
The E-Myth Revisited Summary PDF Cheatsheet —

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- ? 1. **The E-Myth Explained: The surprising truth is that most small businesses are started not by entrepreneurs, but technicians**
- ? 2. **The Three Business Personalities: Every business owner must balance their inner Entrepreneur, Manager, and Technician**
- ? 3. **Work on your business, not in it: Implementing systems for scalable success, like the McDonald's franchise model**
- ? 4. **How to Build Systems: Creating systems and processes for every role, so you can get out of it**
- ? 5. **Business Development Mastery: Creating a Process and Program to grow your business into new areas**
- ? 6. **The Customer's Viewpoint: Understanding the real definition of a successful business**

This is just a sample!

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