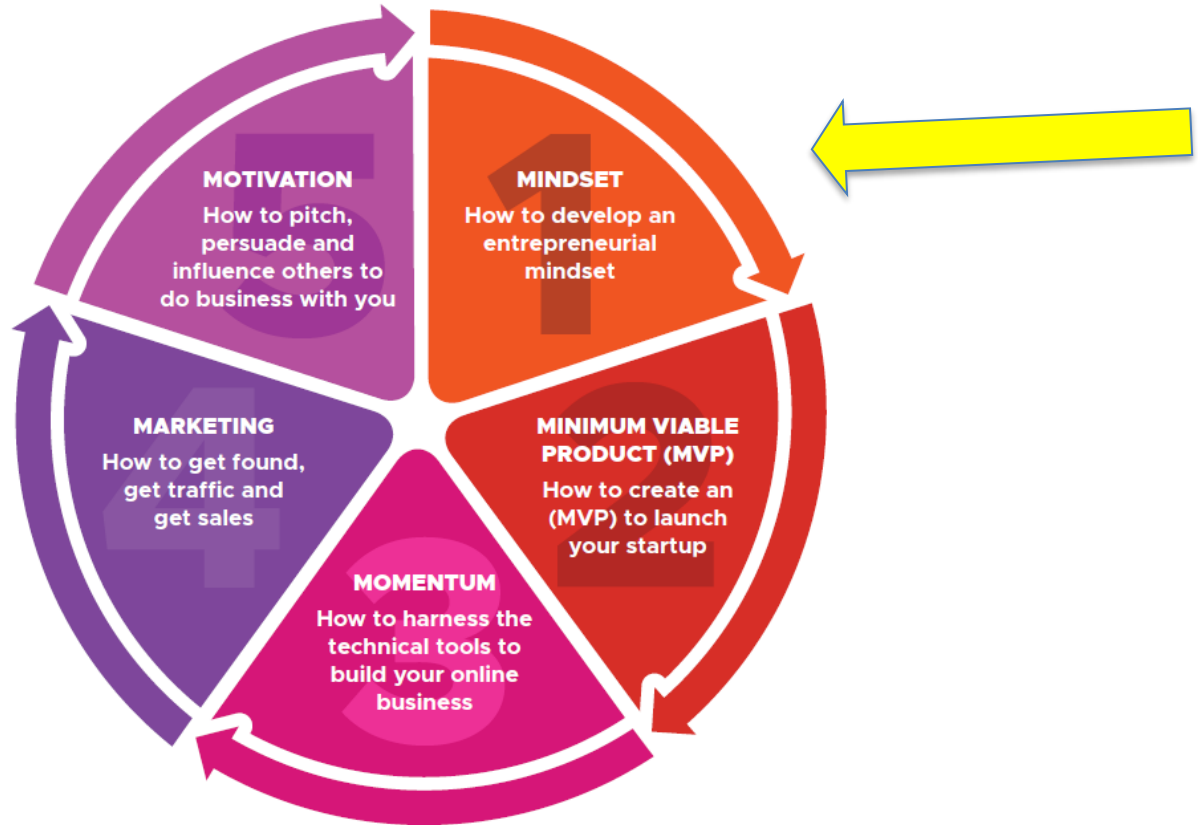


Why enter awards

booktopia



5 step process



2. Trust their crazy ideas



Crazy ideas are working

Company	Age (years)	2011 valuation	2014 valuation	Increase
Haier	30	\$19 billion	\$60 billion	3x
Valve	18	\$1.5 billion	\$4.5 billion	3x
Google	17	\$150 billion	\$400 billion	2.5x

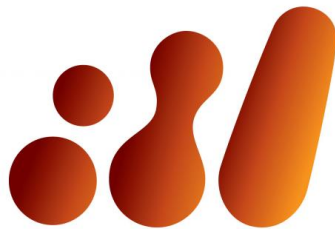
Crazy ideas are working

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Valve	18	\$1.5 billion	\$4.5 billion	3x
Google	17	\$150 billion	\$400 billion	2.5x
Uber	7	\$2 billion	\$17 billion	8.5x
Airbnb	6	\$2 billion	\$10 billion	5x
Github	6	\$500 million (est.)	\$7 billion	14x

Crazy ideas are working

Company	Age (years)	2011 valuation	2014 valuation	Increase
Haier	30	\$19 billion	\$60 billion	3x
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Uber	7	\$2 billion	\$17 billion	8.5x
Airbnb	6	\$2 billion	\$10 billion	5x
Github	6	\$500 million (est.)	\$7 billion	14x
Waze	6	\$25 million	\$1 billion (in 2013)	50x
Quirky	5	\$50 million	\$2 billion	40x
Snapchat	3	0	\$10 billion	10,000x +

\$38 Billion – Founded 1885



bhpbilliton

resourcing the future

Snapchat	3	0	\$10 billion	10,000x +
-----------------	---	---	--------------	-----------

2018 Valuation - \$28 billion
Equal to CBS Network

Australian disruptor

afterpay 

Founded 2014

Listed 2016 - \$215m

2018 Valuation - \$3 billion

Founder's personal stakes:
\$360m each

WHY IS THIS
HAPPENING?



WHY NOW?



3. Leverage the factors of disruption



5 step process



Four factors of disruption

1. Cloud

2. Big Data

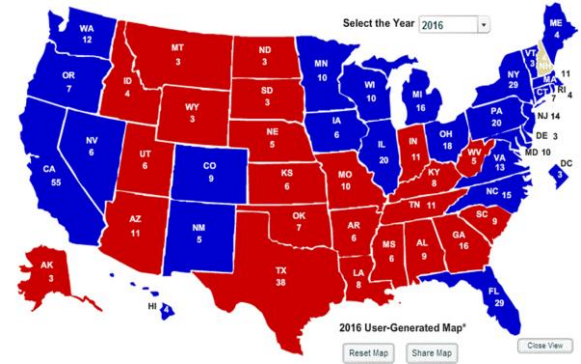
3. Social

4. Mobile



BRETBART **B**

ONE BILLION
PAGE VIEWS
SINCE JANUARY 1




TRUMP
MAKE AMERICA GREAT AGAIN!

Donald J. Trump 
@realDonaldTrump

The official Twitter profile for Donald Trump
[youtube.com/DonaldTrump](https://www.youtube.com/DonaldTrump)
[facebook.com/DonaldTrump](https://www.facebook.com/DonaldTrump)

New York, NY

TWEETS 27K FOLLOWING 45 FOLLOWERS 3.36M FAVORITES 55

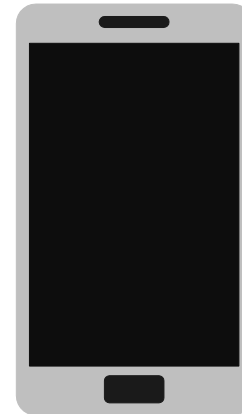
Following

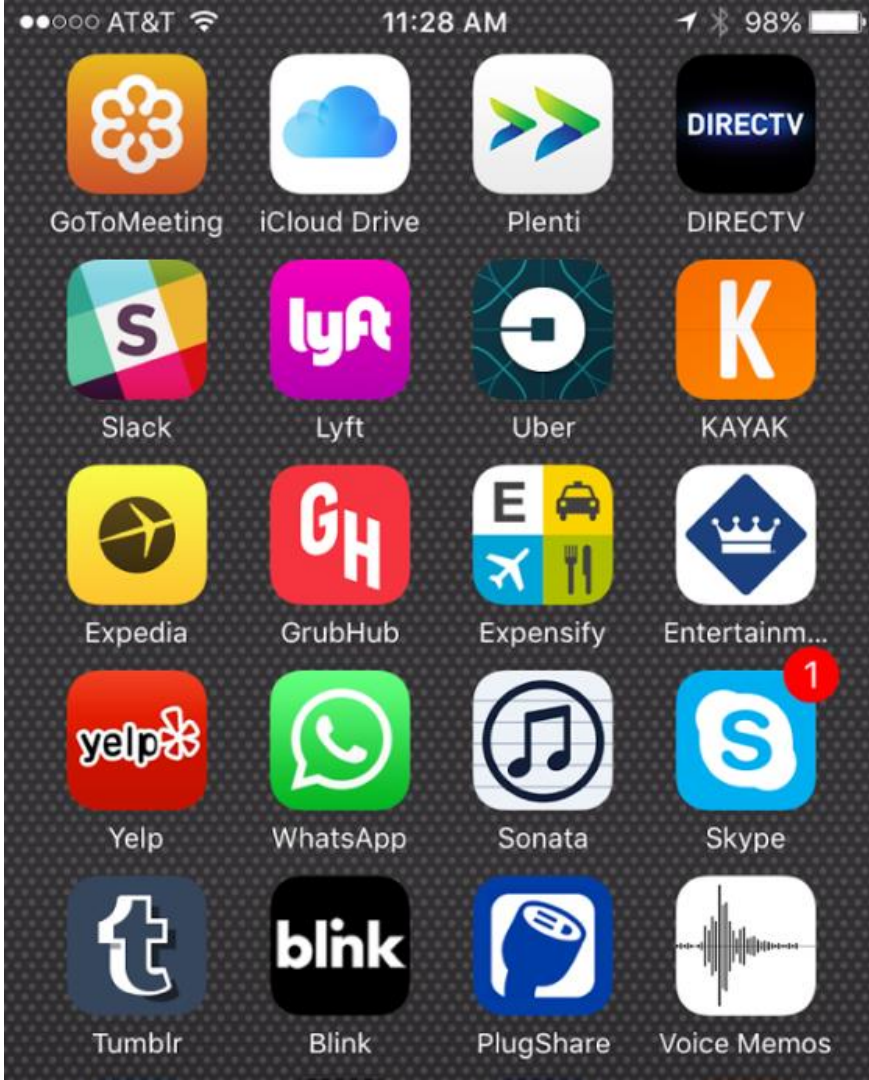
Tweets Tweets & replies Photos & videos

Donald J. Trump retweeted

David Pollock @David360NC · 3h
@NewDay @MichaelCohen212 @WhiteHouse @AlisynCamerota
Donald Trump gives us Hope. We support Trump in NC.

