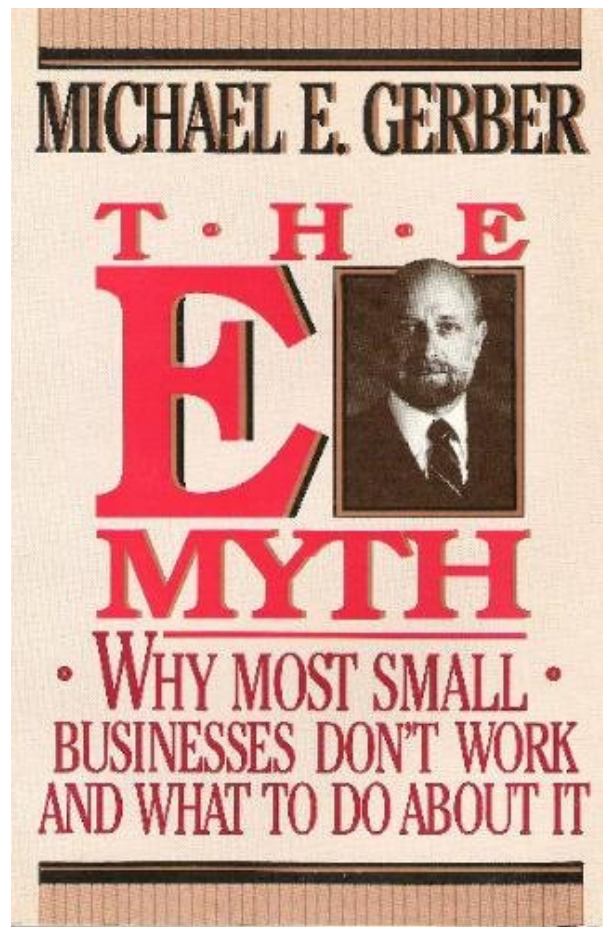


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Read this before spending a dime to start any business

By G. FitzGerald

Everyone that starts a business is a technician that suffers from an Entrepreneurship seizure, hence the E Myth. Small businesses do not work the way intended because the technician only works in the business and can not also have the foresight to work on the business at the same time. This book will open an individuals eyes to what is the reality of owning/operating a business. I wish I had the knowledge of this book when my real estate brokerage exploded with growth in 2005 and I hired my first person. Its not enough to know your business; you need to get others to run it while you focus on growing the operation.

The book will demonstrate and shall the reader how to install systems in the business so anyone can run it, then you will have a business, until then the owner/technician will only have a job. The systems, not the people will run the business and the business will do what it was designed to do. If anyone can run the business because of the systems then anyone can own it and it still will produce income for the owner and his employees. McDonalds is a great example of systems put in place will determine the desired outcome(not the people).

The book will change the way you think of your small business and how to organize the business so you can attain a level of success and freedom. There are only two reasons to own a business to have freedom and to sell it one day.

29 of 32 people found the following review helpful.

Essential for any and every small business owner

By SusieQ Porter

I read Gerber's "E-Myth" many years ago. It's probably the book that most influenced my thinking. It's a fast and easy read. The first time I read it I said to myself "this is a great book but I don't think it will work for my business". As soon as I said that, I thought "what a dumb way to read a book!", so I immediately read it again, this time thinking about all of the ways I could apply and adapt his principles to my business. It helped

me elevate my business. I created a mission statement, everyone that came to work for me had to sign on it. After reading this book I created a system that allowed me to standardize nearly all of the processes I used to produce an outstanding product. That process allowed me to move ahead of the pack in my chosen field and that never hurts. The standardization process allowed me and those that came to work for me to uncover 99.9% of the problems that might arise in a given situation and uncovering the flaws in a transaction means that you have the opportunity to deal with them or eliminate them. This time I bought it as a gift for someone wanting to improve their business.

19 of 22 people found the following review helpful.

Simple concepts for easy digestion!

By Mitchell L. Martin

This book is a must read. The concepts presented are given plainly and initially dissect common reasons for management failure. Mr. Gerber then reconstructs in easy terms how to fix the issues. The concepts provided are simple, such as service for example, which in my opinion direct the reader to focus on simple business features that are commonly forgotten about and which at the same time are what are primarily responsible for any businesses success.

This is by no means a pandoras box of new ideas. These are fundamental business ideas communicated in a way that are unforgettable and change the way you may have thought about critical business improvement issues. This style of communication give credit to the authors exceptional method of storytelling.

The Entrepreneurial Myth discovers and alludes plainly what each us may have thought about running a business and the trappings that may occur. This book also exposes our pre-disposition toward actions which may lead to failure and how the formation of our ideas about business are based upon our ego and misinformation.

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