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In an E-Myth Enterprise, owners, managers, employees, suppliers, and lenders must come into alignment and crown the customer. Service then becomes a complete word. [image: image] There aren ' t any good answers for long. Customers want

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of its four primary influencers — its employees, customers, suppliers, and investors — through four fundamental categories — visual, emotional, functional, and financial. Together these form the twin strategies every entrepreneur must use to design a business.

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The E-Myth Enterprise is an indispensable follow-up to *Awakening the Entrepreneur Within*, showing would-be entrepreneurs

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how to put a promising idea to work and
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brilliant business idea is the easy part.
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“ This excellent book is a must-read for current and aspiring entrepreneurs. ”
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Myth Enterprise shows readers how to get started—because simply coming up with a brilliant business idea is the easy part.

The bestselling author of the phenomenally successful essential entrepreneur handbook The E-Myth Revisited presents the next big step in entrepreneurial management and

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leadership In this practical, real-world program that can be implemented real-time into any business, Michael E. Gerber begins by explaining 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.

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He then covers seven essential skills: leadership, marketing, money, management, lead conversion, lead generation, and client fulfillment. E-Myth Mastery shows readers the difference between being an entrepreneur and doing a job, and teaches them how to get money when banks won't help, how to expand their customer bases

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when big business moves in down the street,
and how to make sure their businesses keep
their promises every single time.

Michael Gerber, the world's top business
guru and bestselling author, shows would-be
entrepreneurs how to get started,
operationalize their winning idea, and

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design a business that will thrive. Got a great idea to start a business? So now what? The E-Myth Enterprise explores the requirements that any new business must meet: the satisfaction of its four primary influencers—its employees, customers, suppliers, and investors—through four fundamental categories—visual, emotional,

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functional, and financial. Together these form the twin strategies every entrepreneur must use to design a business. The latest book in the Gerber franchise, The E-Myth Enterprise, fits neatly into a training program all entrepreneurs can use to fulfill their dreams. The E-Myth Enterprise is an indispensable follow-up to Awakening the

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Entrepreneur Within, as it shows would-be entrepreneurs how to put a promising idea to work. Next, readers can turn to The E-Myth Revisited for tried-and-true advice about avoiding the pitfalls that prevent most small business owners from succeeding. Following this, The E-Myth Manager provides essential guidance for the

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management of any business. Finally, for advice on how to take an existing business to the next level of growth and opportunity, there's E-Myth Mastery. In The E-Myth Enterprise, Gerber completes the E-Myth series, to help transform every entrepreneur's dream into a reality.

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The must-read summary of Michael Gerber's book: "The E-Myth Enterprise: How to Turn a Great Idea into a Thriving Business". This complete summary of the ideas from Michael Gerber's book "The E-Myth Enterprise" shows how you can take a great idea and turn it into a thriving and enduring business by meeting two absolute

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requirements: satisfying your influencers and meeting preferences. In his book, the author explains the importance of doing each of these things and how you can design a strategy for meeting these requirements. This summary is a must-read for anyone who thinks they may have a great idea and wants to start making money from it. Added-

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value of this summary: • Save time •
Understand key concepts • Expand your
knowledge To learn more, read "The E-
Myth Enterprise" and find out how you can
turn your dreams into a reality.

Beyond The E-Myth embraces the
fundamental premise of that first book--that

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a small business only succeeds to the degree its owner goes to work ON the business rather than just IN it, creating the systemic Operating System that makes that business unique in the marketplace. Beyond The E-Myth expands that conversation with the entrepreneurial small business owner, in a clear, precise, and compelling overview that

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addresses their main job--inventing, building, and launching a company with the power to "scale"--to grow beyond the "Company of One" in a straightforward, eight-step process. When asked, Gerber emphatically explains: "I wrote this to make the job of building a small business easy--for every man or woman struggling to get it

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right. This book cuts to the chase: A company is a product to be sold. Build it right, and you will sell it. Build it wrong, and you won't. Most small business owners won't. This book was written to fix that."

An instant classic, this revised and updated edition of the phenomenal bestseller dispels

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the myths about starting your own business. Small business consultant and author Michael E. Gerber, with sharp insight gained from years of experience, points out how common assumptions, expectations, and even technical expertise can get in the way of running a successful business. Gerber walks you through the steps in the life of a

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business—from entrepreneurial infancy through adolescent growing pains to the mature entrepreneurial perspective: the guiding light of all businesses that succeed—and shows how to apply the lessons of franchising to any business, whether or not it is a franchise. Most importantly, Gerber draws the vital, often

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overlooked distinction between working on your business and working in your business. The E-Myth Revisited will help you grow your business in a productive, assured way.

“ No business author has touched me as deeply as Michael Gerber has. ” —Jack Canfield, co-creator of the Chicken Soup

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for the Soul bestselling book series The
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to actually doing it in Awakening the

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Entrepreneur Within. A highly in-demand keynote speaker whose company boasts over 52,000 business clients in 145 countries, Michael Gerber is THE name in small business—and now he demonstrates “ How Ordinary People Can Create Extraordinary Companies. ” Making your dreams real is the first step to creating a

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successful business—and Gerber's
Awakening the Entrepreneur Within
provides the key.

With The E-Myth Contractor, Michael E. Gerber launches a series of books that apply the E-Myth to specific types of small businesses. The first is aimed at contractors.

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This book reveals a radical new mind-set that will free contractors from the tyranny of an unprofitable, unproductive routine. With specific tips on topics as crucial as planning, money and personnel management, The E-Myth Contractor teaches readers how to: Implement the ingenious turnkey system of management—a means of creating a

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business prototype that reflects the business owner's unique set of talents and replicating and distributing them among employees and customers. Recognise and manage the four forms of money—income, profit, flow and equity. Harness the power of change to expand the company. The book also provides help on a larger level, leading

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readers towards becoming business visionaries by relinquishing tactical work and embracing strategic work, by letting go to gain control. Once put into action, Gerber's revolutionary ideas promise not only to help contractors build successful businesses, but successful lives as well.

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Details three essential components a business needs to survive developmental growing pains, leads entrepreneurs through seven steps to success, and teaches how to revive a dying business

Distilled small business advice for accounting practices Many accountants in

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small and mid-size practices are experts when it comes to their professional knowledge, but may not have considered their practice as much from a business perspective. Michael Gerber's The E-Myth Accountant fills this void, giving you powerful advice on everything you need to run your practice as a successful business,

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allowing you to achieve your goals and grow your practice. Featuring Gerber's signature easy-to-understand, easy-to-implement style, The E-Myth Accountant features Gerber's universal appeal as a recognized expert on small businesses who has coached, taught, and trained over 60,000 small businesses A recognized and widely

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respected co-author and leader in the accounting field The E-Myth Accountant is the last guide you'll ever need to make the difference in building or developing your successful accounting practice.

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