111 252



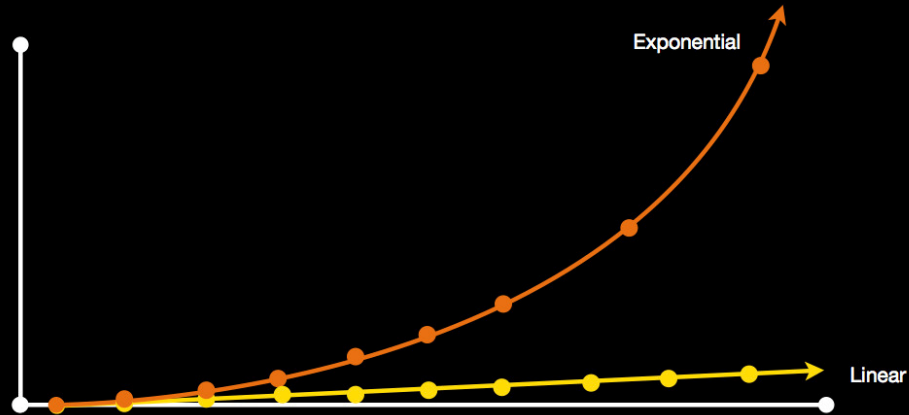


Exponential organisations

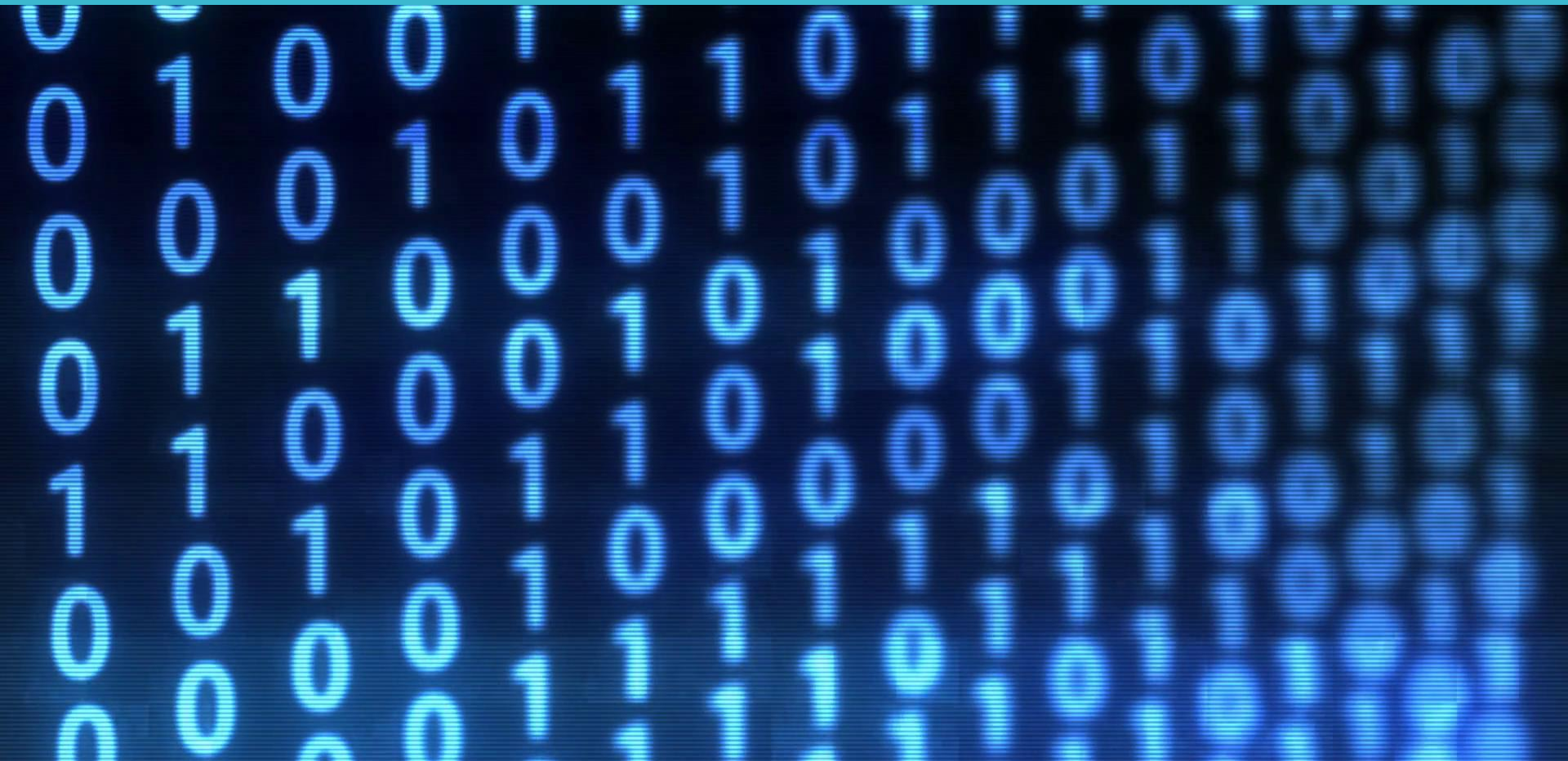
&

Our blind spot comes from the fact that we have lived in a linear world.

But today's changes are exponential.



What do they all have in common?



Exponential growth: information-based

- Information/software is their currency:
 - LinkedIn
 - Facebook
 - Instagram
 - Canva
 - Afterpay
 - Atlassian

What tools are used to increase usage?



Gamification elements

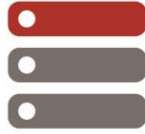
7 Core Game Mechanics



Badges



Levels



Leaderboards



Progress Bar



Virtual Currency



Awards,
Trading
and Gifting



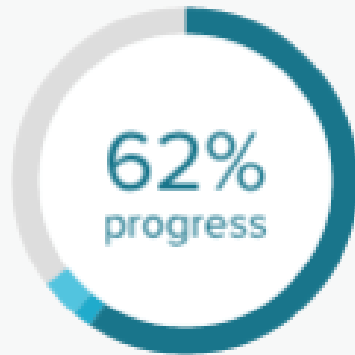
Challenges
between Users



Khan Academy badges

7th grade (U.S.)

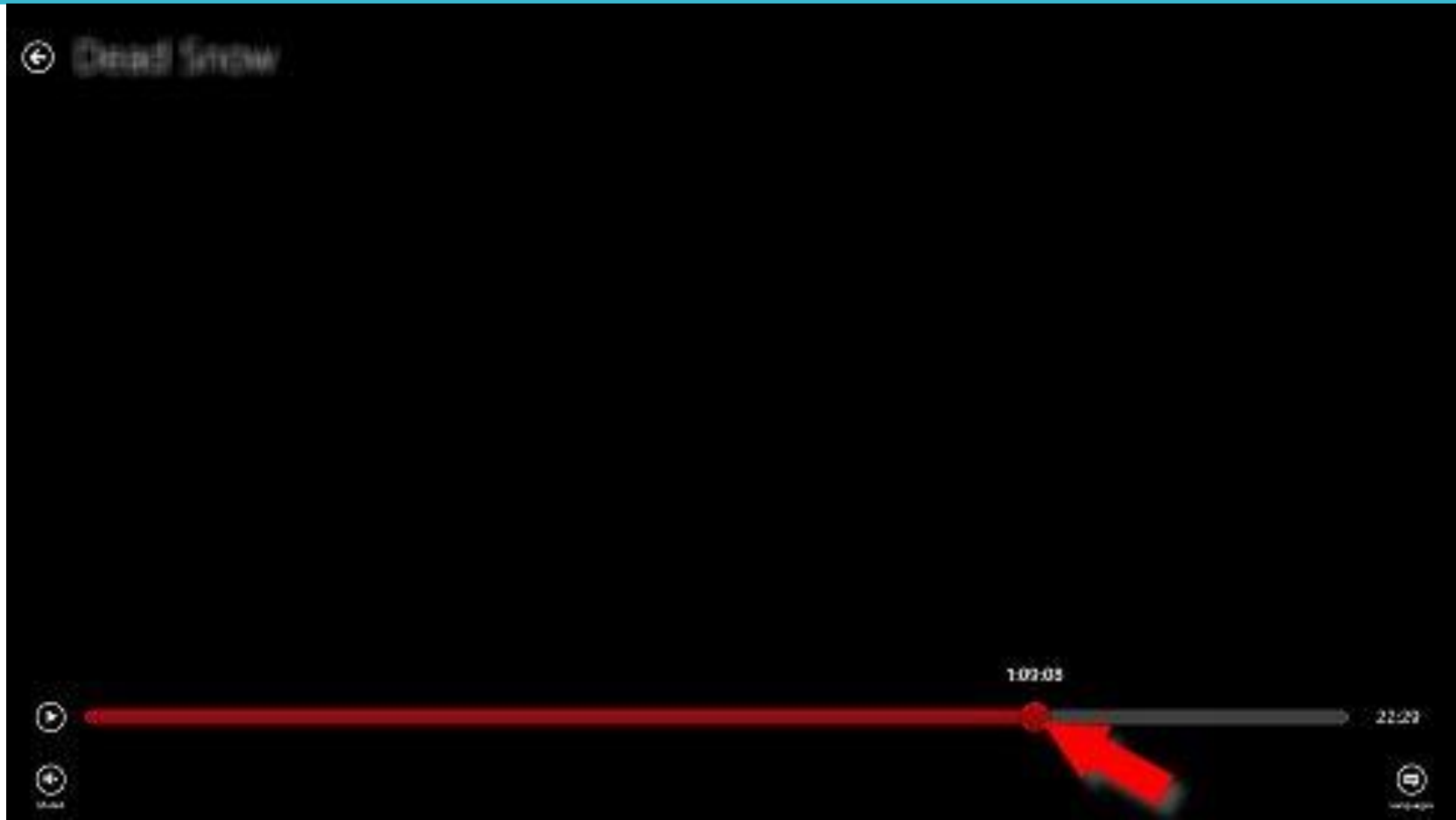
MISSION PROGRESS



- 64 skills mastered
- 2 skills level two
- 4 skills level one
- 0 skills practiced
- 38 skills not started

[Show all skills](#)

Netflix progress bar



Lendi's gamified experience

What is the expected purchase price?

Your best guess is OK

How much deposit do you have?

[Back](#)

What best describes your home buying situation?

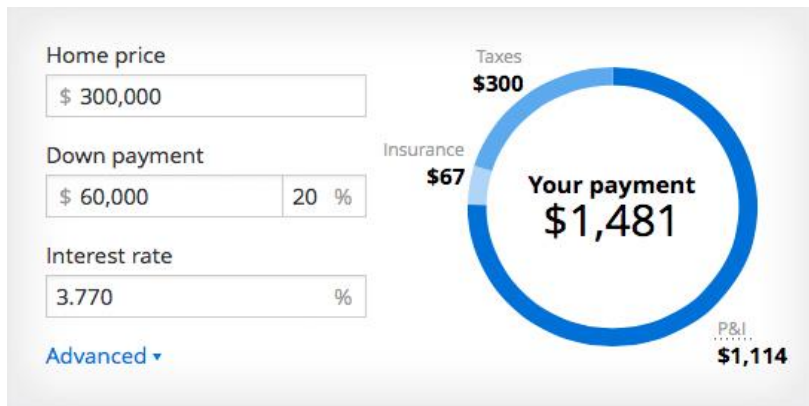
Ready to or just made an offer

Actively looking for a home

Plan to buy in 6 months or so

Just exploring loan options

Quizzes & calculators – gamified elements



Which Mortgage Loan is Right for Me?

Take this quiz to find out which mortgage loan fits best with your needs.

FREE QUIZ »

Which Mortgage Loan is Right for Me?

finder Search

Money Insurance Energy Tech & Telco Shopping Travel **Free Credit Score**

Improve your score Get your credit file Bad Credit How a good credit score helps **24x** Exclus

Lenders know your credit score, so why shouldn't you?

Get your credit score and comprehensive report now for free.

