



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:

Terry Tyrrell:

Here thing why this specific E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company are different and reliable to be yours. First of all reading through a book is good however it depends in the content from it which is the content is as delightful as food or not. E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company giving you information deeper and in different ways, you can find any book out there but there is no guide that similar with E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company. It gives you thrill reading through journey, its open up your current eyes about the thing which happened in the world which is perhaps can be happened around you. You can easily bring everywhere like in playground, café, or even in your approach home by train. Should you be having difficulties in bringing the published book maybe the form of E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company in e-book can be your substitute.

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Katie Phillips:

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