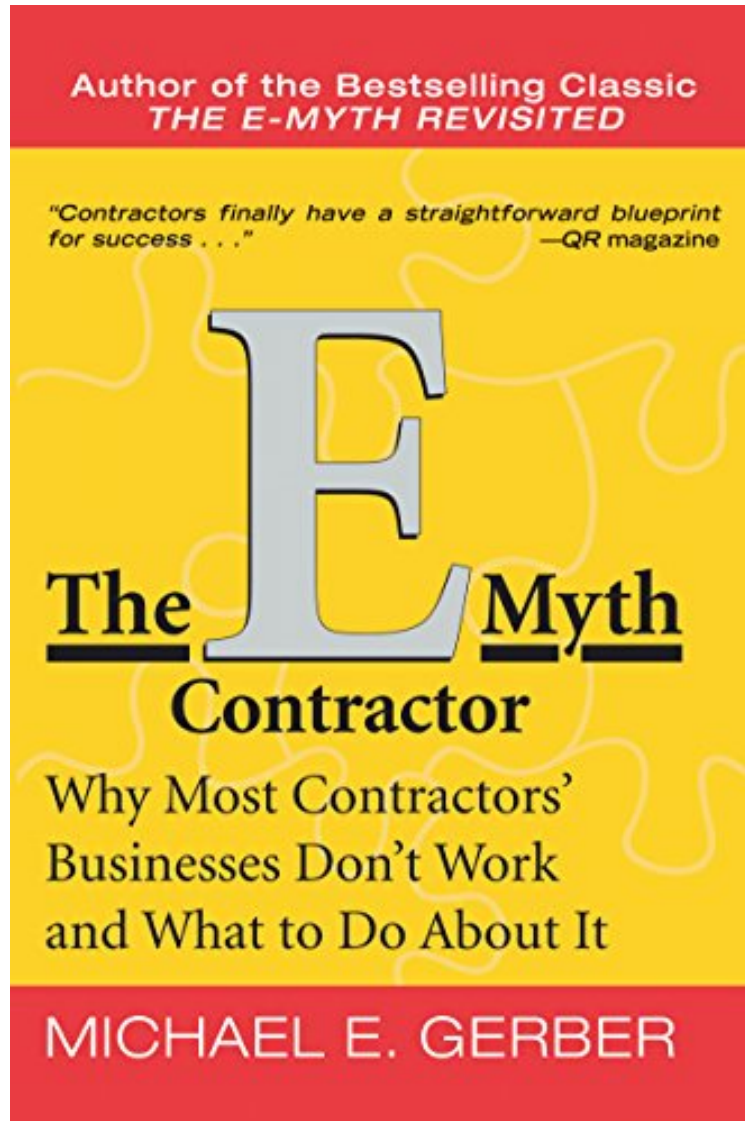


# The E-Myth Contractor: Why Most Contractors' Businesses Don't Work and What to Do About It

Michael E. Gerber

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**Michael E. Gerber : The E-Myth Contractor: Why Most Contractors' Businesses Don't Work and What to Do About It** before purchasing it in order to gage whether or not it would be worth my time, and all praised The E-Myth Contractor: Why Most Contractors' Businesses Don't Work and What to Do About It:

0 of 0 people found the following review helpful. Waste of time  
By David L. Sherzer  
I really liked The E-Myth Revisited (Gerber's main book), so I had high hopes for this one. Plainly, there was a wide gap between my expectations for this book and what it actually is. What I thought it would be: a deep dive on how to apply E-Myth

principles in the specific case of someone with a contracting business. What it actually is: If anything, MORE general / generic than his main book, with very little if anything specific to contracting. I haven't read any of the other industry-specific books in the series (nor do I plan to) but you almost get the sense throughout the book that the word "contractor" could simply be replaced by any other profession, and maybe that's what he's done for all these books, with some tweaking here and there to make the anecdotes and some clients/customers fit with the book's profession. But the actual substance provides nothing on top of what the Revisited book -- which was excellent -- provided. Just read that one, and do not waste your time here. 3 of 3 people found the following review helpful. Great book just needs a bit of up-dating

By Clint Aust Centre  
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.

0 of 0 people found the following review helpful. Great Intro Book to the E-Myth for Trades

By Edward J. Barton  
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!

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.