Get started

Your Credit Report
Information provided by Experian

700
AS AT 12 MARCH
GOOD

Score	Rating
700	GOOD

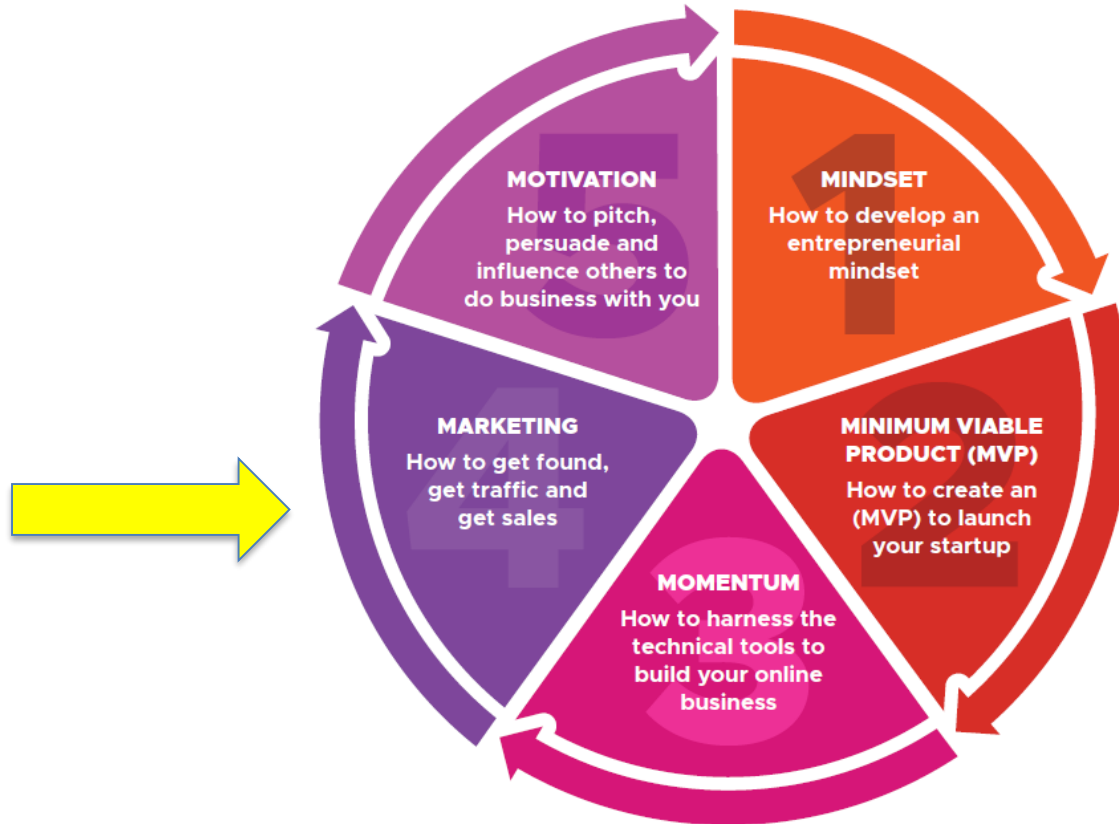
Unsure where to begin?

Take our 30 second quiz to find out if an SMSF may be right for you.

4. Know their audience



5 step process



Know your audience

- Customer Avatar
- User Persona
- Target Market
- Audience Segment

Know your audience

- Pick one product/service for today
- Visualise ONE target market for that product/service
- 80/20
 - Most profitable
 - Easiest to reach
 - Fill out the Customer Avatar Sheet

Know your audience: pick a product/service

Customer Avatar



Name: _____

Gender: _____

Age: _____

Lives: _____

Studies: _____

Job: _____

Country of birth: _____

Income: _____

Married/single/other: _____

Languages spoken: _____

Favourite TV show: _____

Favourite social platforms:

1. _____

2. _____

3. _____

Book last read:

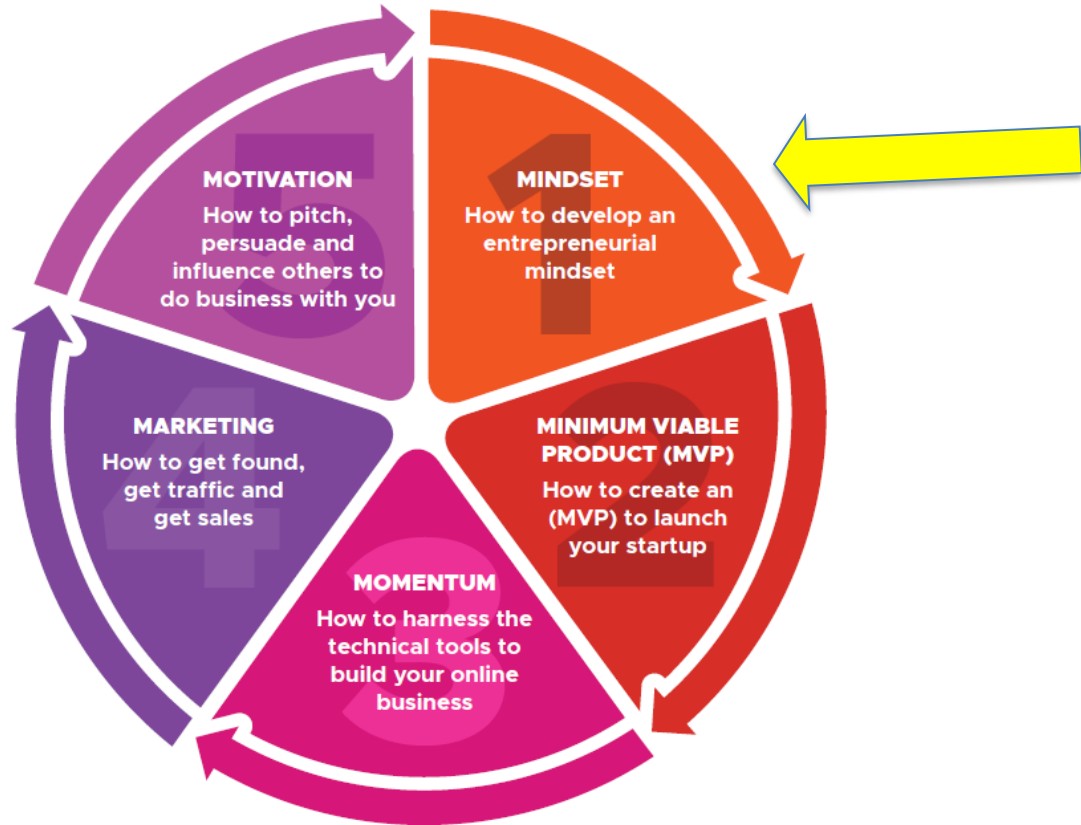
YOUR TURN



5. Look ahead



5 step process



a) Depth of vision









Consequences of not looking ahead

Kathy Cocovski replaces Tom Krulis as Godfreys CEO

THE AUSTRALIAN | JANUARY 14, 2018 12:00AM



SAVE



[Kylar Loussikian](#)

Journalist
Sydney

Follow @koussikian



Tom Krulis has lost his role as chief executive of Godfreys after a poor profit result. Picture: Carmelo Bazzano.

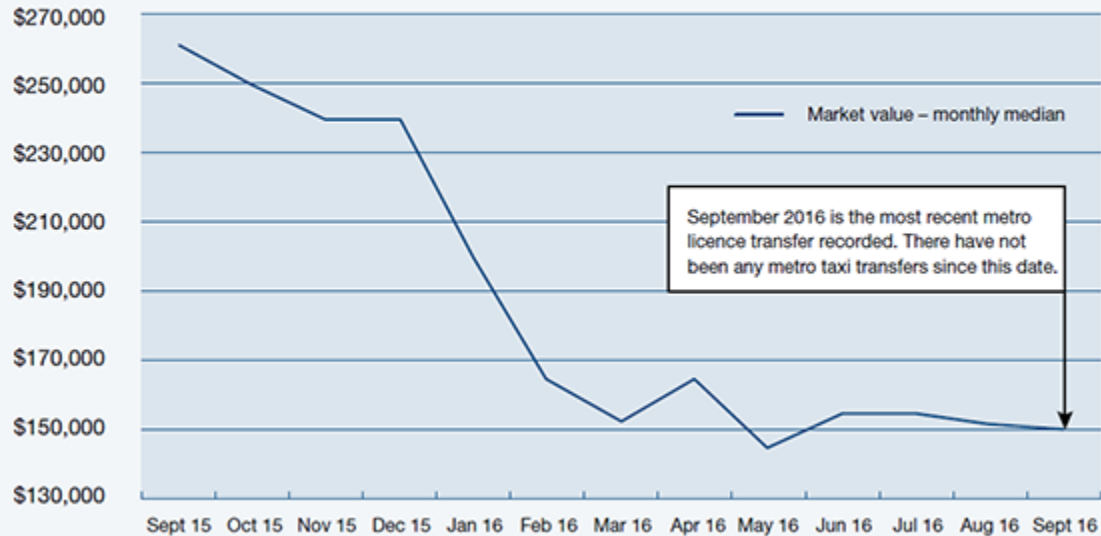
“Godfrey’s chairman Rod Walker blamed the poor result on the company’s inability to pick a market shift in favour of stick vac-style products, and away from traditional vacuum cleaners.”

