



HONORING MINORITY AND WOMEN ENTREPRENEURS



TOP 100 MBE AWARDS™ CEREMONY

Business Books for Entrepreneurs

By Herb Jordan III

Book of the Month: *The E Myth Revisited – Why Most Small Businesses Don't Work and What to Do About It.*
 Author: Michael E. Gerber
 Listed Price: \$16.00

What is an entrepreneur and what does it take to be a successful entrepreneur? Many failed entrepreneurs look back and wish they'd really understood the answers to this question before they went into business for themselves.

A lifetime of entrepreneurship and helping other entrepreneurs has taught me that anyone can be an entrepreneur. However, just like anything else worth doing it takes an investment of time, preparation and practice.

Our book for this month answers the question I posed earlier. Just as importantly it tells you what you need to do to be successful. It is a small book with a simple and powerful message. The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It by Michael E. Gerber is a must read for all successful entrepreneurs.

Book Review:

Anyone considering starting or running any aspect of a business needs a reference book, a book that succinctly covers the A-Zs of business success. Something that's not too long, that's an easy read, and that's just captivating enough that you will return to it again and again. For me the E-Myth revisited is that book.

Sure there are many other books that supply a more in depth understanding of marketing, sales, operations, management, and finance; however, you would be hard pressed to find a book that does a better job of distilling the essence of business success than the E-Myth Revisited.

In the book, Michael Gerber converts his wealth of experience working with all types of small businesses into a practical and pragmatic guide to: why most small businesses don't work and

For More Information Call: The Center for Business Inclusion and Diversity at 1.410.489.7098
or visit our website at www.top100mbe.com

The logo features the text "TOP 100 MBEs" in a serif font, with "TOP 100" in a smaller size above "MBEs". The text is set against a circular background with a decorative border. The colors are primarily gold and pink.

TOP 100 MBEs

what to do about it. He further illustrates his point through the use of a small business case study shared as a compelling story.

I first read this book while six months into the launch of an innovative information technology consulting firm. Good news: the business was growing rapidly and the market for my services was expanding. Bad news: I was working an unbelievable number of hours per week and I did not see an end in sight. A friend seeing my situation recommended the E-Myth Revisited to me. I read the book in a weekend and it helped me see clearly my problem and its solution.

I was ready to hire a new employee; however, the success of my business model hinged upon my soon-to-be-hired employee delivering services at the same speed and quality as I did. I faced the impossible situation of, each week, having to service existing customers—billable work--and train a new employee—additional expense and lots of non-billable work!

The book reminded me that the most successful business model is a franchise. A franchise's success can be duplicated by any business: create a comprehensive operating manual and put in place a replicable business process that when used in conjunction with the operating manual provides the foundation for a turnkey operation. The E-Myth Revisited contains a straightforward explanation and rich example of how to do this. The result, simple instructions for creating a business that operates as a turnkey operation. Every employee then has the tools needed to efficiently deliver the quality of services required for business success.

Michael Gerber builds a solid case for entrepreneurs increasing their chances for success by building this turnkey operation. Getting the non-billable work—the operations guide and business process--out of the way before taking on billable work could only help.

Michael Gerber's book provides lots of other sound advice. He even dispels the entrepreneurial myth, the E-Myth. He debunks the popular notions of who can be an entrepreneur and what skills it takes. He replaces these myths with hard-hitting facts about the drivers of business success and, just as importantly, the drivers behind business failure. He reminds all entrepreneurs that your business is a reflection of you. Today, you and your business could be one book away from an entrepreneurial success story. Let's read!

**For More Information Call: The Center for Business Inclusion and Diversity
at 1.877.572.5963 or visit our website at www.top100mbe.com**