

Copy School

HOW TO WRITE A BEST-SELLING BUSINESS BOOK

- Build your brand
- Generate leads
- Elevate your profile



JOIN OUR 90-DAY BOOK-WRITING PROGRAM

COURSE OVERVIEW:

Are you an entrepreneur, leader or CEO of a small-to-medium sized business? Would you like to build your thought leadership profile, generate new leads, and establish yourself as the go-to expert in your sector?

Look no further!

Join our 90-day business book writing program and get your business book written, once and for all. Led by award-winning author Bernadette Schwerdt, you'll learn how to write a powerful business book that positions you as the go-to expert in your field.

By the end of the program, you'll have a 50,000-word manuscript, a completed publishing proposal and a marketing plan.

WHAT YOU'LL LEAVE WITH:

- A completed 50,000-word manuscript ready to impress publishers.
- A polished book proposal that grabs the attention of the top publishing houses.
- Publisher introductions to help you secure your book contract.
- A strategic marketing plan to launch your book and generate a flood of high-value leads.
- A custom GPT to help you leverage the power of AI to plot, plan and write your book.
- The knowledge and tools to transform your book into a lead magnet for exponential business growth.

BONUS TRAINING

Digital Marketing Training

Want to learn how to write web copy, media releases, EDMs and LinkedIn posts so you can promote your book, build your personal brand and write your posts? Now you can.

Your bonus online courses include:

- Copywriting for Profit
- Search Engine Optimisation Copywriting
- LinkedIn for Copywriting
- Copywriting for Email Marketing

VALUED AT
\$3000

ABOUT YOUR BOOK COACH



Bernadette Schwerdt

Founder of Australian School of Copywriting

Bernadette Schwerdt is the ideal coach to guide you on your 90-day book writing journey:

- Author, ghost-writer and book coach of six best-selling business books
- Former Account Director with Young & Rubicam Advertising
- A popular TEDx speaker
- Founder of the Australian School of Copywriting
- A judge for Australian Business Book Awards
- Writes for BRW, Money and Marketing Magazine
- Has a degree in Business (Marketing)
- Nominated as one of the Top 50 Small Business Leaders in Australia



TESTIMONIALS



“Bernadette was the ultimate team partner in making this project come to life. It was a dream process working with her.”

Radek Sali, Former CEO Swisse Vitamins



“Our sincere thanks and appreciation to Bernadette. Thank you for guiding us through the writing and publishing process.”

Gabby Leibovich, Catch.com



“I wish I'd done it earlier! Working with Bernadette is a no brainer. Do it and do it now. I can't recommend her enough.”

Kobi Simmat, bestpractice.biz



“Working with Bernadette was an absolute game-changer. I couldn't have navigated the process alone. It's been an incredible journey.”

Amy Miocevic, Lumos Marketing



“Bernadette is a publishing and writing insider who helped me write my memoir published by Pan Macmillan.”

Mark Wales, SAS Soldier, Survivor Contestant

**COMPLIMENTARY
DISCOVERY CALL
(VALUED AT \$497)**

Book a free Discovery Call to discuss your book vision and goals:

Phone: 0419 891 932

Email: info@copyschool.com

For dates, times and fees, visit: www.copyschool.com/courses