- The Australian

Consequences of not looking ahead

1 September 2015 – 30 April 2017

Metropolitan taxi-cab licence transfer prices – monthly median



Beauty on Rose: Beautician

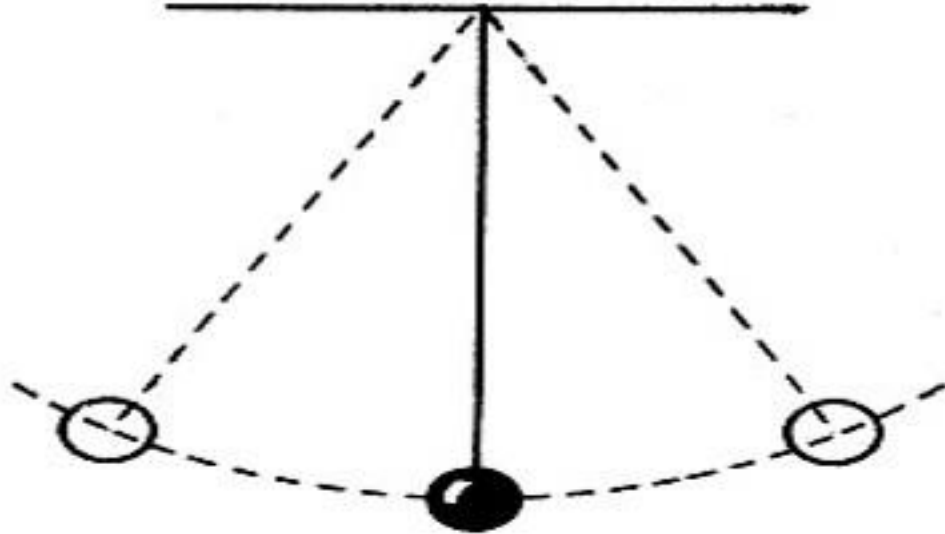


b) Track the trends



Find the opposite of what there's a lot of

Pendulum



Noise



Mindfulness



McMansions



Tiny Houses



Mass marketing

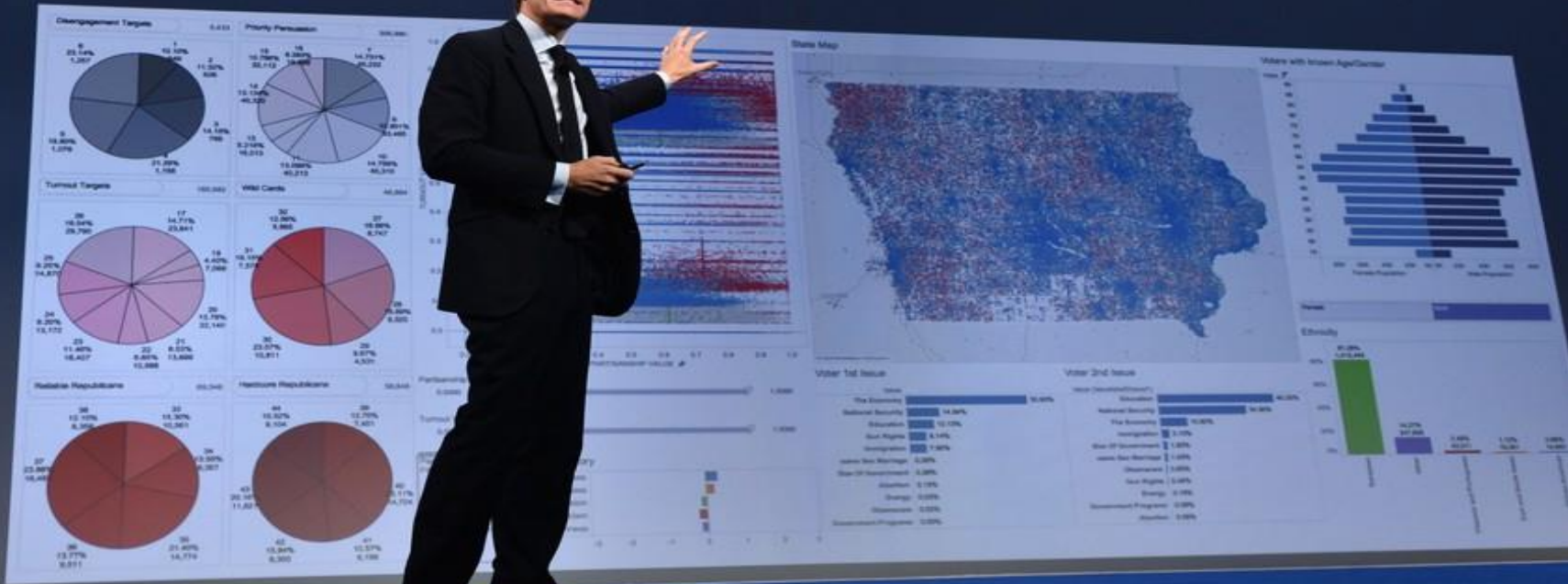


Mass personalisation



Hyper-niche marketing

Iowa Caucus



Google Trends

Google Trends

United States

Explore what the world
is searching

Enter a search term or a topic



Or start with an example

HIDE

● Taylor Swift ● Kim Kardashian



Interest by subregion, Past 7 days, United States

● FIFA World Cup



Interest by region, Past 7 days, Worldwide

● Football ● American football



Interest by subregion, 2004 - present, United States

Compare words for popularity

Google Trends

Compare

● mindfulness
Search term

● meditation
Search term

+ Add comparison

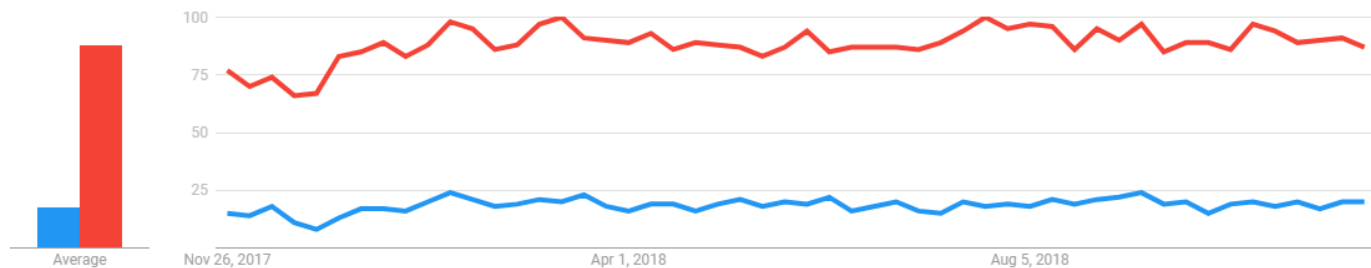
Australia ▾

Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time ?



'Must-have' tools



Google Analytics



Google

Search Console

Think niche

A green road sign with the word "Niche" written in white, set against a blue sky with clouds. The sign is tilted and mounted on a metal post.

Niche

Top 10 online niche hotspots

1. Organic and vegan products
2. Pet care and pet products
3. Mindfulness for corporates
4. Composting and recycling
5. Ethical investing
6. Fair trade and sustainability
7. Repairing and sharing (from clothes and computers to toasters and toys)
8. Older women (+ 55)
9. Subscription models (from software to shavers to socks)
10. Marketplaces (for anything) that connects buyers and sellers

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10. Marketplaces (for anything) that connects buyers and sellers

Vegan vs Salami

- Vegan Festival – 2nd year, 20,000 people
- Salami Festival – 8th year, 1200 people

Organic foods

The Amazon logo, featuring the word "amazon" in a bold, lowercase, black sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'z'.The Whole Foods Market logo, consisting of the words "WHOLE" and "FOODS" stacked vertically in a large, bold, black serif font. The letter 'O' in "WHOLE" has a stylized bird-like flourish above it. Below "FOODS" is a black horizontal bar with the word "MARKET" in white, uppercase, sans-serif letters.

\$13.7 billion USD

Vegan foods



Animals are a new target market

An advertisement for dog diabetes awareness. It features a brown and white speckled dog lying down on the left. To the right, a hand holds a blue digital glucose meter displaying '6.5'. Further right is a syringe and a small white vial labeled 'Insulin 10 ml'. The background is a solid orange color. At the bottom, a dark grey banner contains the text 'IS YOUR DOG AT RISK FOR DIABETES? SPOT THE EARLY SIGNS' in white, bold, uppercase letters. In the bottom left corner of the banner is the 'DNM Diabetes' logo.

**IS YOUR DOG AT RISK FOR DIABETES?
SPOT THE EARLY SIGNS**

DNM Diabetes

Animals are a new target market

ANIMAL ACUPUNCTURE

Getting to the Root of the Problem



- Animal Acupuncture
- Post-Operative Physical Therapy and Rehabilitation
- Sports Conditioning
- Pain Management
- Nutritional Counseling
- Vaccine Titrers
- Chinese Herbs
- Animal Chiropractic



5147 South Harvard Avenue, Suite C • Tulsa, Oklahoma 74135
(918) 728-2351



Paradise 4 Paws

YOUR TURN



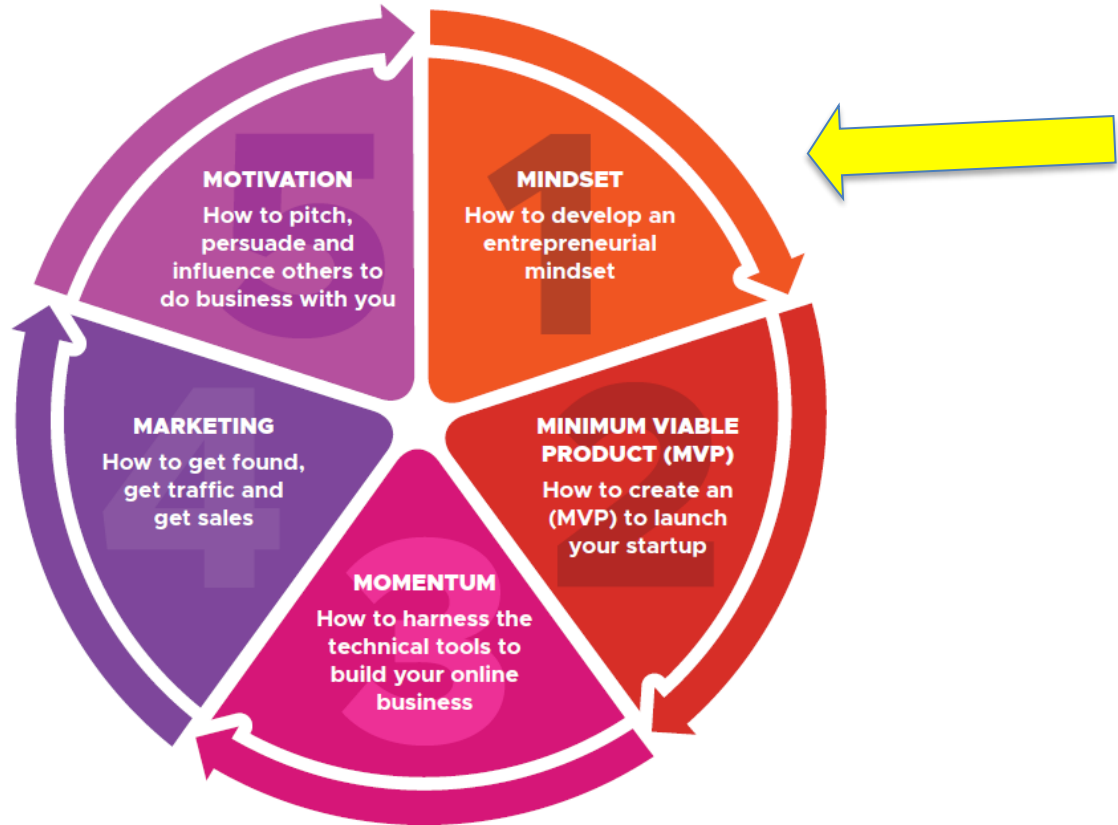
Trends, niche, depth of vision

- What trends will impact you?
 - Threats/opportunities
- What new niche could you service?
- What new services or products could you create to cater for this market?

6. Know what business they're in



5 step process



What business are you in?



AUSTRALIA



POST

Travel insurance

Travel Insurance

Combined Financial Services Guide
and Product Disclosure Statement

Effective 01 October 2011

- Money Back Guarantee
(up to 15 days from purchase - See page 4)
- 24hr Emergency Assistance
- Overseas Medical and Dental
- Trip Cancellation and
Amendment Cover*
- Luggage Loss
- Rental Car Insurance Excess*

*Notable at the time of issue (Change cover if you wish)



For a quote, call 1300 728 015
or visit www.post.com.au/travelinsurance

POST

For a quote, call 1300 728 015
or visit www.post.com.au/travelinsurance

See notes on reverse for details and conditions of cover. Product of ANZ.

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美白 抗皱 抗老化

—— 来自澳洲的青春弹簧 ——

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去黑头 深层洁面 
满2减10元 满3减20元



澳洲进口 纯天然手工皂

Quiz: 5 of the richest men in world are...

