

MICHAEL E. GERBER



Michael E. Gerber is the founder of E-Myth Worldwide, the coaching, training and education firm he created in 1977 to transform the development of small businesses worldwide. Now approaching its 32nd year, Michael E. Gerber's extraordinary work has achieved stunning results by transforming more than 65,000 businesses in over 145 countries, translated in 29 languages and used in 118 universities in the world. He has spoken to enthralled audiences throughout the world including London, Leeds, Vancouver, Toronto, Sydney, Melbourne, The Gold Coast, and in every state in the U.S. — in excess of 300 events overall.

Gerber is the author of 13 business books, including the mega-bestseller *The E-Myth Revisited – Why Most Small Businesses Don't Work and What to Do About It*. His revolutionary perspective has become the gold standard for small business development throughout the world, becoming what INC Magazine calls: "The World's #1 small business guru," and one of Business Week's bestselling authors of past decades. Gerber's passion and genius for understanding the plight of the individual entrepreneur is the crux of his tremendous appeal and success, and has formed the core value of his brand as it has evolved over three decades. Indeed, the unique ability of Michael E. Gerber's perspective to lead broken business operators as they overcome their "entrepreneurial seizure" and begin to work **ON** their business, not **IN** it, is the very heart of the small business revolution he has driven.

Now 73 years young and unquenched in his passion to transform entrepreneurship worldwide, Michael E. Gerber has more recently refocused his attention from the re-management of existing businesses to the special needs of entrepreneurs in the startup phase.

In December, 2005, he launched a new venture for entrepreneurs seeking to create world class startups. This manifestation of realizing dreams occurs in **The Dreaming Room™**, 2½ day intensives which Michael Gerber has led throughout the United States, Canada and the United Kingdom.

Based on his experiences with entrepreneurs in these "Dreaming Room" events, Michael authored *Awakening The Entrepreneur Within - How Ordinary People Can Create Extraordinary Companies* in 2008. Of this new period in his life and career, Michael E. Gerber says: "There is an entirely new kind of entrepreneur awakening and coming alive in America today, and thousands are joining their ranks each week. I call the men and women joining this revolution, quite simply, 'the awakened entrepreneur.'

The Awakening Entrepreneur™ is inspired by the belief that to truly flourish, a business must touch the lives of each of its four primary influencers – its customers, employees, suppliers and lenders and shareholders—in a deep and meaningful way. Awakened Entrepreneurs seek a path that has, at its core, a higher, more inspiring meaning than just making money, selling a product or seizing market share. Above all, they are trailblazers seeing to transform lives in all that they do. Their companies are, unfailingly, a stunning reflection of this transformational resolve. "I believe in that vision. I believe in that possibility for all who would pursue the entrepreneurial call. For this reason, everything that I do in business and every book I write from this time on will be aimed to further this cause by awakening the entrepreneur within the countless millions of people worldwide who are inspired by the possibility of

creating world class companies – companies that fulfill that deep abiding vision in each of us to transform our world.” His latest book published in 2009, *The E-Myth Enterprise - How to Turn a Great Idea into a Thriving Business*, is written with that vision. In Michael Gerber’s next book, *The Most Successful Small Business in the World – The Ten Principles*, which is coming to major bookstores in January 2010, Gerber takes even bolder steps, setting conventional wisdom on its ear, to create entrepreneurial independence and financial security in a world that is most often unpredictable and unreliable.

Michael E. Gerber has founded several ventures in the last four years which provide tools and support to The Awakened Entrepreneur™. You can visit him at www.michaelgerber.com. Michael lives with his wife, Luz Delia, in Carlsbad, California, where they are intentionally and joyously pursuing their shared vision for transforming the world, one small business at a time.

