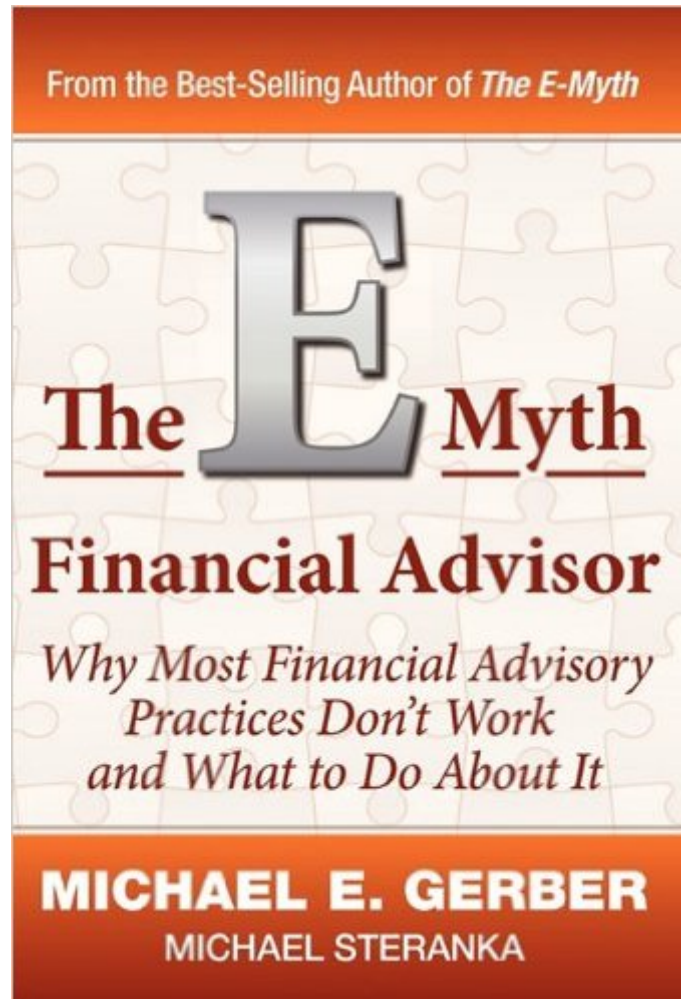


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The E-Myth Financial Advisor (E-Myth Expert)



Book Information

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Customer Reviews

I gave this one star out of respect for the original writing of Michael Gerber. I have read his E-Myth book several times and have given away a number of copies to help others. As a financial planner for the past 20 years, I was intrigued by how another financial planner might incorporate the E-Myth techniques into their practice. I was disappointed from page one. His selection of the expert is, I will admit, an expert in selling insurance products. Sales, residuals, etc are the driving force of the methods espoused in this book. I would highly doubt that any consumer would interpret this as financial planning. I was sad to see such a great book degraded in this way. If you are a financial planner who seeks to serve the needs of the client, not simply produce sales, I would recommend reading the original E-Myth book and apply it to your own practice.

I loved the EMyth book, and was hoping this book would have real life examples for process and how to actually run the business. Not the case. It is just a rehash of the original book, with a slightly different bend to it. Skip it!

I haven't written horsesh*t in the side of so many pages of a book in a long time. I guess the .01 I spent on this used book was a waste - go figure. As some of the other bad reviews show, this book is a waste of paper as far as any value to a true adviser, let alone anyone who is a sales person in

the financial services industry. I think this runs parallel to the downfall of Gerber's consulting practice as I understand it. On a good note - that this book exists and someone gave it any stars is a positive for me, knowing that the role of a trusted adviser is still relevant with garbage like this out there.

If you are a "newbe" advisor, use Michael & Michael's Planning Triangle. There are 3 components: 1). The Completion Plan 2). The Practice Plan 3). The Business plan. Once these are completed appropriately using the step by step point/counterpoint dialogue offered by Mike Gerber & Mike Steranka, your job done. Stick to these plans and let them along with Michaels (both) voice guide you and your firm into the light. I know you are asking, why only 4 stars. Simple, as the book will explain. It is about why most Advisory practices don't work and what to do about it. The book leaves the final star to YOU. So, no this is not a book that will do it for you. A hands on approach is required and I would not have it any other way. although, I had hoped for more specific Financial Advisory topics as apposed to the broader Advisory in general. All in all, If you are serious about a Financial Advisory practice. Use the Triangle and contact me if you want to do something together.

For several years, I've enjoyed reading Michael Gerber's work. So much so that I actually keep several copies of the E-Myth in my office at all times as gifts for my self employed clients. It sheds light on the myth of the "entrepreneur." In this version Michael again sheds light on what advisors, who think they're entrepreneurs, need to do to enjoy owning a business, rather than owning a job. I liked it, as I knew I would.

This is the fourth E Myth book I have read in Gerber's series. The basic ideas in all his books are the same and ABSOLUTELY necessary to understand if you are going to start or already in any kind of business. I have read the different books to learn about particular problems in different types of businesses. A long time ago I got a B.S. degree in general business. The degree took 4 years but should have been condensed to 4 months and then I should have read a few of Gerber's short E Myth books. Gerber is especially hard on technicians (bakers, engineers, financial planners, real estate brokers, etc) who start a business but instead of creating a business all they do is create a job for themselves and then believe they just have to work harder to succeed.

This book gave me a brand new way of approaching my financial advisory practice. And the idea of managing processes instead of people was an epiphany for me.

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