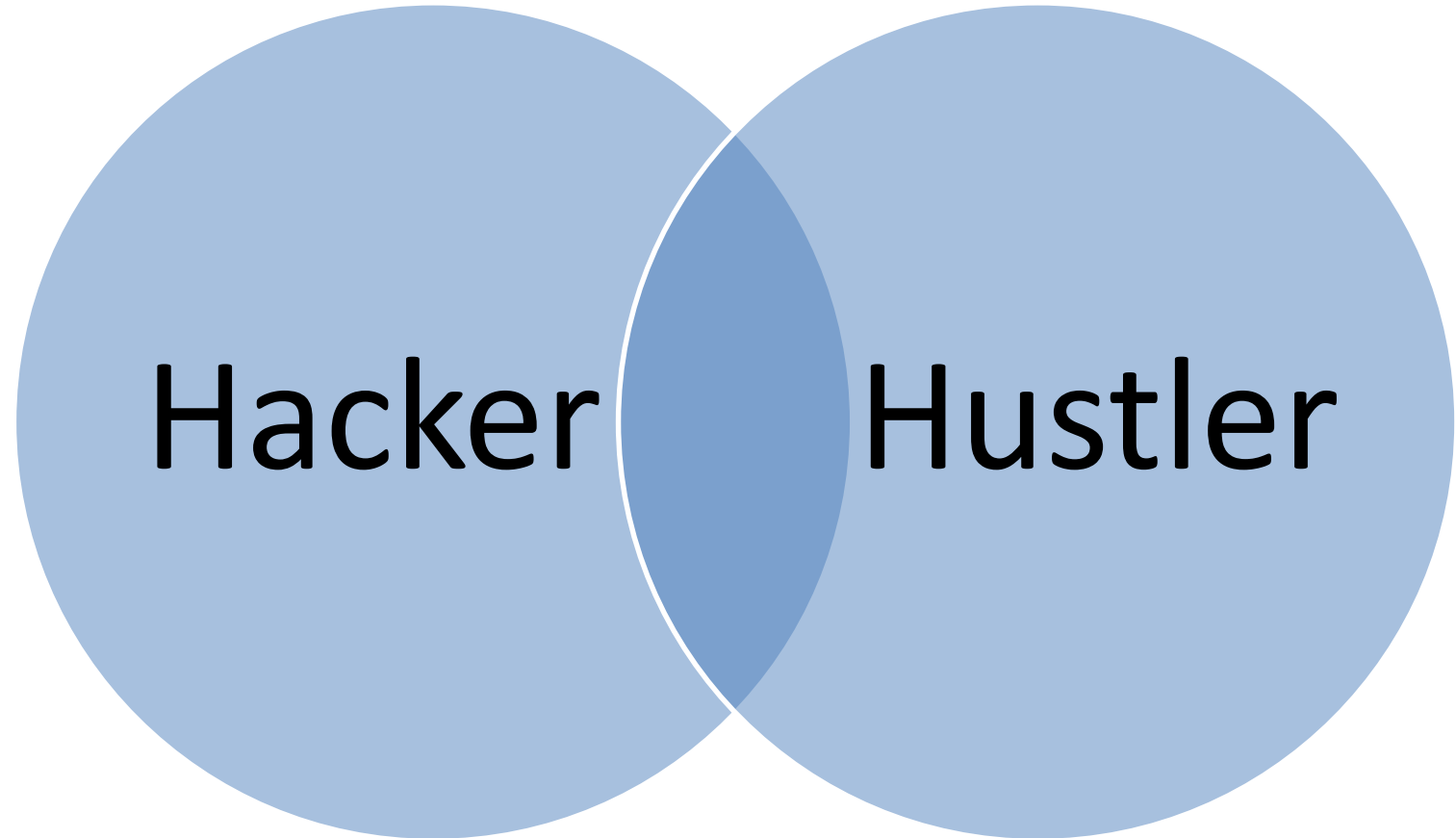
- Bill Gates
- Jeff Bezos
- Mark Zuckerberg
- Carlos Slim
- Michael Bloomberg

What business are you in?

VINOmofO

GOOD VINO. REAL MOFOS. EPIC DEALS.

Collaboration



Hacker

Hustler

Quiz: 5 of the richest men in world are...

- Bill Gates
- Jeff Bezos
- Mark Zuckerberg
- Carlos Slim
- Michael Bloomberg

What business are you in?

Appliances Online - John Winning

Packaging – design business

Pay per click (PPC) – SEM business

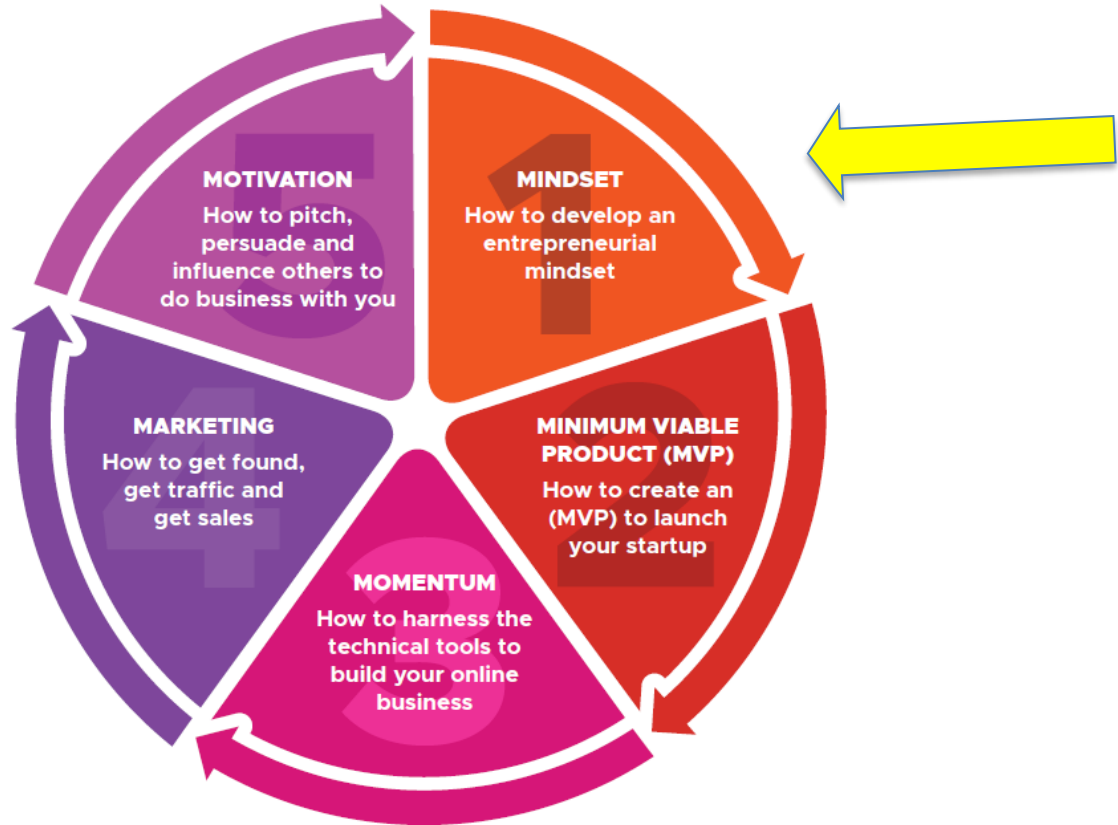
Web development – UX business

Customer calls – Telemarketing business

7. Know what problem they solve



5 step process





What problem is yet to be solved?





GOOD IDEAS
GONE?



UBER



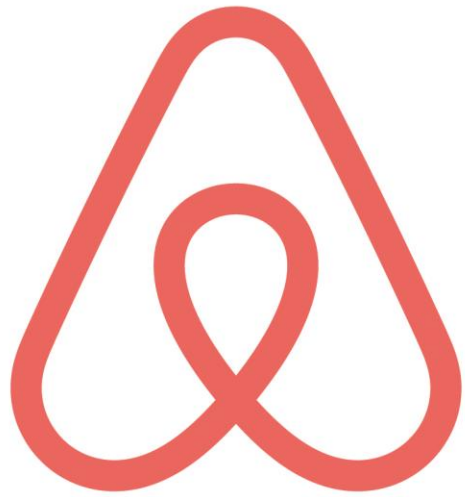
shebah

U B E R



H&R BLOCK[®]

TAX ACCOUNTANTS



airbnb



Your Personal Airbnb Property Manager.

 LET'S GET STARTED



Meet Rentinglock. Your new smart lock.



Generate key in one click

Use our website to send generated code to your tenant

Most secure technology

You are secured with the latest coding and can also track when someone used the code. It's 3 times more secure than your credit card.

No Wi-Fi needed

Our technology is resistant to lack of electricity and Wi-Fi network.

Save your time & money

Save time and focus on quality of your services to generate money.

Control from anywhere

Manage keys to your apartments from laptop or smartphone.

WHAT QUESTIONS REVEAL
THOSE UNMET NEEDS?



Innovation arises out of unresolved needs

- Wouldn't it be great if...
- I wish...
- It would be cool if...

What do you ask?

**WOULDN'T IT BE
GREAT IF....**

What am I?

- Wouldn't it be great if...
- We could take a photo, see it for 10 seconds and delete it!



What am I?

- Wouldn't it be great if...
- I could raise money directly for someone
close to me



The World's #1 Personal Fundraising Website

What am I?

- Wouldn't it be great if...
- The vet could come to my house instead of taking our pet to them

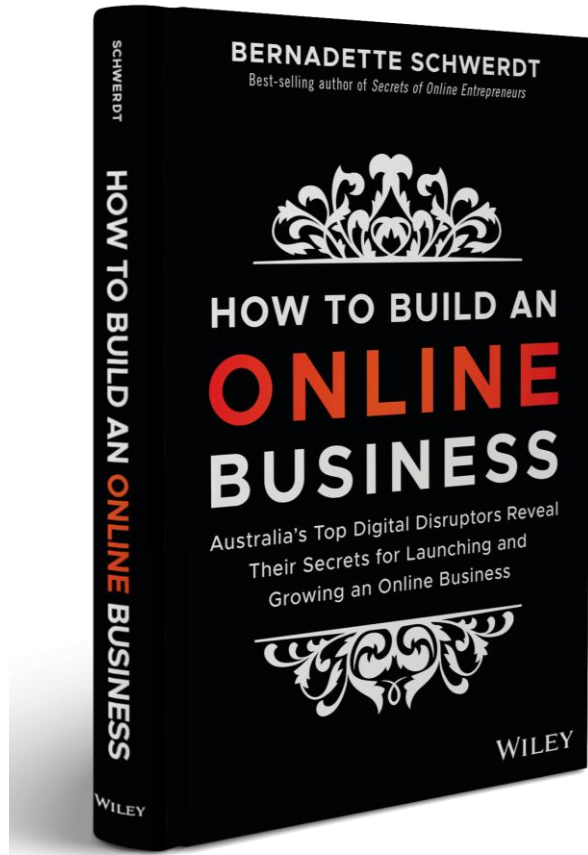
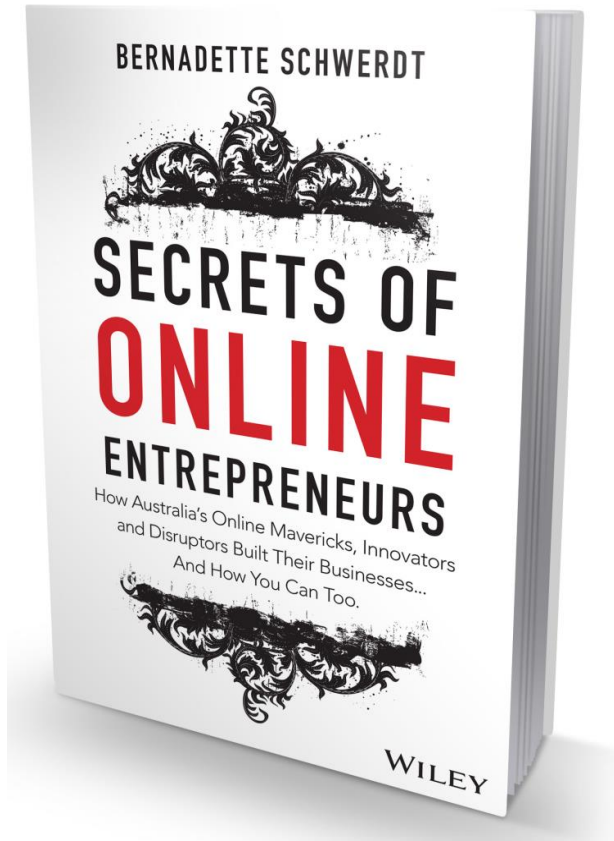


Vets On Call

Quality Care. Anytime. Anywhere

What am I?

- Wouldn't it be great if...
- We could read exactly what tools and processes Australia's top disruptors used to build their online businesses?



Academic English

- Wouldn't it be great if...

