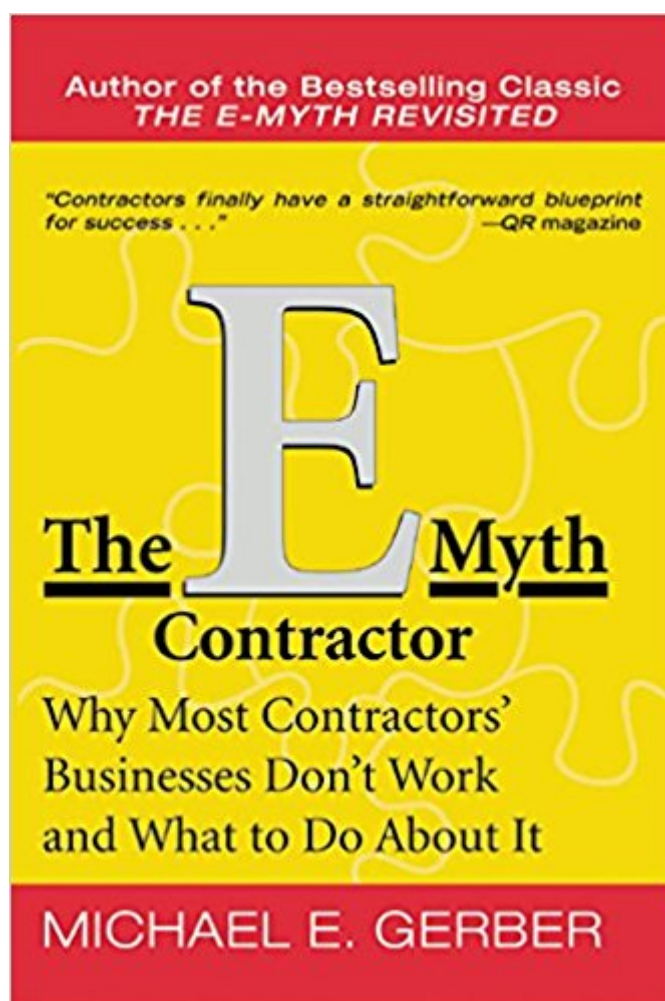


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The E-Myth Contractor: Why Most Contractors' Businesses Don't Work And What To Do About It



Synopsis

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. 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 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 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.

Book Information

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Customer Reviews

Despite the single letter at the heart of its hyphenated title, *The E-Myth Contractor* isn't another book about e-commerce. Instead, like previous entries in Michael E. Gerber's popular series, it focuses on a different e-word--entrepreneur--and the fact that most of us who go into business for ourselves are doomed to fail because we really don't understand business. This time, Gerber lays out the basics for starry-eyed newly self-employed contractors who know everything about their

trade but precious little about being a boss. "I don't try to tell you how to do the work you do," he writes at the outset. "Rather, I share with you some profound insights into how great businesspeople think." In his easy-to-understand manner, Gerber explains the concept of Strategic Thinking and how it "will enable you to create a business that works apart from you instead of because of you." He addresses key topics like money, people, management and growth with an eye toward making related functions run seamlessly and effectively as we build our independent enterprises into true companies that have inherent value whether we stay involved or ultimately hand them off to eager buyers. Taken to heart, it could save more than a few worthy ventures as well as the people behind them. --Howard Rothman --This text refers to an out of print or unavailable edition of this title.

In a work that is slight in both size and content, consultant Gerber (*The E-Myth; The E-Myth Revisited*) makes one compelling point: entrepreneurs (the "E" in his title) need to draw a clear distinction between the work they do and the business they have created and are in charge of. If they don't, all they will have is a job and not a company. As Gerber correctly puts it, "The value of your equity is directly proportional to how well your business works. And how well your business works is directly proportional to the effectiveness of the systems you have put into place." Had he then talked specifically about how readers can create and implement those systems how to hire, price, subcontract and the like his book could have been an extremely valuable tool. Instead, he gives contractors of all sizes general advice concerning the need to create turnkey systems and manage their time with few real suggestions about how to do it. The overall tone is supportive of entrepreneur contractors, and the book may be of some help to contractors just starting out.

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Like many of the E-myth series the basic premise is that business owners don't really understand all the intricacies of running a small business. Most people are responding to technical skills coupled with an entrepreneurial spasm and launch themselves into their new endeavour and then wonder why they struggle. The E-myth for contractors delves into reasons that many contractors get caught in the 'working harder and enjoying their business less' syndrome. The book is concise and well written and defines the issues well, but it doesn't put as much effort into the solution as it does the problem. Perhaps the better book for presenting a solution is *E-Myth Mastery*, which is comprehensive and built in a step by step fashion. So give this book a quick read and get inspired and then give mastery a try to build a stronger business.

I liked the fact the Michael used concrete examples of what he wrote about. He clearly demonstrated that he understands the problems contractors face and create for themselves. There wasn't much I didn't like. I would recommend this book to any contractors, just starting out or struggling for years. I choose the rating of five Stars because there wasn't a six star rating available.

A short but pretty powerful book. The trades are probably the furthest behind of the service oriented industries in developing a repetitive and replicatable system for delivery. The view of the trades as a guild or craft goes back nearly a thousand years - if not further - and the skills required have been carefully taught through a guild and union system. Now, the trades are seeing the same transformation as other skilled workers such as the chef, the accountant, the mechanic and the lawyer. Technology, information and customer expectations have made consistent delivery and service critical to success, and the challenge of finding qualified trade labor makes systems and training important to meet those increased customer needs. Gerber points all this out in an easy to read, but hard hitting little book. If you work in or consult to the trades, this book is important foundational reading!

Wonderful book , it is teaching me ,this old dog new and better tricks

Wouldn't you like to read a book where every other paragraph begins with a rhetorical question? And wouldn't you like to read a book that has all the rhetorical answers you never knew you didn't need? Sarcasm aside, if you are aware enough to be looking for this type of help for your business, then you already know more than this book has to offer. It is a fast read because there is little real information, mostly rhetorical questions, and a few anecdotes.

Well structured writing style, with a nice blend of contracting experience and motivational stories that relate very well to existing contractors.

Awesome book really breaks down what running a business is all about. Definitely a book that you need to spend time thinking about. It has really helped us

Michael has a good understanding of contractors and the issues they face in becoming a business and not just a tradesman. The industry is plagued with a lack of business understanding and vision

for a better way to approach the work of contracting. Michael is providing sound advice in this book for all contractors big or small. Thank you for the work being done by E-myth.

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