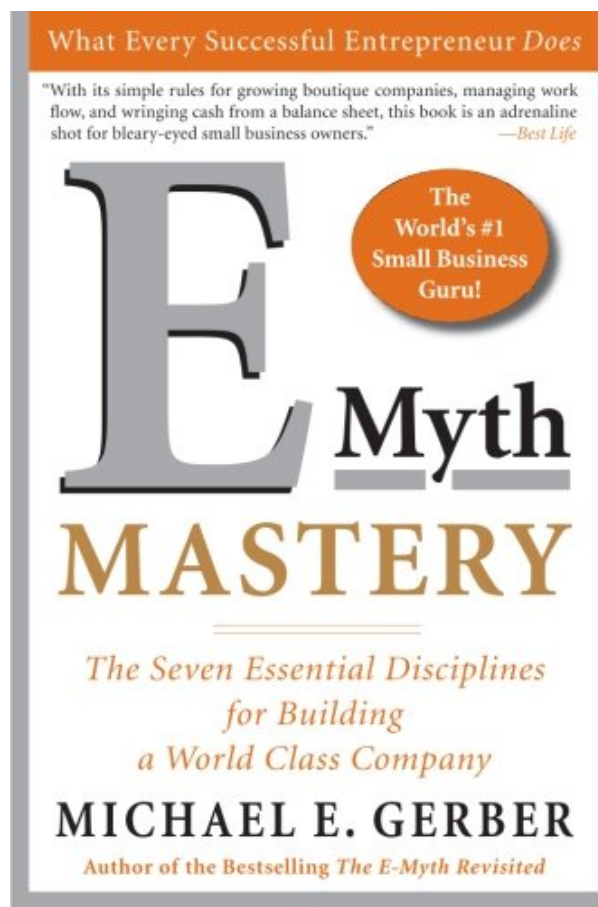


E-MYTH MASTERY: THE SEVEN ESSENTIAL DISCIPLINES FOR BUILDING A WORLD CLASS COMPANY BY MICHAEL E. GERBER



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for Building
a World Class Company*

MICHAEL E. GERBER

*Author of the Bestselling **The E-Myth Revisited***

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E-Myth Mastery: The Seven Essential Disciplines For Building A World Class Company By Michael E. Gerber. In undertaking this life, lots of people always aim to do and also get the most effective. New understanding, encounter, lesson, and also everything that could improve the life will certainly be done. Nonetheless, lots of people sometimes really feel perplexed to obtain those things. Really feeling the limited of experience and also resources to be better is among the does not have to possess. However, there is a very basic thing that could be done. This is exactly what your teacher consistently manoeuvres you to do this. Yeah, reading is the answer. Checking out an e-book as this E-Myth Mastery: The Seven Essential Disciplines For Building A World Class Company By Michael E. Gerber as well as other recommendations could enrich your life top quality. Exactly how can it be?

From Publishers Weekly

Small business guru and best-selling author Gerber is an enthusiastic champion of small business owners, and his constant cheering underlies this latest attempt to provide a comprehensive plan for entrepreneurial success. The key messages here are similar to those of his previous books (*The E-Myth Revisited*, etc.): that "knowing how to do the work of a business has nothing to do with building a business that works"; that entrepreneurs learn their skills through practice, practice, practice; and that anyone willing to adopt that same kind of discipline can be successful too. These principles are sound and practical, but Gerber's articulation of them is often cloying. His book relies heavily on Platonic dialogues with his 'student' Sarah, the ever misty-eyed owner of a business called All About Pies. But the quasi-romantic tenor of their conversations is irritating. Equally distracting is Gerber's impassioned mid-book confession detailing how even as he was succeeding as a small business guru, he was being sued for fraud, teetering on the brink of bankruptcy and seriously not in control of his own far-from-excellent small company. While this confession lends credibility to his knowledge—he has personally been to the brink of small business failure and back—it may plant seeds of doubt within skeptical readers. But, ultimately, those who overlook this skepticism and plow through the soul-searching assignments that make up the first 66 pages of the book will be rewarded. For Gerber's volume provides a wealth of practical guidelines, charts, forms (available online) and instructions on how to run, improve and manage a business of any size. And, by the end, readers will feel as though they've been given a full course of one-on-one coaching sessions with Gerber. For all its flaws, this is a book with a business plan that anyone could implement...and should want to.

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The bestselling author of phenomenally successful and continually vital *The E-Myth Revisited* presents the next big step in entrepreneurial management and leadership with *E-Myth Mastery*.