YOUR TURN



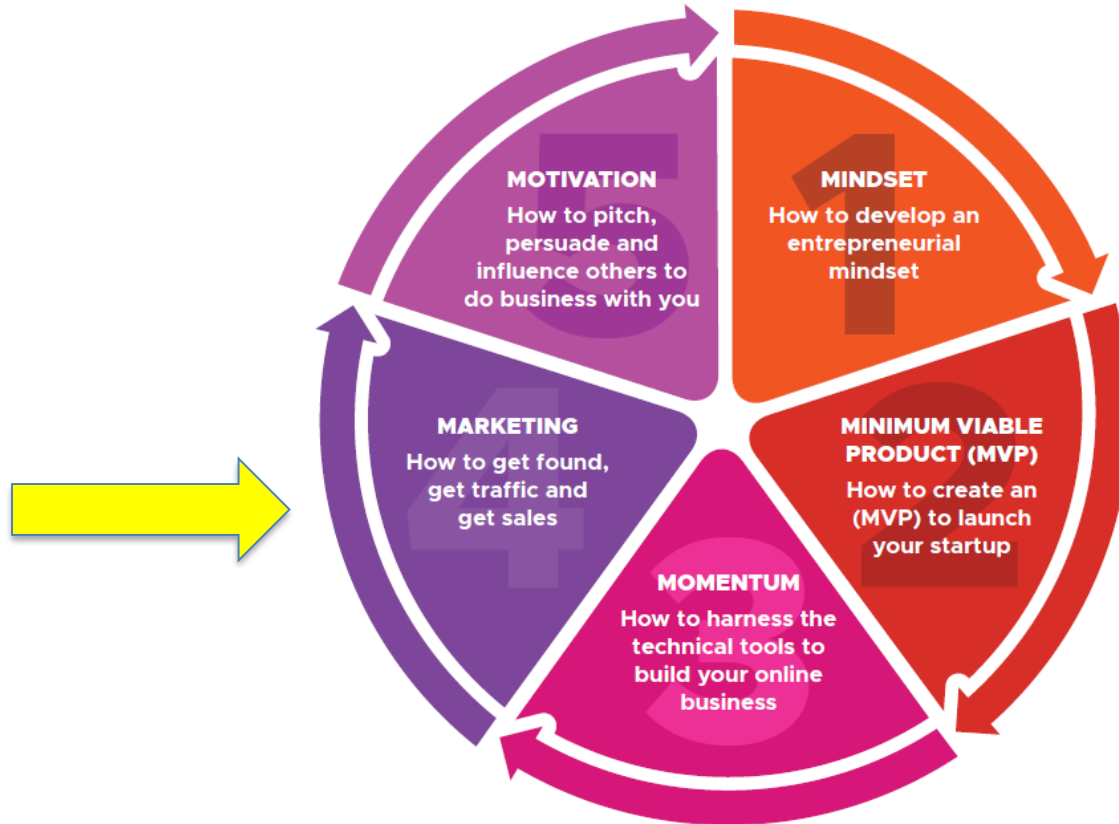
Your turn

- Or walk a mile in your customer's shoes – ask them to complete this sentence:
 - Wouldn't it be great if...?
- OR ask them...
- Buy your client/s a cup of coffee
- Hold a small focus group

8. Know their point of difference



5 step process



Know your point of difference



Tech-enabled differentiation:

Recommendation Engines:

- Barilliance
- Nosto

Dynamic Pricing:

