



# E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company

By Michael E. Gerber

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## E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company By Michael E. Gerber

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!

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### Editorial Review

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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From [Booklist](#)

How can any executive or wannabe executives determine which book offers the best advice? Gerber focuses on the philosophy that netted him big bucks: don't work *in* your business, work *on* it. He extends this idea by way of the example of Sarah, owner of All about Pies, who has hit a roadblock with her business.

Reenergizing, he says, means a reconnection with the original passion and vision, usually adopting a different scenario, and that leads to his analysis of seven disciplines that help make a world-class company: leadership, marketing, finances, management, client fulfillment, lead conversion, and lead generation. So, here is, if not the *only* source of good advice, at least an important source. *Barbara Jacobs*

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Review

"Gerber loves to exhort people to develop powerful visions for their companies." (Fortune)

"The power of the E-Myth will transform your business and your life." (Allan D. Koltin, CPA, President and CEO, Practice Development Institute)

"The power of the E-Myth will transform your business and your life." (The John Hancock Insurance Group)

"Gerber's powerful insights have given thousands of entrepreneurs new control over their businesses." (Success)

"Here is, if not the only source of good advice, at least an important source." (Booklist)

## **Users Review**

### **From reader reviews:**

#### **Dione Wicker:**

What do you think about book? It is just for students as they are still students or the item for all people in the world, the particular best subject for that? Simply you can be answered for that question above. Every person has different personality and hobby for each and every other. Don't to be compelled someone or something that they don't would like do that. You must know how great as well as important the book E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company. All type of book could you see on many methods. You can look for the internet options or other social media.

#### **Kevin Lemon:**

Information is provisions for anyone to get better life, information these days can get by anyone in everywhere. The information can be a information or any news even a concern. What people must be consider when those information which is inside former life are challenging to be find than now could be taking seriously which one would work to believe or which one often the resource are convinced. If you obtain the unstable resource then you obtain it as your main information you will have huge disadvantage for you. All of those possibilities will not happen in you if you take E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company as the daily resource information.

#### **Ilene Bixler:**

In this era which is the greater man or who has ability to do something more are more treasured than other. Do you want to become one among it? It is just simple method to have that. What you need to do is just spending your time very little but quite enough to have a look at some books. Among the books in the top record in your reading list is actually E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company. This book and that is qualified as The Hungry Slopes can get you closer in growing to be precious person. By looking upwards and review this book you can get many advantages.

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