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## UA62/3 April Newsletter

Kentucky Small Business Development Center

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Greetings,

A must read for any current or would-be small business entrepreneur is *The eMyth Revisited* by Michael Gerber. This book addresses the reasons why many small businesses fail and what can be done to overcome small business challenges and systematize for success.

We will be presenting a free workshop on this topic this Thursday at noon in Garrett Conference Center room 100. Register [here](#).

Additionally, sign up for free one-on-one counseling [here](#) to learn how to implement the plan Gerber refers to.

On a center note we have worked collaboratively on a number of great projects with the CEI folks - the [Center for Entrepreneurship & Innovation](#) - we have collaborated on a business plan competition as well as a number of small business analysis projects. Dr. Wil Clouse and staff are an effective, visionary team and we look forward to working with them more.

Have a great day!

**Adam Brownlee**

**Director, WKU SBDC**

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### In This Issue

[The eMyth Revisited](#)

**GORDON FORD**  
COLLEGE OF BUSINESS



### Cash Flow Day

**Get Rich on Your  
Lunch Break**

Join us at noon  
on Thursday, on  
the hill, (Garrett  
Conference Center  
Room 100)  
for the eMyth

## The eMyth Revisited

### Systematizing Your Business for Success

In his book *The eMyth Revisited*, Michael Gerber presents us with valuable information that every entrepreneur should take to heart before and after going into business:



1. It's a myth that most businesses are started by entrepreneurs. They are started by technicians who want to do the technical work of the business.
2. The Turn-Key revolution has provided small business with a model that if implemented can lead to extraordinary returns for small business.
3. Every business should have a business development process - a system at the heart of every business.
4. This system can be implemented over and over again for success in your business.

The fatal assumption that most business owners make is that if they understand the technical work of a business, they understand a business that does technical work. A programmer starts a programming business, a contractor starts a contracting business. They don't account for all of the other jobs that will come with a business.

Within each business owner there is an entrepreneur, a manager and a technician. The entrepreneur is the bold visionary who lives in the future. The manager is pragmatic, lives in the past and craves order. The technician is the doer who lives in the present and does the technical work. According to Gerber, each of these roles is at war with one another in small business. The goal is to have balance between the three but typically, the breakdown is 10% entrepreneur, 20% manager and 70% technician.

Revisited Workshop.

This workshop will teach you:

How to Systematize Your Business

Why Franchises Succeed Where Small Business Does Not

The following week, join us for the Thom Crimans of Fran Net who offers free services to see what franchise you are best fit for. If you are interested in purchasing a franchise, this workshop is for you. - same time, day and place.

Click

[here](#) for workshop info.

Parking passes will be provided - pick them up at Garrett room 121 10 minutes before-hand.

Click [here](#) for directions and details.



Quick Links

Gerber argues that the turn-key revolution or the business franchise format provides the warring factions with a solution - an environment in which each personality can strive and be satisfied.

Many ask "what is wrong with being a technician" and the answer is nothing but if you want to purely be a technician then don't own a business, continue to work a job where you are allowed to do the technical work.

A business hits adolescence when the owner realizes they can no longer do all the work by themselves and they hire an employee. Most business owners manage by "abdication" in which they merely turn over many of the business tasks they don't want to do to the employee. The problem becomes that no standard has been defined by which the employee should operate and soon, things fall apart. Orders come back, customer service goes to pot and the owner starts doing everything again. Many times the business gets small again. The widget machine is placed in the center of the room next to the telephone and the owner plops down on a stool next to the machine.

### **The Turn Key Revolution**

When Ray Kroc visited the first McDonald's (then MacDonal'd's) in San Bernardino, CA in 1952, he found a business system that was humming along like a Swiss watch, serving up burger after burger by employees working a system. He saw the future and Kroc came up with the idea to license the system over and over to franchisees. Herein lies the turn-key revolution (put key in the door, turn key and presto, you are in business) and what Gerber proposes is the salvation to many small business owners - the Business Development Process and the Franchise Prototype Manual. Not stating that everyone should buy a franchise but that each entrepreneur should develop and apply a standard within their business similar to how a franchise operates.

80% of small businesses fail within the first 5 years while 75% of franchises succeed. This process if implemented within your business can lead to a greater chance of success.

This Thursday at noon we will be hosting a free workshop in Garrett Conference Center room 100 that covers the information found in the eMyth Revisited. Click [here](#) to register and see the side-bar for details. The following week Thom Crimans of FranNet will be here to discuss purchasing

[Contact Us!](#)

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All opinions, conclusions, or recommendations are those of the author(s) and do not necessarily reflect the views of SBA.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Adam Brownlee, 1906 College Heights Blvd., #61086, Bowling Green, KY 42101. 1-270-745-1905.

a franchise. He offers a free service to see what franchise model you are best fit for.

Also, if you would like free one-on-one counseling and wish to implement the systems discussed here, register

[here](#) for free coaching.

Thanks,

Adam

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Thanks for taking the time to read our newsletter and for passing it along to folks who might be interested in its content and our services. Please contact us at [wkusmallbiz.com](http://wkusmallbiz.com) if you are starting a small business or if you need a tune-up.

We look forward to serving you.

**Sincerely,**

Adam Brownlee  
Director, WKU SBDC

[adam.brownlee@wku.edu](mailto:adam.brownlee@wku.edu)

[wkusmallbiz.com](http://wkusmallbiz.com)

**Save  
100%**

Our one-on-one coaching is free, always.\* If you would like to discuss the above topics, develop a business plan, franchise prototype manual, financial projections or web site or attend one of our workshops, go to [wkusmallbiz.com](http://wkusmallbiz.com), click on "Contact Us," enter your information and a special little message that preferably comments on how cool we are.

Check out our upcoming workshops under the training tab.

\*There is no catch to this. We are grant funded. Our services are free. This is not a teaser rate in which we bait you to sign you up for fee-based services. We do not force you to look at time shares for hours on end in order to receive admission to Disney World. We do not have a water park, animatronic pirates nor a jolly, rodent mascot. We have coffee, and if there is any left, we will offer you a cup.

**Offer Expires: Never**