

BERNARD COUCHMAN ANNOUNCES HIS BOOK "FIRST TO A BILLION" — A 41-YEAR JOURNEY INTO THE MINDSET OF A BILLIONAIRE

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OTTAWA, ONTARIO , CANADA, August 16, 2026
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This Book Has One Audience. You Already Know If You Are In It.

OTTAWA, ON - August 16, 2026

Bernard Couchman wrote First to a Billion for people who want to become billionaires.

Not people who think it would be nice. Not people who admire billionaires from a distance. People who carry a genuine, burning desire to build at that scale - and who want a roadmap written by someone who has spent 41 years learning how.

"If it is not you to be a Billionaire, this book will not serve you well." Bernard Couchman says so directly. And he means it.

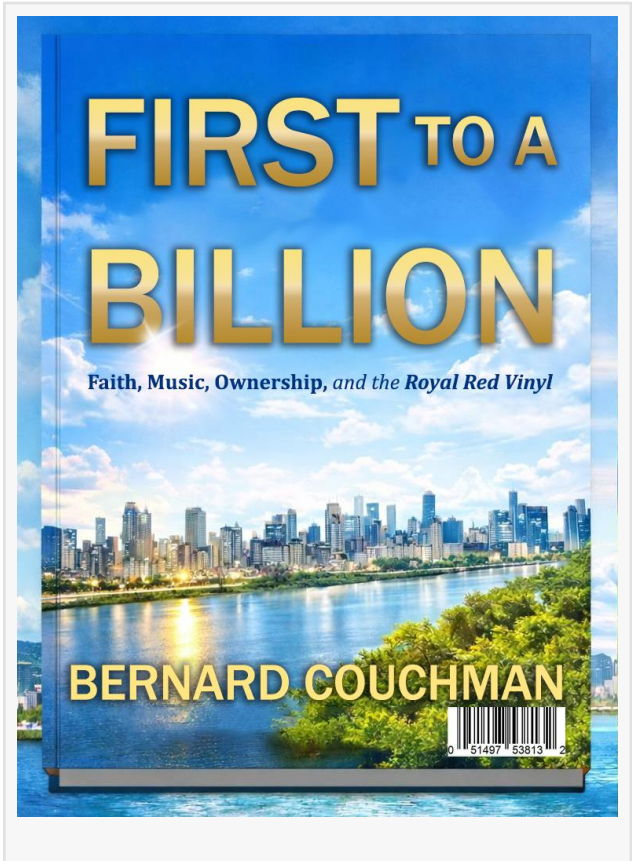
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If it is not you to be a Billionaire, this book will not serve you well.”

Bernard Couchman

41 YEARS. ONE LESSON. OWN EVERYTHING.

Bernard Couchman stepped onto a public stage at five years old.



What followed was four decades of performing, building, failing, learning and building again, without external validation- in front of real audiences, with real money, real intellectual property and real consequences.

Today he owns a publishing company, a record label and a marketing company. He does not theorize about ownership. He practices it daily. Every idea he generates moves through infrastructure he controls - from creation to audience, from audience to marketplace, from marketplace to asset.

First to a Billion carries that lived experience on every page.

THE LARGEST OPPORTUNITY ON EARTH

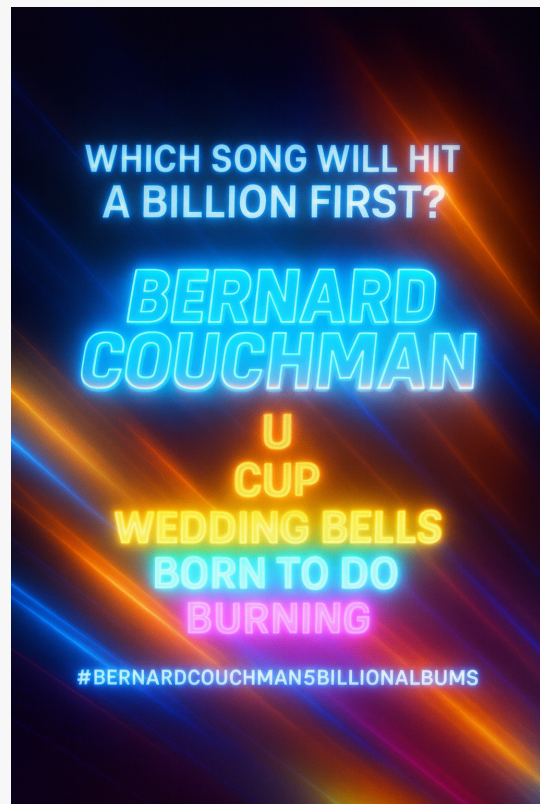
The book's most ambitious argument centers on Africa.

Bernard Couchman presents a 20-year Total Trade vision that is grounded in a simple observation: Africa holds the youngest population on Earth, the oldest civilization in human history, extraordinary natural resources, and a consumer marketplace expanding faster than most Western investors realize.

The world has spent generations sending aid to Africa to cripple it, Bernard Couchman is using Trade to build it with a 20 year vision.

Bernard Couchman asks a different question entirely:

What happens when we build with Africa instead?



Trade. Investment. Intellectual property. Infrastructure. Technology. Entrepreneurship. Long-term economic relationships that generate businesses, jobs, purchasing power and generational wealth on both sides of the table. The objective is always reciprocity.

This is not charity rebranded. This is the largest untapped commercial opportunity of the next two decades - and First to a Billion maps a path directly into it using intellectual property.

THE PHILOSOPHY

Seven principles drive the entire book:

Think globally. Own your intellectual property. Build markets. Create assets. Develop strategic relationships. Trade for the long term. Scale beyond yourself.

These principles did not come from a classroom along. They came from 41 years of standing in front of audiences, constant rejection, earning attention, building companies and learning - often the hard way - spending time and money -what separates people who accumulate wealth from people who build it.

First to a Billion closes with one question that sharpens everything:

What would you do differently if becoming a billionaire was the actual objective - not the fantasy, the actual plan?

That question changes how you see every decision you make.

ONE WORLD, ONE BOOK. ONE PLACE. ONE ECOSYSTEM. ONE AIR. ONE WATER. ONE GOD.

First to a Billion sells through a single, official, authorized channel:

H2OBoy.ca

No bookstores. No third-party retailers. No Amazon. No Apple, No Barnes & Noble, No exceptions. Just www.H2OBoy.ca

Every purchase runs directly through the H2OBoy ecosystem - keeping the intellectual property, the audience relationship, and the revenue inside the mission where it belongs. The book and the platform grow together by design.

H2OBoy.ca is the only place this book exists. That is intentional.

FIRST TO A BILLION

Written for the ones who already know they want to get there.

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Bernard Couchman is a Natural Leader, entrepreneur, performer, publisher, record label owner and marketing executive, elite athlete, theologian, civic leader based in Ottawa, Ontario. He serves as Executive Producer of Ottawa Strong: After the Storm, the September 1, 2026 Community Recovery Benefit Concert at Britannia Park. He founded H2OBoy Inc. in 2005 as a platform spanning publishing, music, intellectual property, marketing, and deep-space technology and lunar living infrastructure. His company is a 20+ years consistently debt Free company.

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