

AWAKENING THE ENTREPRENEUR WITHIN

How Ordinary People Can Create Extraordinary Companies

MICHAEL GERBER

MICHAEL GERBER is the founder of business consulting company E-Myth Worldwide. He published his first book, *The E-Myth Revisited: Why Most Small Businesses Don't Work and What To Do About It* in 1981. This book has gone on to sell millions of copies and is now published in fifteen languages. Since that time, Mr. Gerber has also published several other E-Myth based books including *The E-Myth Manager*, *The E-Myth Contractor*, *The E-Myth Physician* and *E-Myth Mastery*.

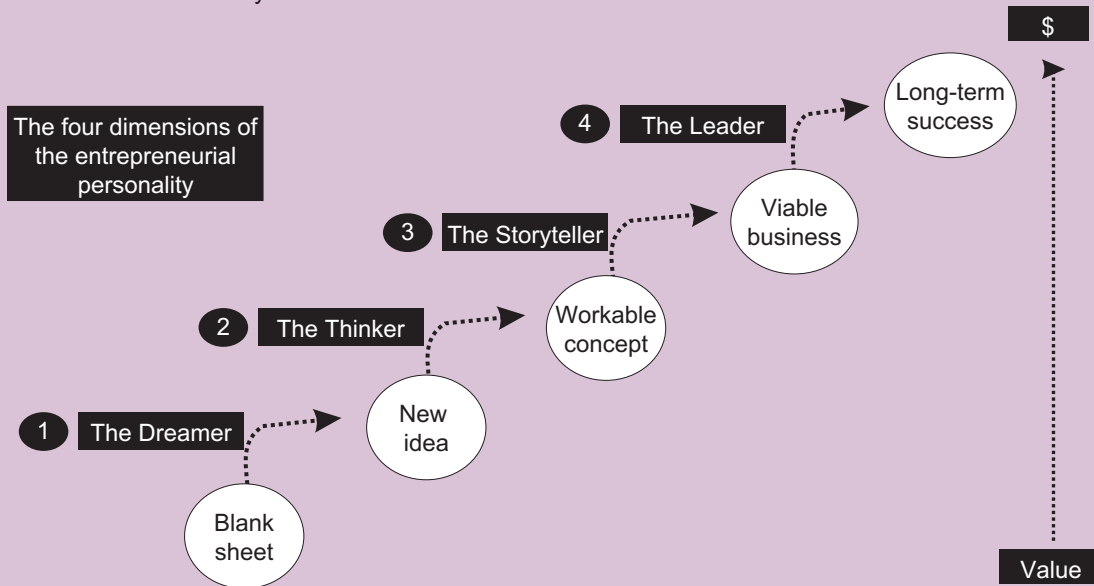
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MAIN IDEA

Everyone and anyone has the potential to become an entrepreneur and to create a highly successful company. Great companies always begin in the mind, heart and imagination of an entrepreneur before anything concrete happens in the real world. What differentiates the success stories from the also rans is what happens after the spark of the new idea comes to mind. Successful entrepreneurs turn their ideas into viable businesses all the time. The key is to know how to make this happen.

In particular, there are four dimensions of the successful entrepreneur's personality which need to come into play during different stages of the birth or creation of any new business venture:



If you can get a better understanding of the role each of these dimensions plays in the overall conception and then creation of a successful business enterprise, you can awaken the entrepreneur within yourself and then go on to create your own business masterpiece in the future.

Dimension #1 – The Dreamer Pages 2 - 3

Many times, a dream starts with an epiphany – the bright flash of inspiration where all of a sudden the dreamer senses what his or her life's work was meant to be. The dreamer stands on the mountaintop of imagination and visualizes what could and should be. Dreaming is not all that highly valued in the business world because it appears to lack substance but the simple fact is without a compelling dream to start the entrepreneurial process happening, nobody would ever attempt anything new. The central challenge is to come up with big dreams which move mountains and change the world.

Dimension #2 – The Thinker Pages 3 - 4

The dreamer suggests "what" should happen and the thinker then develops the "how" everything will work. The thinker asks all the questions which will lead to the formulation of the business model. The thinker focuses on matters of uniqueness, delivery, operating assumptions, costs and all the nitty-gritty details. The thinker obsesses over what problem will be solved and how. When the dreamer and the thinker work together, the end result is an idea which is more compelling and viable.

Dimension #3 – The Storyteller Page 5

Storytelling is all about wrapping the idea up into a presentation which is memorable, compelling and alluring. The storyteller takes the raw idea suggested by the dreamer and the down-to-earth delivery systems contributed by the thinker and looks for the creative spark which always lies at the heart of a memorable story. A good storyteller will then "road test" the idea to one extent or another trying it out on different groups of people and taking note of how they react until the idea is shaped and polished into something that rings true.

Dimension #4 – The Leader Pages 6 - 8

The leader assumes responsibility for making things happen. In particular, leaders want to be held accountable for progress and results. The dreamer suggests where to head. The thinker contributes the framework for how to make that happen. The storyteller injects the enthusiasm needed to overcome inertia and the leader then brings every element together and executes. Great leaders are focused, organized, innovative and highly discriminating about what they do. They also are excellent communicators. The leader takes the platform created by the dreamer, the thinker and the storyteller and gets it where it needs to be.

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