A practical, real-world program that is implemented real-time into your business, Gerber begins by engaging the reader in understanding why the entrepreneur is so critical to the success of any enterprise, no matter how small or large it may be, and why the mindset of an entrepreneur is so integral to the operating reality of the organization, of the small business, and the enterprise. He then covers seven essential skills:

- Leadership
- Marketing
- Money
- Management
- Lead Conversion
- Lead Generation
- Client Fulfilment

Each of these seven skills is presented through a specific training module with corresponding tests and exercises that explain the content and principles to be learned, provide case studies and examples, as well as worksheets for applying those ideas to the business. Gerber ties it all together by helping readers put the pieces together in an *E-Myth Business*, an *E-Myth Practice* and an *E-Myth Enterprise*.

This is the book that will show you the difference between being an entrepreneur versus doing a job, how to get money when the bank won't give it to you, how to expand your customer base when big business moves in down the street, how to develop the best people when you can't afford to pay them competitive wages, how to increase the predictability of what your business is able to promise, and then how to keep that promise, every single time, no matter where you are or what you're doing.

Mastery is a business development program that helps you turn your company into a world-class operation...into a turn-key money machine!

- Sales Rank: #21976 in Books
- Brand: Gerber, Michael E.
- Published on: 2007-02-19
- Released on: 2007-02-20
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.16" w x 6.00" l, 1.21 pounds
- Binding: Paperback

- 464 pages

From Publishers Weekly

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Most helpful customer reviews

343 of 360 people found the following review helpful.

The Cult of Michael Gerber

By rk

Well, I really wanted to like this book. I own Gerber's other E-Myth products and I was looking for a main course, some meat after the fluffy appetizer in the other books. I was very disappointed. While Gerber is a very intelligent man with wisdom and a lot of insights, he loves to tell longwinded stories that don't enhance the material. After reading this book you will almost be convinced that Gerber was paid by the word. Gerber's essential idea is that most small business owners work "in their business" and not "on their business" and how they should systematize and build a "franchise prototype" so that the business runs efficiently.

You will also find out that this product is a lead in to signing up with a coach at the E-Myth Mastery website if you want some real "meat and potatoes."

I am convinced that if I plunked down the dollars needed for one of Gerber's coaches, I would probably be dealing with a low paid employee that is using Gerber's "operations manual" as he teaches that your business should be able to be run by low level employees that work the business systems.

I also get the feeling that if I did sign up for Gerber's coaching, I would probably be lead to sign up for a month long summit with Michael Gerber on some Polynesian island where all of the real secrets will be finally revealed.

While the principles in all of the books are sound, it is tantamount to telling you to look both ways when crossing the street and then telling you the hows, whens and whys of looking before crossing the street and drawing out the importance through example and story telling when you got the message in the first sentence. Enough, what is on the other side of the street? You won't find out in this book.

Do yourself a favor. Buy the E-Myth Revisited, learn the basic principles and then use your own mind and gut to lead you to the next level. I have a feeling that there are many entrepreneurs that get sucked into the "Cult of Michael Gerber" and roam the Earth searching endlessly for some specific information about how they can apply Gerber's principles to their business. I wish those lonely wanderers good luck.

77 of 85 people found the following review helpful.

This is a taste of the consulting program

By J. Anderson

I am a former E-Myth client that became an E-Myth coach for awhile. I completed the E-Myth Mastery program a few years ago and implemented it in my business along the way.

What is taught is basic stuff, but the hard part is implementation. This book isn't going to be an entertaining read as much as it is a book of tools. This book goes into more detail of "how to" than the first book. "The E-Myth Revisited" was basically about the "E-Myth Point-of-view". Great stuff. If you get that, then you can approach this book with the right attitude.

What is in this book is some of what I received as a client. The good stuff was in the implementation of the concepts. The implementation takes discipline and persistence. It doesn't always work the way you'd like at first, but that is the point. Get the structure in place for continual improvement. It isn't sexy, but it works. The difference is, you implement it, not a consultant. If a consultant implements it, things go back to the way they were when the consultant is gone, and so do the results.

I have a business degree, and I found the Mastery program to be more valuable (in the sense of getting results) than my college degree. The results don't come overnight, but at least I knew what to do to get ideas

implemented. That is the value of the consulting program, having a coach that you can use for accountability in doing what you need to do to get results.

I have the book, and use it for reference, along with my Mastery Consulting binders that come with the program. This stuff works if you know how to implement it. Once you learn that, you won't need any management consultants.

Those who criticize this book are missing the point. It is the attitude they come with, that determines how good it is for them. Most people want someone else to get their results for them, and have some magic formula that doesn't exist. If you come to this with the right point-of-view, to be a learner, you will get far more than your money's worth. If you decide it isn't going to work, you'll make it come true.

I paid thousands of dollars for the information that is published in this book. I still think it was worth it - much more than the sexy management consulting firms that courted me and promised results I knew they couldn't get, and charged as much as 10 times what the E-Myth Academy charged.

0 of 0 people found the following review helpful.

Five Stars

By Amazon Customer

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