

FROM THE BESTSELLING AUTHOR OF *THE E-MYTH*

MICHAEL E. GERBER

**"THE WORLD'S #1 SMALL BUSINESS GURU."
—INC.**



THE MOST SUCCESSFUL SMALL BUSINESS IN THE WORLD

THE TEN PRINCIPLES

Praise for *The Most Successful Small Business in the World*

“Michael has laid out the steps that any entrepreneur should take if they truly want to become successful. Get ready to welcome a new wave of successful small businesses into society!”

— Bill Bartmann

**Best-selling author of *Bailout Riches*
and a leading authority on entrepreneurship in America**

“While Michael’s new book is aimed at the fundamental principles needed to build the ‘best small businesses,’ his material also addresses the leadership gap in our society. Michael points out that our leadership failures are a result of losing touch with our inner self, which results in a lack of higher purpose in life. Our lack of self-awareness is due to too many external distractions. Thus, we have drowned in the river of ‘reaction,’ which has brought about the massive failure of our institutions. His ten principles are wonderful medicine for our time, bringing us back to the reality that inner perfection leads to outer achievement, integrity attracts profit, and substance defines beautiful form. This book is about awakening to the gift with which we are all born, as well as how to polish that gift with tender and practical care. It is a gem—simple, direct, practical, and beautiful. I love it!”

— Raymond T. Yeh

Co-author, *The Art of Business*

“What could be more important to our economy and future success than learning the secrets of how to build *The Most Successful Small Business in the World* from the guru who changed the world through his best selling E-Myth books? This book is an entrepreneur’s dream come true.”

— Jason Dietch

**Co-Author of National Best Seller, *Discover Wellness—
How Staying Healthy Can Make You Rich***

“Michael’s understanding of entrepreneurship and small business management has been a difference maker for countless businesses, including Infusion Software.”

— Clate Mask

CEO and Founder, Infusionsoft

“I love my new business, I am jazzed. My team is jazzed. Our clients love it. My life is profoundly affected. I did not realize business could be so much fun. We change lives every day. What a gift. Thank you Michael for your love and passion. What an honor to be coached by you.”

— Arif Balagam

Lumina Dental Spa

“Michael Gerber puts the passion back in business! He’ll remind you what got you started in the first place, and show you how to get back on track. Instead of uncertainty and frustration, let Michael Gerber give you clarity and wisdom!”

—Peter Leeds
CEO of PennyStocks.com

“Michael Gerber’s Dreaming Room and his vision of the transformation of mankind through entrepreneurship has inspired us to live our business with passion—Divine Passion!”

—Bill Dedek
Sirrus Consulting

“Michael Gerber’s ability to get to the core of an issue in the shortest period of time is simply astounding. We attended a Dreaming Room and came out with a fresh perspective and goal which resulted in our completing the manuscript for a book. He encouraged us to share our story. We did, and the process continues to open new doors for us on a constant basis. Thank you, Michael.”

—Bill and Colleen Hensley
Authors of the upcoming book, *The Pilot—Learning Leadership*

“Going to Micheal Gerber’s ‘In The Dreaming Room’ was one of the best investments into my life and my business. Michael was able to hone onto what my passions were. Most especially he had me realize my ‘Big Why’ for creating a company where entrepreneurs are holding each other accountable to their dreams through powerful relationships. Since the event, Peer Success Circles has grown internationally and we are now licensing components to other organizations. A big Amen to E-Myth legend Michael Gerber.”

—Joseph Varghese
Peer Success Circles, joseph@SuccessCircles.com

“Michael is my only *business-roshi*. He is a true master of life first, and of the game of business, second. Even more impressive than his beautifully-crafted stories, is the presence of this man in real life. When you come in contact with him, you can’t help but to experience the wisdom and positive energy he radiates. Michael lives his life the way he teaches. Every day, adding a new musical note to the rich and magnificent symphony of his life’s work”

—Cenmar A. Fuertes
Founder and CEO, CoachLink and Sparkle Restoration Services, Inc.

