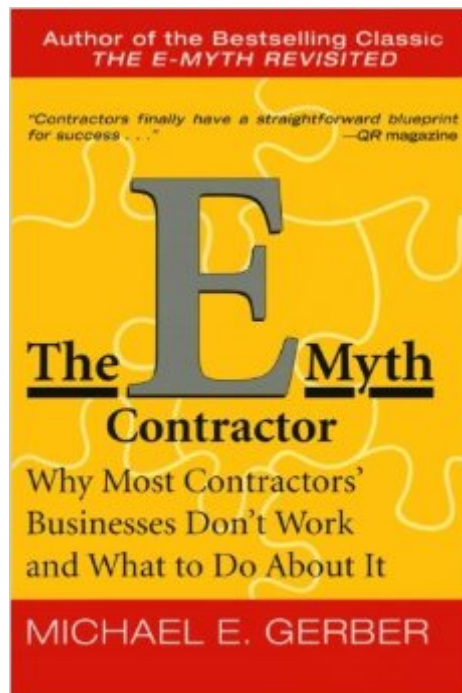


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The E-Myth Contractor: Why Most Contractors' Businesses Don't Work And What To Do About It



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

This book is a watered down version of the *E-myth Revisited*, which is a good book. *The E-Myth Contactor* - is a summary of M. Gerber's program with "contractor stories." There is no true insight into the contactor industry. My guess is this is the 1st of many books focusing on specific industries. My advice is to skip this book, just purchase Gerber's *E-Myth Revisited* & make the connections yourself.

This book is filled with wonderful ideas and philosophies. They all make sense and seem to put you on the path to the realization of your goals. The problem is that not all the keys to making the ideas work that you could actually put into practice are provided in the book. The idea of the book seems to be to get the reader excited and then point them to a web site where one can sign up for classes (at a healthy fee) to learn the fundamentals of the systems and how to put them to use. The limited scope of the book was no doubt designed to provide the author, Mr. Gerber, with more income than he receives just through book sales. I would be very cautious before getting hooked because the "rest of the story" is provided in a lengthy process that is quite expensive.

I thoroughly enjoyed the E-Myth Revisited. I thought there was a lot of good material and direction for me to follow. I was excited to see that the author was coming out with a contractor version that I hoped would fit my company even better. I was disappointed to find that it really wasn't much more than the first book, somewhat refocused. Between reading the two books, I contacted the company to see about using their consulting services. It became clear to me that the principles presented in the books, which they ask business operators to live up to, are not implemented in the E-Myth company very well at all. - Very disappointing.

I enjoyed the E-Myth Revisited. I was shocked at how poor the E-Myth Contractor was. I felt that excerpts were taken from the E-Myth Revisited and then a few contractual terms were added. If the authors had any knowledge of the construction industry they hid it well. What was even worse was that they were preachy about it. They did not even hint at the four basic delivery models for a building project: design-bid-build, construction management, design-build and integrated project delivery. These methodologies are so different that a few simple platitudes cannot even begin to address them. If I were to recommend this book to anyone who had any knowledge of the industry I would lose tremendous credibility. Though I will not take the time I would certainly like my money back for this book!

This book repeats a few of the strategies presented in "The E-Myth Revisted", trying to point them at the contractor. Unfortunately, except for a couple of good ideas from that book, there is nothing here but fluff and pep talk. At one point, I think you can actually tell where material was cut-and-pasted from the sister book about medical practices, where they accidentally forgot to change "practice" to "contracting business". If you found some chapters of the "The E-Myth Revisted" to be a bit fluffy for

you, you can count on an entire (although short) book of it here. Very dissapointing and not particularly useful.

I enjoyed the original E-Myth very much, though it was painful too as I recognised all my own mistakes in business over the years. I found this particular volume just a tad too new-age in places for my own liking. It is also, like so many small (the book, that is) business-help books, a little on the glib side, making the issues out to be rather easy to solve whereas entrepreneurship is somewhat more challenging in reality, and not quite as formulaic as the author might have us believe. But there's still a lot of truth in it too, and it is easily read, with some good lessons to take from it. Certainly worth both the purchase price and the time it takes to read.

This was the first E-Myth book that I had read - mostly out of curiosity as I had heard references to E-Myth and therefore wanted to be informed. What I liked is that this book is short and to the point - you can finish within a couple hours, so not much of a time investment is required. There are many good observations here and some good advice, however I do not agree with everything. The E-Myth refers to the fact that many individuals who start a new business are technicians and not true entrepreneurs. They continuously work for their business and not on their business. It allows them to gain an income from the business, however the business is not reaching it's full potential. Although this book is geared towards tradesmen (carpenters, electricians, general contractors, etc.) it just as readily applies to individuals in other professions as well such as engineers, accountants, consultants, etc. I have witnessed the technician vs. entrepreneur aspects firsthand and it is an easy trap to fall into. Although I appreciated the systems thinking aspect of this book, it did seem a bit too process oriented for my liking. Process does have it's place, however it should not take the place of independent thought and original problem solving - the hallmarks of a true entrepreneur. In my opinion the advice within this book may benefit a corporate audience or franchise more than a specialized intellectual property business. Overall this is a good book to get acquainted with the E-Myth philosophy with minimal time investment. Worth a read especially if you suspect that you, or someone you know, may be trapped in a technician mindset and needs to transition to an entrepreneurial mindset.

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