- Skuuudle
- Price2Spy

Heat map testing –

- Crazy Egg
- Hotjar

Point of difference: make it quick



Point of difference: make it easy



SHOP BY VALUES



Organic



Gluten Free



Vegan



Paleo



Raw



Palm Oil Free



BPA Free

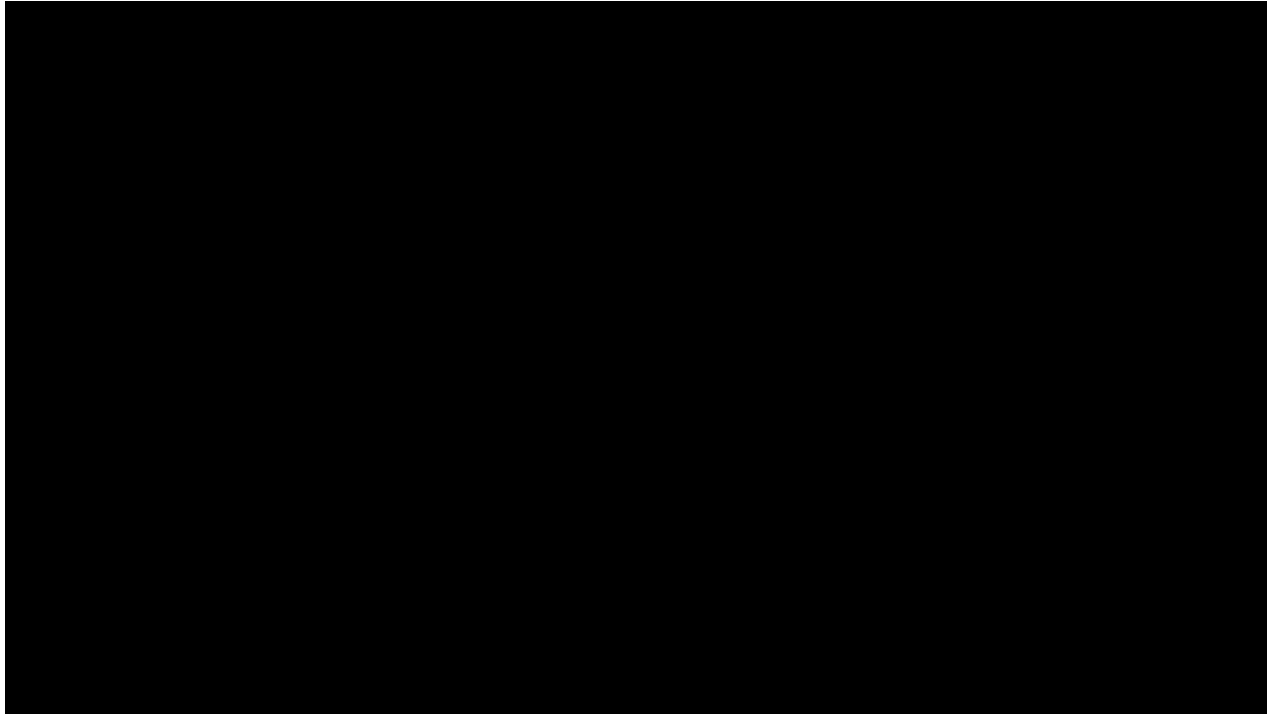


SLS Free

Point of difference: make a difference

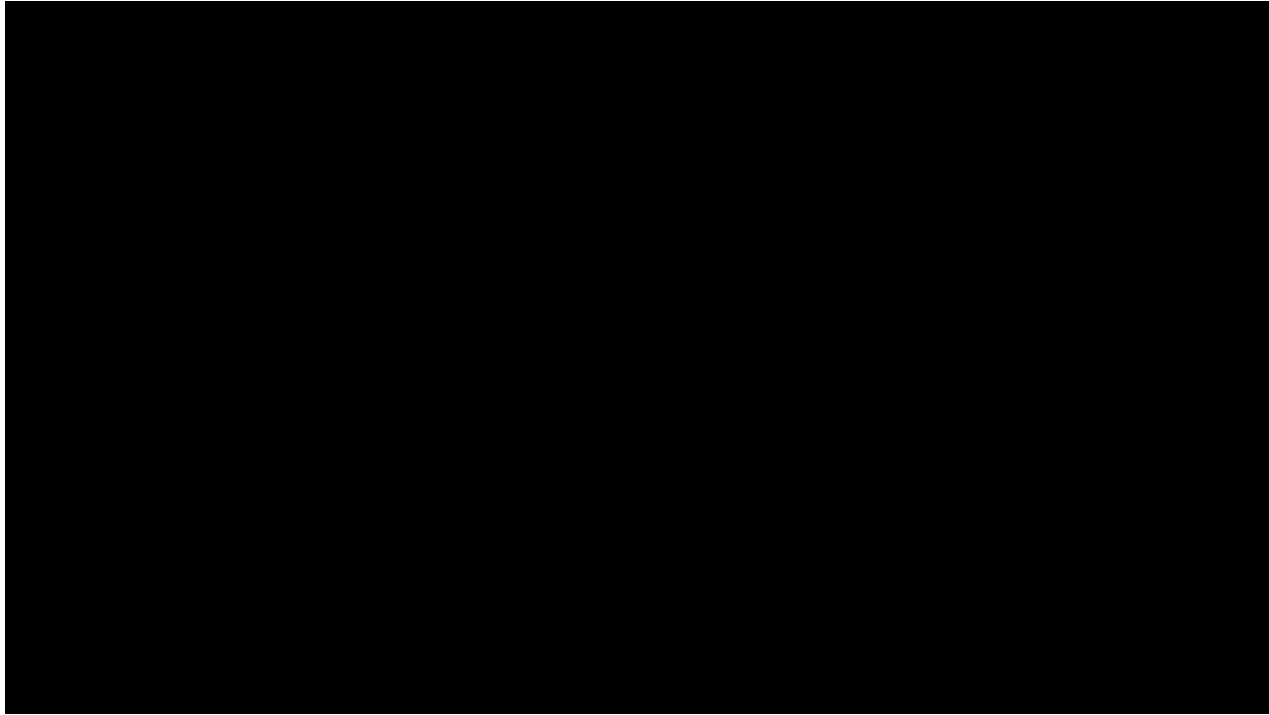


Point of difference: make it unique



OUWENS CASSERLY
REAL ESTATE

Point of difference: Make it unique



Point of difference: make it fairly



Point of difference: make it cheap

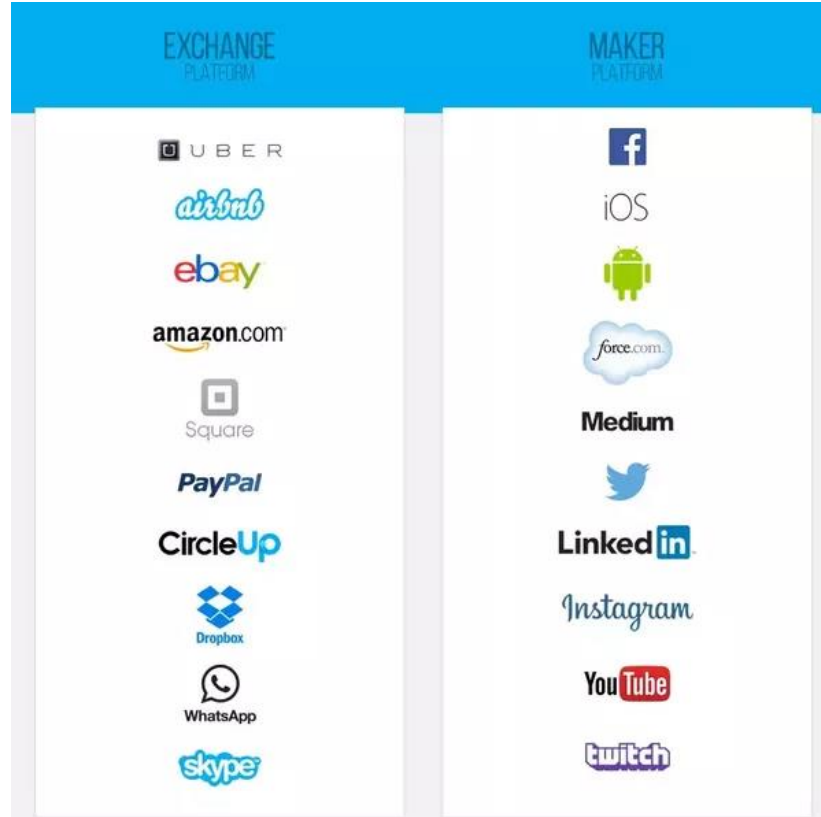


Point of difference: make it a subscription



DOLLAR SHAVE CLUB

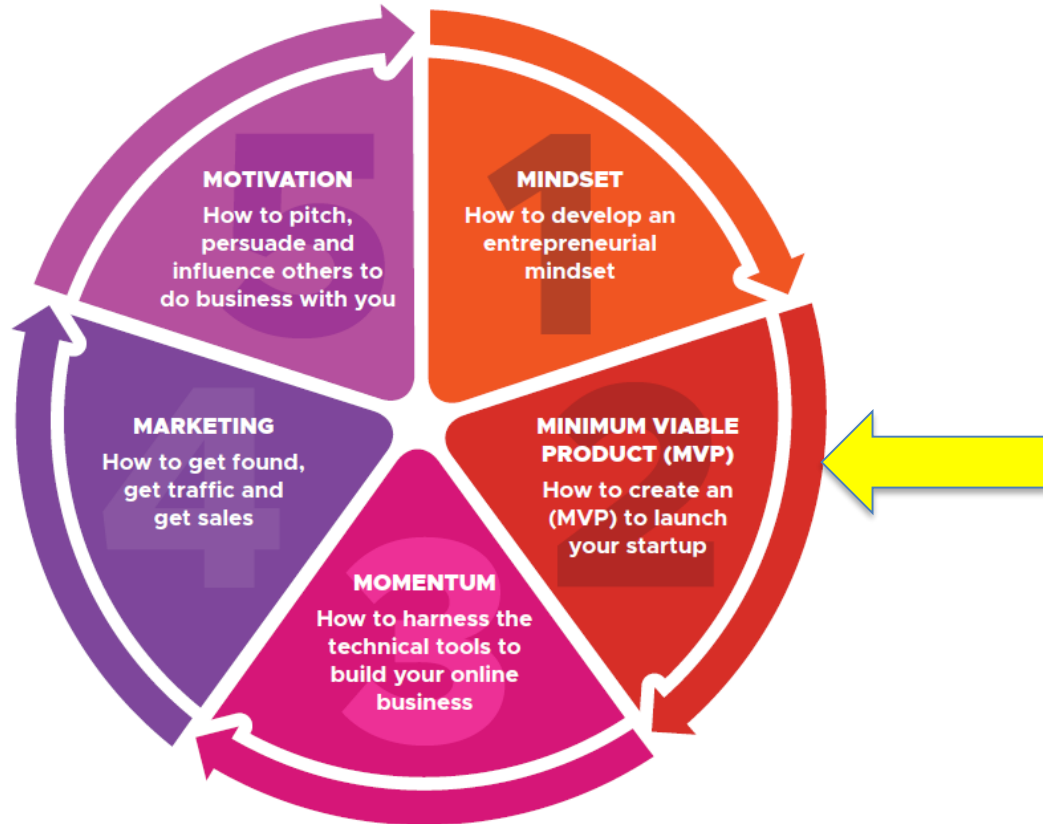
Point of difference: be the marketplace



9. Take action



5 step process



Co-founder of LinkedIn



Reid Hoffman 

@reidhoffman

[Follow](#)



You may have heard me say: If you're not embarrassed by the first version of your product, you've launched too late

a) Launch a Minimum Viable Product



(minimum viable product)



(product)

b) Start small



c) Pivot - Iterate



booktopia



SEO Company
Convert your hits into leads



d) Choose an MVP

Video

Flier

App

Web page

Prototype

Slide deck

eBook

Landing
page

e) Ask better questions



**SECRETS OF
ONLINE
ENTREPRENEURS**

**Want To Know How Australia's Top
Online Entrepreneurs Got Started?**

So Did We. That's Why We Went And Interviewed Them.
Discover Their Secrets Of Success Here.
Australia's New Business online video series

- 5 x W
- 1 x H

**WHAT
WHERE
WHY
WHEN
WHO**



YOUR TURN



Get started

- What MVP/project could you begin?
- What 'W' questions could you ask to get the project underway?
- Use 'wouldn't it be great if...' ideas
- Avoid 'How' questions if you can
- Could you 'gamify' it to make it fun?

10. Present well, and often

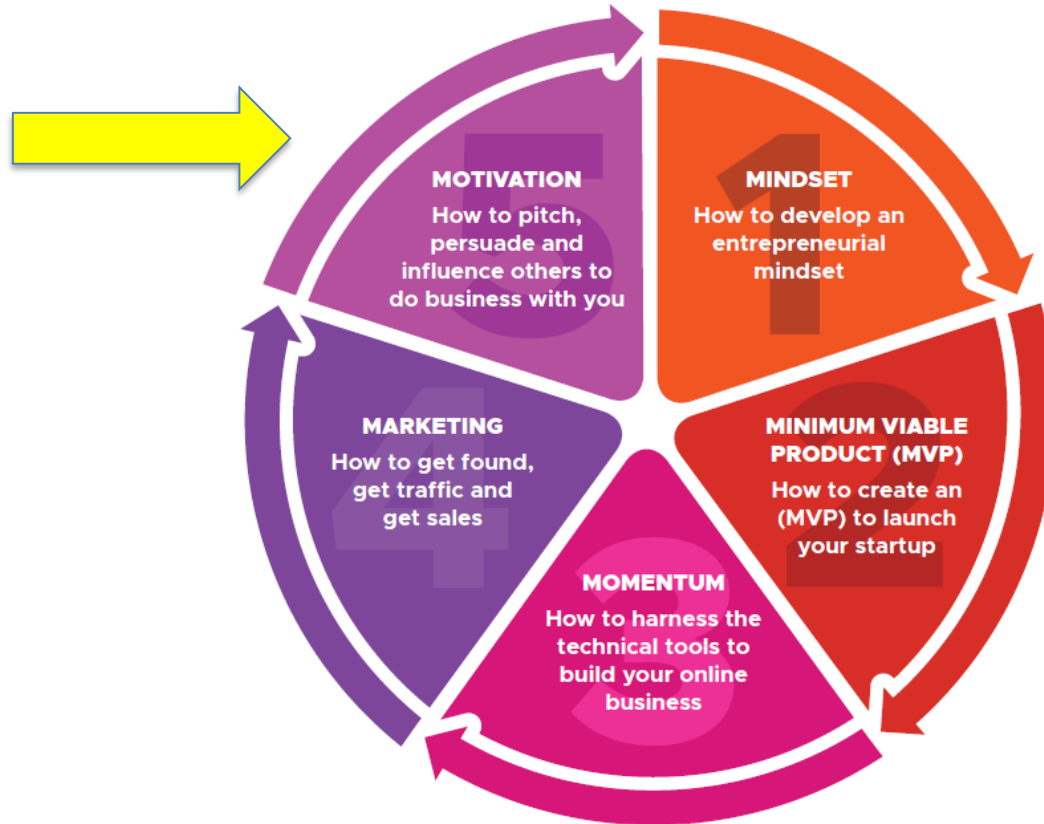


Present well, and often



1/297

5 step process



Public speaking as a marketing strategy

1:1

Public speaking as a marketing strategy



**FACTS TELL
STORIES SELL**



How I nearly killed my family



How to structure a successful story

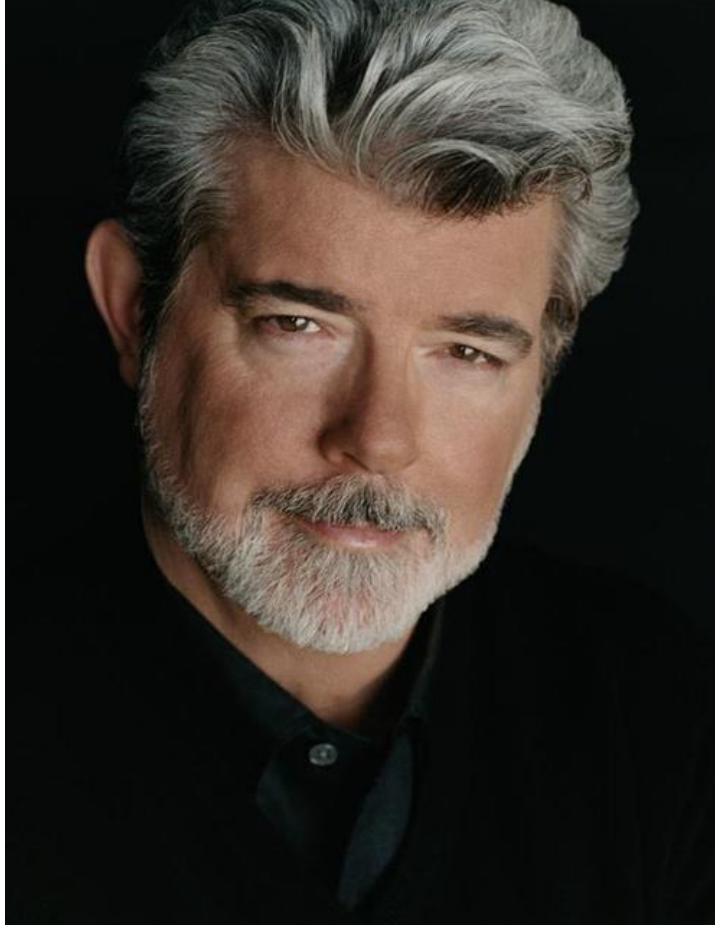


JOSEPH
CAMPBELL

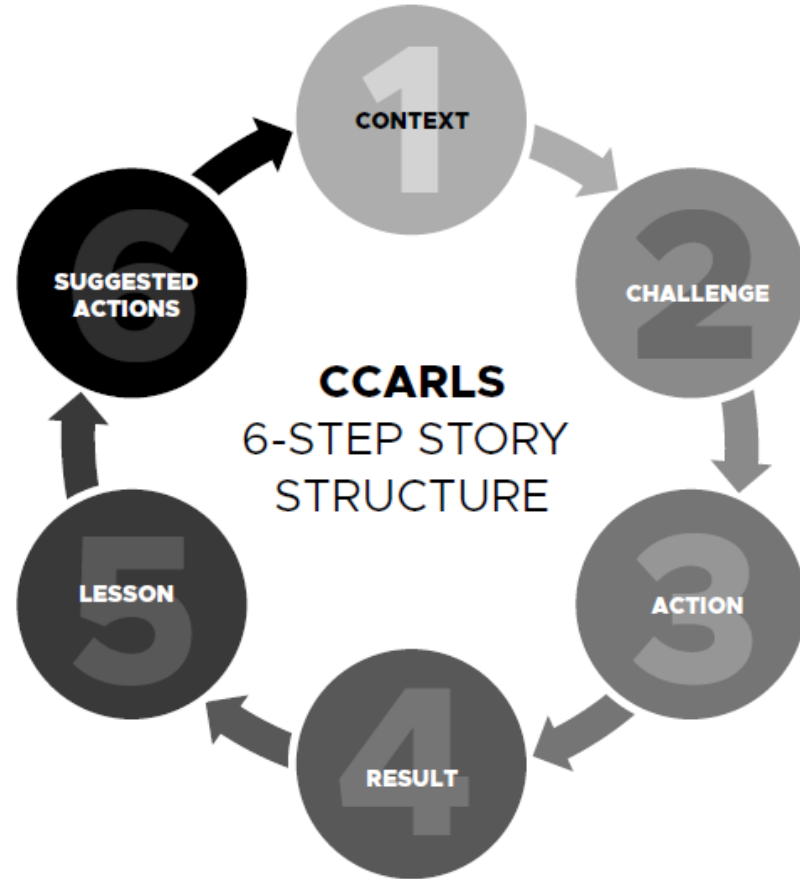


THE HERO
WITH A
THOUSAND
FACES

The hero's journey



CCARLS: 6-Step Story Structure



Why tell a story?