“Michael Gerber is a world-class unstoppable entrepreneurial guru . . . the greatest business visionary of our time. He is precious and very rare with enormous insight as well as humour. Michael has taught me how to turn my dreams into a business world without boundaries. His words must be cherished and his life lessons learned.”

—Chris Owen
Marketing Director, LEEDS

“A year of mentoring with Michael Gerber is akin to a lifetime at business school. Our business development journey together has been magnificent. I always feel supported and supercharged by Michael’s genius, passion, and energy.”

—Peter Wallman
Founder and CEO of Passion Maps,
and Author of *The Wisdom of Passion*

“I am no longer afraid to dream. I am no longer afraid to act. Michael Gerber gave me the courage to build the enterprise that was in me.”

—Dave McGrath
Gold Coast Australia

“Meeting and becoming familiar with Michael Gerber and the gift he shares has been an eye opener for me. This experience has caused me to rethink, perhaps several times, the ways I have previously engaged as an entrepreneur. Now, clearly, I can move forward confidently with any new idea in business.”

—Dr. Fred Eckfeld

“Michael is an unparalleled exemplar of hope. His words have a magical way of empowering you to challenge and create the impossible—and creating the impossible is the current benchmark of business today!”

—Dusty Emerson
President of Kromatik

“Michael Gerber has once again had a powerful affect on me and is changing the way I start and run my businesses. Michael’s insights and instructions for creating and running a successful business will pay huge dividends in all areas of my business and personal life.”

—Eric Zapf
Founder of Wet Kiss Creative, Co-inventor of *SLAPITZ*[™],
and Creator of Boulder Bar Endurance

“His insights into how to run a business and make it truly work have provided clarity to me that has helped me see new direction and potential in my business. No one should start or run a business without being a student of Michael’s work!”

—Garry Mumford
Insight Associates

“The true entrepreneur is the crystal ball, dreaming the future of the world into its very existence.”

—Hugh Morris
President, GRO-PEC Solutions LLC

“With Michael E. Gerber’s systematic, holistic approach for building the framework of a business, my whole world has been revolutionized.”

—Magnus Still
Chairman, StillArt Enterprises

“Michael Gerber challenged me to ‘find an unsolved problem, then make a transformational impact by solving it.’ Thanks to his guidance, I set aside self-centered ideals and created an effective and unique solution to a very real need in our society.”

—Marnee Weber
The Caregiving Coach

“Michael proved to me hands down that a spiritually based company and smart business savvy can—and should—coexist perfectly! I am forever grateful for Michael’s sincere attention and inspiration.”

—Rev. Nina Roe
Founder AngelsTeach.com

“Michael’s techniques and philosophies go beyond standard business books. His passion and motivation is infectious and demonstrates business is about stepping up to the mark and making a difference, not just to the business owner’s life but to others as well.”

—Paul Gordon
Managing Director Fit4all Ltd.

“The Man, Michael E. Gerber, is a voice that was sent into the world to ignite the true entrepreneur to focus and succeed. Every successful person that I have met has made comments on how Michael Gerber’s E-Myth books have changed their lives. Where would millions of Entrepreneur’s lives and business be without the Man of Michael E. Gerber?”

—Phenon Walker
Cleveland, Ohio

“The brilliance of a man can be seen through his work. Reading his books and working with him for over a year now there is no doubt in my mind that the brilliance of Michael E. Gerber shines through everything he does. A true master of his craft.”

—Randy Ansems
Canadian Entrepreneur

“I rediscovered the passion that had been lost when I finished my professional baseball career. By regaining the sense of joy and satisfaction that comes from rediscovering your life’s Assignment—rediscovering that it’s all about *Who You Are* in creating value in the lives of people God brings across your path. Thanks, Michael, for unlocking the 30-year void in my heart and turning me into the leader in business that I remember being in sports!”

—Randy Hammon
Founder, My Retirement Coach, Inc.

