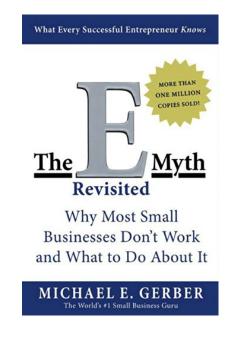
# The E-Myth Revisited Book Summary (PDF) by Michael E. Gerber

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 Revisted 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.
  - If Running a business takes more than knowledge.
    It takes understanding and intuition.
- 2. Most businesses won't grow past the middle stage.
  - 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."
  - 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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