5000

What headline would the newspaper use?



**'3000 people under
30 died last year in
road accidents in
Queensland.'**

**'29-year-old
Brisbane mother of
two dies in car
crash...'**

Which story made a difference?



What story should you tell?

- What's your point?





Once upon a time...



BUSINESS OBJECTIVES



And the moral of the story is...





**BIGGER
IS
BETTER**



**GOOD
THINGS
COME IN
SMALL
PACKAGES**

**GOOD
THINGS
TAKE
TIME**



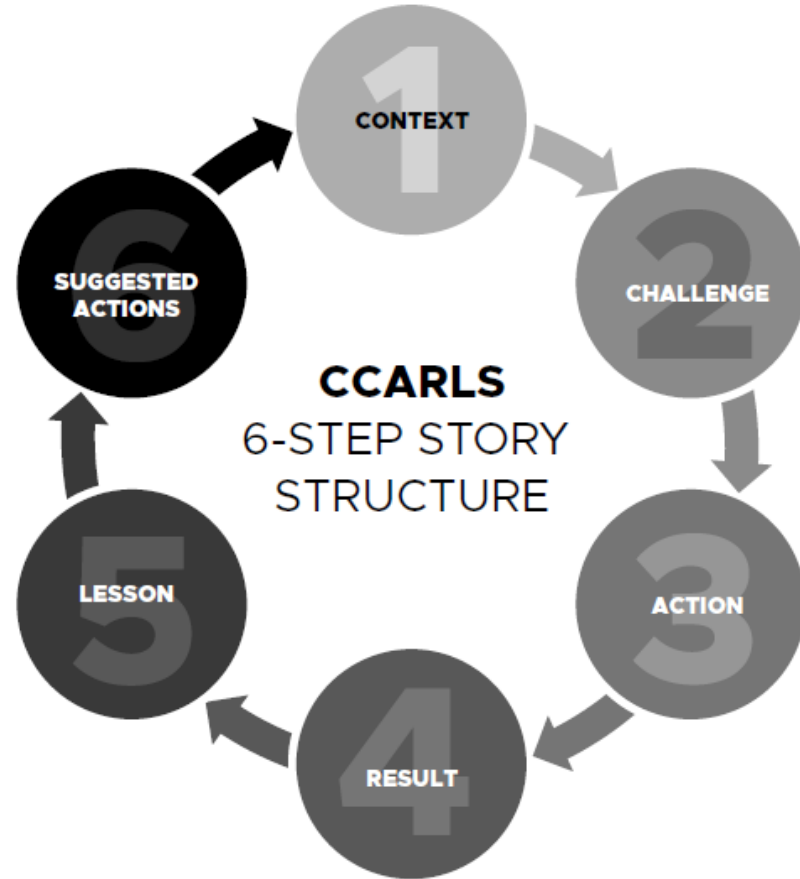
**SHE WHO
HESITATES
IS LOST**



1. 'Founder' stories

- Share with me that moment when you just knew that you had to give up what you were doing to pursue the business/career you have today

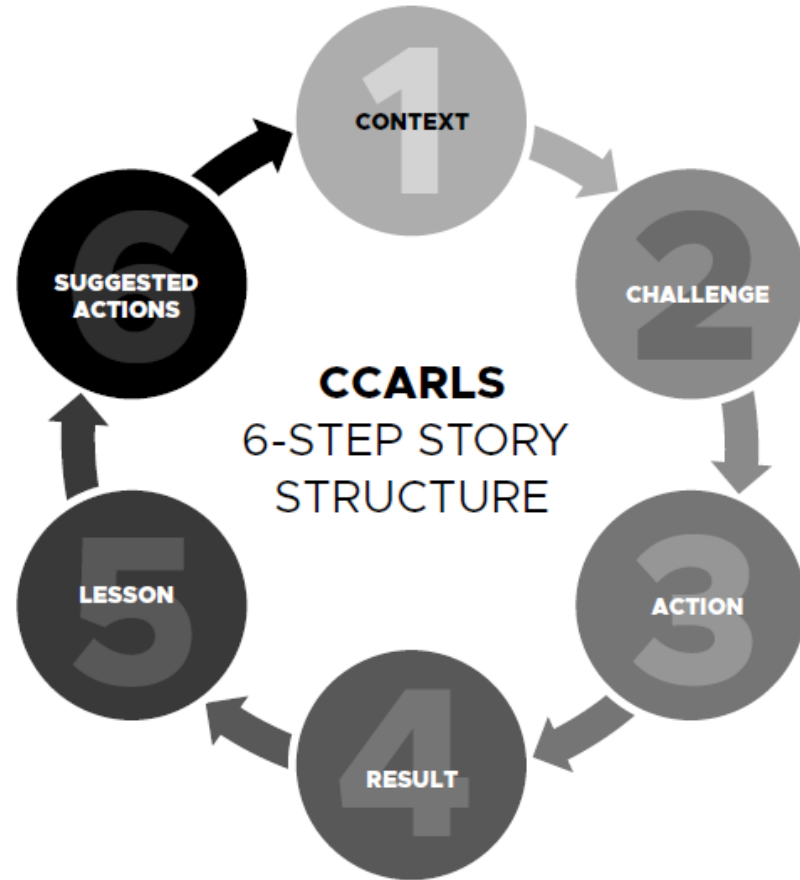
CCARLS: 6-Step Story Structure



2. 'What we stand for' stories

- Could you share with me a time when a principle that is important to you became not-negotiable?

CCARLS: 6-Step Story Structure



YOUR TURN



Story

- What's a story you can tell?
- How can it help convey a key message?
- Follow the structure

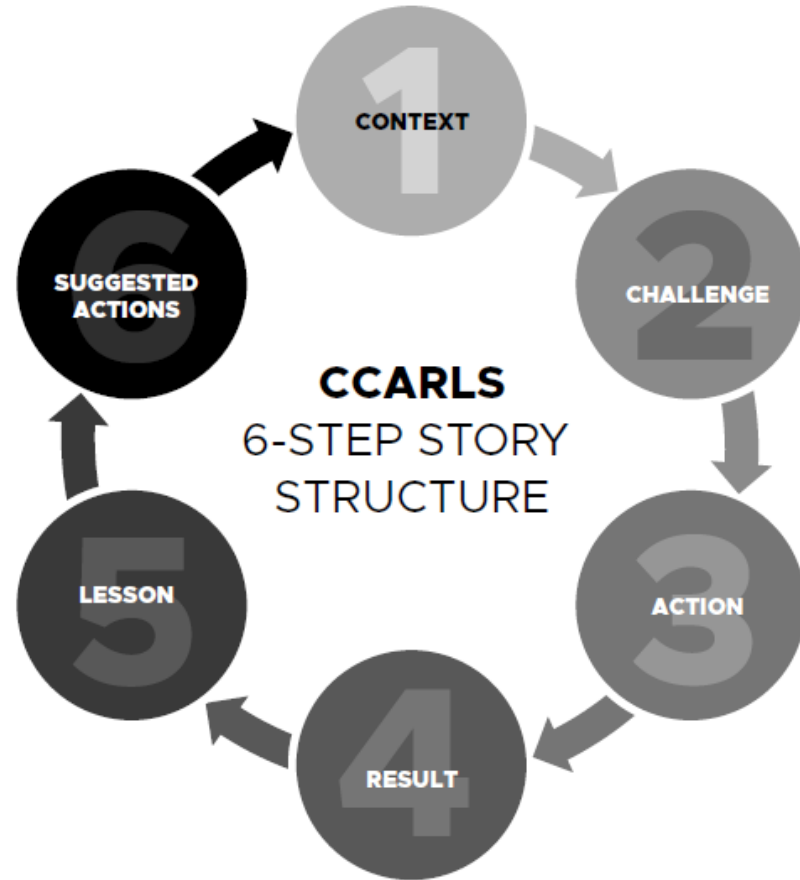
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CCARLS: 6-Step Story Structure



The top 10 secrets for entrepreneurial success

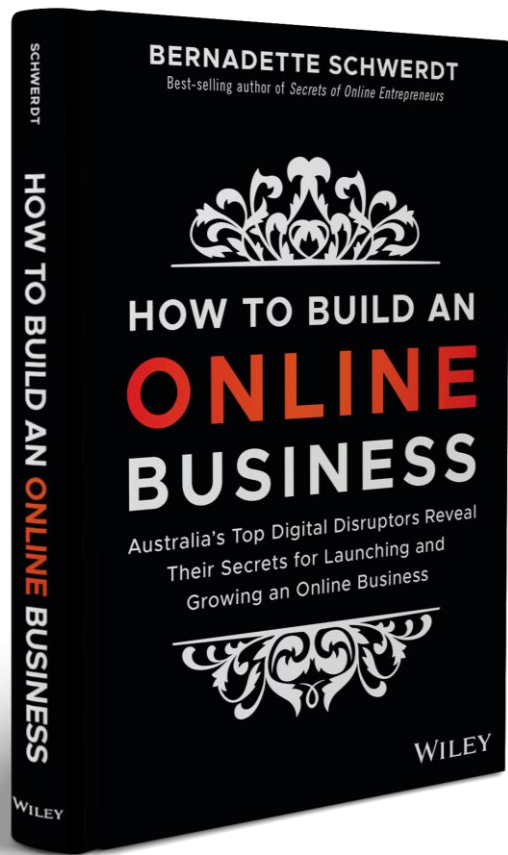
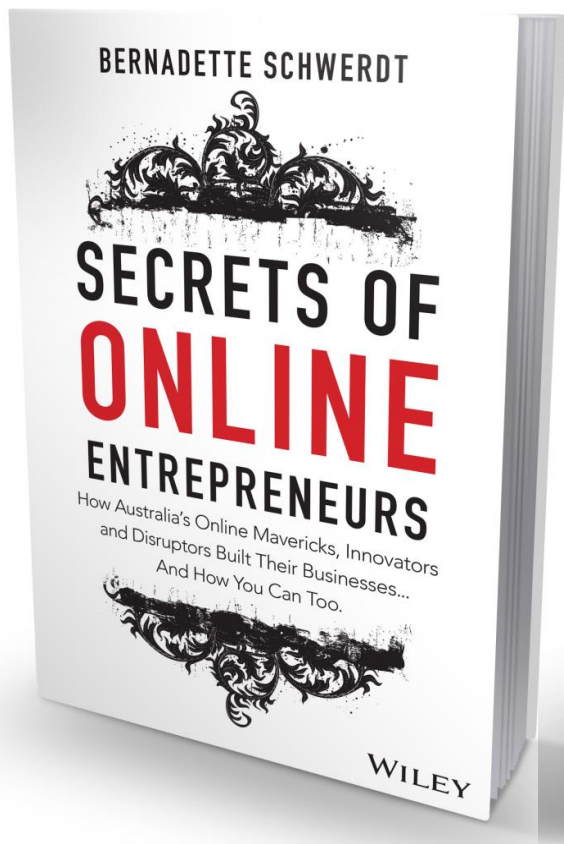
They:

1. Enter awards
2. Trust their crazy ideas
3. Leverage the factors of disruption
4. Know their audience
5. Look ahead

The top 10 secrets for entrepreneurial success

They:

6. Know what business they're in
7. Know what problem they solve
8. Know their point of difference
9. Take action
10. Present well, and often



Thank
you!

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