“*Work on it, not in it.* That changed absolutely everything . . . ”

—Scott Hedrick
Founder, JustBats.com

“Michael’s tools and books have inspired me to dream big and put into reality my vision to help turn around business failure in the United States and help entrepreneurs get off to a fast start to profits! He has the rare ability not only to reach down into your core and bring out your best but also to propel you to massive action!”

—Scott Letourneau
www.FastBusinessStartUp.com and www.FastBusinessCredit.com

“I had the good fortune of attending a Dreaming Room event with Michael last year and it was an experience I will never forget. You cannot be a successful entrepreneur without reading Michael’s books, and experiencing him live In the Dreaming Room is nothing short of life-changing.”

—Stephanie Chandler
Author, speaker, consultant; www.StephanieChandler.com

“Michael and The Dreaming Room have dramatically expanded my belief in both what I am capable of and how big my company can grow.”

—Steve Kelsey
Printhink Solutions Inc.

“Michael Gerber didn’t just break my thinking out-of-the-box, he helped me see how I could build my business in its own special shape. Everything looked different after that!”

—Susan Schwartz
You Who Branding

“Michael Gerber encouraged me to dream bigger than I ever imagined possible. What I had believed impossible became possible by learning how to sort out my dream, vision, mission and purpose in a systematic way. He will impact you for the rest of your life, like he did to me.”

—KC Kang

President, Authentic Ways, Inc.;

Author of More than Skin Deep, 3 Secrets to finding Authentic Beauty

“The process turns you inside out and shakes you upside down to see what has been hiding deep inside. Scary—yes! Exciting—absolutely! The most exciting is not only what it will do to help you but in how you will help to improve the world.”

—Dr. Wanda Lee MacPhee

www.stmargaretsbaychiro.com

“(He) gave me permission to Dream Big and taught me to start small. He let me listen to my inner voice. I’m now ready and well on my way to make my dream come true.”

—Deborah S. Sarnoff, MD

“Michael has been the ‘Rosetta Stone’ in helping me distinguish my day dreams to the DREAM that is my higher self’s purpose and mission for my life. His dreaming room is a SPACE that is safe, YET engaging, empowering, surprising, rewarding, and challenged a breakthrough to what mattered to me.”

—Mark Rolando Rosales

www.cardiograde.com

“My Dreaming Room experiences along with Michael’s mentorship have had a dramatic impact on my business insight. With Michael’s unmatched enthusiasm and point-on advice, my dreams of owning a world class business will soon be my reality!”

—Thomas Drexler

THE MOST SUCCESSFUL SMALL BUSINESS IN THE WORLD

THE TEN PRINCIPLES[®]

MICHAEL E. GERBER

WILEY

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*To my wife, my partner, my friend, and my lover,
Luz Delia, who has infused my life with the divine.
You are beyond what you promised, you are here in my heart.
You and those you have brought to me will seek
the impossible and lay it to rest. All my love,
all my soul, all my gratitude.*

He who has a why to live for can bear
with almost any how . . .
—Nietzsche

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Foreword

My first encounter with Michael Gerber was Divine Providence. It was certainly more than coincidence (and in any case, I share Einstein's view that "coincidence is G-d's way of remaining anonymous").

When I first met Mr. Gerber, I was 36 years old, and he was 71. I had been working as a Chabad rabbi in Malibu, California, for 13 years. Like all Chabad emissaries, I was moved and inspired by our great leader, Rabbi Menachem M. Schneerson, best known simply as "The Rebbe."

The Rebbe arrived in America after fleeing Nazi-occupied Europe. In response to the atrocities of the war, he determined that the world needed a profound and lasting reorientation and set out to make it happen. He believed that if one evil human being could bring such tragedy to our planet, then certainly a concentrated effort, involving millions of people, could create a world of goodness and kindness.

The Rebbe envisioned our world as G-d intended it to be—one where the beautiful, Divine potential that exists in all of us is present in every aspect of our lives. He stated that selfishness, anger, and jealousy are all products of a "cover-up"—and when the mask is lifted, our inner beings can shine through. The result will be a world of true inner peace, joy, and harmony.

