

# The E-Myth® Point of View

How you *think* about business is how you end up *doing* business

If you're like most small business owners, you're too busy running your business to truly enjoy the fruits of your labor. If you can't leave your business for a couple of days, then you haven't got a business, you've got a job!

The E-Myth Point of View is the perspective that your business should work for you, rather than you working for it. It's a perspective that has been used by tens of thousands of successful small business owners all over the world. And it can work for you too.

## The Five Core Principles™

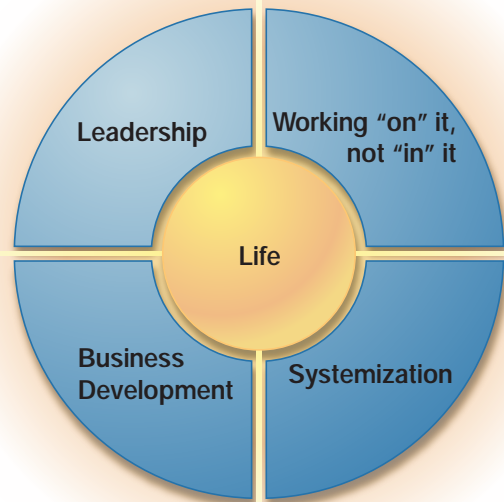
**Life:** At the center of the E-Myth Point of View is the principle that your business should be a way to get more of what you want out of life. Your business should be a vehicle through which you gain personal and financial freedom.

**Leadership:** In order to lead your company in the future, you must have a clear and compelling vision that inspires you and your staff. Being the leader means demonstrating your passion, commitment and enthusiasm with action.

**Working On It, Not In It:** Working on your business means building your business as a franchise prototype, even if you never plan on franchising. In this way, you've created a turn-key operation that delivers consistent, predictable results no matter who's running the business. Learn more...

**Systemization:** If you want to create a business that provides you with a high-equity return, you need to create a proprietary business system. In an ideal business, systems run the business and people run the systems.

**Business Development:** Business development is the secret to realizing your vision. It's the methodology behind working *on* your business not just *in* it. It's a continuous cycle of Innovation, Quantification and Orchestration.



*Bring clarity, order & structure to your business using our proven model*

<http://www.e-myth.com/programs>

E-Myth Worldwide®

2235 Mercury Way, Suite 200 ■ Santa Rosa, CA 95407

800.221.0266 US/Canada ■ 707.569.5600 International ■ Fax 707.569.5700