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The E-Myth Insurance Store



Synopsis

RUNNING A SUCCESSFUL insurance business is a juggling act. You need expertise in your area of insurance to provide services to clients. You also need the know-how to run a small business. You've probably been well prepared by your education or experience for the technical ins and outs of an insurance business. Yet what training has prepared you to run a business? The E-Myth Real Insurance Store fills this knowledge gap, giving you a complete toolkit for either starting a successful business from scratch or maximizing an existing business's performance. Loaded with practical, powerful advice you can easily use, this one-stop guide helps you realize all the benefits that come with a thriving insurance business. Combining the wisdom of renowned business development expert Michael E. Gerber and the insurance expertise of John K. Rost, the E-Myth Insurance Store, equips you to:

- Liberate yourself from the predictable and often overwhelming tyranny of unprofitable, unproductive, and time-consuming routines
- Transform yourself from a successful insurance business technician into a successful insurance business entrepreneur
- Rethink your practice, shifting from tactical thinking (working *in* your business) to strategic thinking (working *on* your business)
- Stop trading time for dollars
- Manage those processes through which people get things done, which becomes your Management System for everything you do
- Implement innovative systems to produce consistent results as your practice grows
- Take the sanctity of time seriously, blocking time for entrepreneurial work
- Create the story that becomes the heart of your practice
- Leading an insurance business can seem like a daunting task, with too few hours in the day, too many petty management issues, and a constant struggle to create and implement systems to help you grow.

The E-Myth Real Insurance Store offers you a road map to create an insurance business that's self-sufficient, growing, and highly profitable. Take your business to levels you didn't think possible with this unique guide!

--This text refers to the Audio CD edition.

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Customer Reviews

Good info!!!!

Very informative

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