When I read Michael Gerber's book *The E-Myth Revisited*, I had a surprising spiritual experience that made me feel that I must meet the writer. I was touched by his words: "I will never again let the curtain go down." Something about that

sentiment and the work that I do as a Chabad rabbi told me that Mr. Gerber's methods and attitude could help me achieve my work on behalf of the Rebbe's dream.

I was aware that Michael Gerber had been an inspiration to thousands of small business owners and that he might not be easy to reach, but that never stopped me. Despite my calling the wrong office to contact him, somehow he received the message that a rabbi was trying to reach him. We made an appointment, and together with a few other rabbis we had our first meeting.

I will forever cherish the energy of that encounter. In my line of work, I constantly meet with people of all ages and backgrounds. I find that when people reach a certain stage in life, they're often content with who they are and what they do—or at least, they accept their current place in the world. While this sense of satisfaction may have some benefits, the Rebbe spoke strongly about never being content when it comes to our spiritual growth.

Michael Gerber exuded a gentle, yet strong spirit that was inspiring. Here was a man in his seventies who could easily retire—yet the youthful, ever-seeking energy within him wouldn't consider anything of the sort. He had a vital exuberance as if he'd just gotten started with his entrepreneurial passion. He was like a 25-year-old trapped in a 71-year-old body. It was extraordinary.

I remember Michael telling us about his limited involvement with Judaism—including the rabbi who convinced him not to become one—as well as the other great “inspirational moments” connected to his Jewish upbringing. But there was one story that validated my desire to meet him.

Michael described the time when he joined a group who wanted to get together so they could discuss Jewish culture. In one of the first meetings, Michael brought up the “scary”

elephant in the room that everyone else seemed to be avoiding—he expressed the fact that if they were going to do something Jewish together, then surely G-d must be part of the discussion. When his suggestion was denied, he decided to opt out.

Why did this intrigue me so much? It intrigued me because our world has become accustomed to avoiding the important questions. We have stopped seeking. We have stopped talking to our inner child.

We routinely dodge the core philosophical questions, such as what is the purpose of life? Why does one get married? Why does one have children? What do we really want out of life? Fundamental issues have become unwelcome topics in our day-to-day lives as we are caught up in the material world around us, as we try to earn a living and provide for our families.

And here was a man who still wanted to explore. Here was a man who was unwilling to make any issue—even the “G-d” issue—off limits. A true breath of fresh air.

Being alive requires a constant expression of life. Things that have life grow. People grow, animals grow, plants grow—only lifeless stones cannot grow.

Michael Gerber is committed to growth, and his gift is to help others grow as well. He hit the mark when he wrote, “[M]ost business owners are not entrepreneurs, but technicians suffering from an entrepreneurial seizure.” He himself is not just a technician. He hasn’t closed the door on his inner child by silencing questions, and just going through the motions. He is living his mantra in his own ongoing journey of personal discovery.

I now realize that when Michael is communicating his message to business owners, he is actually sharing his deep desire that others remain open and connected to their inner child.

Wikipedia defines an entrepreneur as “a person who has possession of an enterprise, or venture, and assumes significant

accountability for the inherent risks and the outcome.” He or she is someone who is willing to converse with their inner child, despite the risks and fears involved with what and where it may bring them.

As Michael puts it, “a business without a dream is like a life without a purpose”—and an entrepreneur is always connected to the dream, because he is also thinking about his purpose.

I can tell you that Michael Gerber is just the man I was looking for when I tracked down the inspiring author of *The E-Myth Revisited*. His partnership and participation in the Rebbe’s dream continues to be invaluable.

In these pages, I expect that you will discover a soulful approach toward your future goals, and I pray that you too, will never close the door on your inner child.

—Rabbi Levi Cunin
Malibu, California

“The annals of American business are filled with ‘impossible dreams’ that have come true. I believe in those dreams, and most importantly, I believed in my dream.”

—Mary Kay Ash
The Mary Kay Way