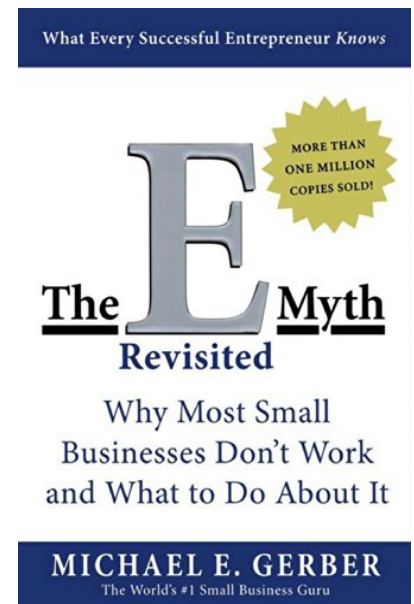


The E-Myth Revisited Book Summary (PDF) by Michael E. Gerber

Ready to learn the most important takeaways from The E-Myth Revisited in less than two minutes? Keep reading!



Why This Book Matters:

The E-Myth Revisited busts the myths around what it takes to start a successful small business.

The Big Takeaways:

1. **It takes more than having a skill to run a business.**
 1. If Running a business takes more than knowledge. It takes understanding and intuition.
2. **Most businesses won't grow past the middle stage.**
 1. Most businesses begin to wither after business owners become too comfortable in their early successes.
3. **Having a goal from the get-go will help your business thrive.**
 1. To achieve success in a business, you have to plan

with the future in mind from the very beginning.

4. You have more than one “business personality.”

1. If you only see yourself as one single type of business person, you will fail. You must identify the different identities you have as a business owner.

5. Consider your first store the model for many more to come.

1. Create a business that is far from complicated. The merit your business holds must be able to be replicated through repetition, not expertise.

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