
Jaime Masters: Welcome to Eventual Millionaire. I'm Jaime Masters and you have no idea how excited I am for today's interview. Today we have Michael Gerber. He has an amazing new book coming out called *Beyond the E-Myth*, but I want to tell a quick story because I didn't tell this to you beforehand. My mentor, who taught me business coaching when I was 24, handed me the E-Myth book as the very first thing I ever learned. He handed it out to every single client that he had. He has handed it out to hundreds and hundreds of his clients, and he was like, "This is your bible. Go take this and learn all of it."

So, when I had the opportunity to interview you, I was like gushing. I told him, he was like, "You've made it, finally!" So, thank you so much for coming on the show today, Michael. You have no idea how excited I am.

Michael Gerber: Thank you, I'm delighted.

Jaime Masters: So, tell us about the new book in general. I'm sure people that are listening have already read parts of the E-Myth series, but this is a brand new one, so tell me more about that.

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Michael Gerber: Yes, it's called *Beyond the E-Myth: The Evolution of an Enterprise: From a Company of One to a Company of 1,000*. I meet all the time with folks who have taken their little practice, whether it be an accountant, an attorney, a chiropractor, a coach, whatever, and diligently applied the E-Myth principles to grow exponentially. I was just given an Entrepreneur of the Year award by a gentleman by the name of Rob Seigfried and he's the CEO and founder of the Seigfried Group. His company just hit \$119 million in annual revenue and growing over 18 offices, 20 offices, 40 offices nationwide.

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Now, you ask yourself the question: how does a CPA accomplish that? Well, he accomplishes that by actually taking what I'm sharing with you and what you've read and what your friend, your mentor, told you you had to read and applying it religiously. So, yeah, it's the bible of small business, but it's something much, much more than that. You know our readers and our clients who actually do what I've taught them to do because they grow beyond anything you ever imagined possible before. *Beyond the E-Myth* makes it simple.

So, I just reached my 80th birthday –

Jaime Masters: Happy birthday!

Michael Gerber: Well, thank you. I decided I have to do something significant to actually realize the dream that I've been talking about since 1977.

[00:09:20] Now hear me, that's when I started, 1977. So, I'm now 80 and I made a commitment in my dream to transform the state of small business worldwide. That's what all this has been about. We've had over 100,000 business clients in those years. We've had millions upon millions upon millions of readers. But still, I haven't yet truly transformed the state of small business worldwide.

Jaime Masters: How will you know when you've done that though? What's the –

Michael Gerber: I'll know when I've done that because the economy will change. I'll know when I've done that because the economy will change. You know and I know the economy sucks. It sucks here in this country. It sucks there in Canada. It sucks there in the U.K. It sucks everywhere you look. The economy sucks. So, I know I haven't done what I've set out to do.

[00:10:18] So, when the economy begins to turn from the grassroots, not from the government down, not from Trump, not from Hillary, not from Obama, not from Clinton, not from that, you understand, none of them will ever do what's needed to do. We need do it.

Jaime Masters: It's all on you. Oh, I get it now.

Michael Gerber: So, that's what *Beyond the E-Myth* does.

Jaime Masters: Yes! Okay, so tell me, how the heck do you figure out 'I want to change the state of the entire world's economy'? How do you have such a mission that is so vast? Because one of the things that I feel like with small business owners is that we don't have a lack of imagination, but we only see to the next point, right? Oh, I can see five employees, then I can see 10 employees, then I can see maybe 20, and then 50, and then – you know, and you're talking about 1,000. Not only are you talking about 1,000 in this book, you're talking about changing the entire world. How do you have such a driven mission and know that you can accomplish it?

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Michael Gerber: Well, first of all, I have to challenge what you just said. Yeah, we think 5, we think 10, we think 20, we think 50. We don't think that at all. We don't think about employees. None of the people listening to us say, 'I want to have 5 people. I want to have 10 people. I want to have 50 people.' They don't think that. They want to make more money. That's what they're thinking. 'I want to make more money. I want to become a millionaire. I want to be really, really great. I want to have to not worry. I want to have passive income.' All of the conversations that are going on right now as we're talking, even as I say from one to 1,000, they're all shut off. Nobody can even possibly imagine, or even have any interest in 1,000. You understand?

Jaime Masters: Yes! That's why I'm curious, yes.

Michael Gerber: They all call themselves 'solo-preneurs'. I mean, they already have adopted a stupid mindset. So, you gotta understand, at 80, I can say that's a stupid mindset because there's no such thing as a 'solo-preneur'. That's bull.

[00:12:21] So somebody wanted to sell something to a guy doing it, doing it, doing it, makes up a term that will self-aggrandize, 'I'm a solo-preneur! I'm not just a shlunk doing it, doing it, doing it. I'm a freakin' solo-preneur!' You understand? There is no such thing as a solo-preneur. You're either an entrepreneur or you aren't and the problem is, most aren't.

So, here's the point and this is really, really, really important: I'm not interested in teaching you how to make more income. I'm determined to teach you how to create equity. And by equity, I mean ownership. And by ownership, the value of your company is determined by how it has the potential to grow exponentially because nobody will buy your company unless it has the ability to grow exponentially.

[00:13:24] Nobody buys a solo-preneur's company. Do you understand? There's nothing there. There's just you doing it, doing it, doing it. Now, I'm not speaking to you, of course, I'm speaking to all the folks on the call. So, you understand what has to happen then is something radically different. So, my work over the past 40 years has been about something radically different. Nobody ever said what I've said. That's the only reason millions of people have bought my books. The problem is, and it's Jaime, correct?

Jaime Masters: Yes.

Michael Gerber: The problem is, Jaime, they buy my books. They may read my books, but they don't do my books.

Jaime Masters: I know! Yes, this is why I have a job and you have a job though.

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Michael Gerber: Yeah, but I'm not interested in having a job. I'm interested in creating a revolution.

Jaime Masters: Oh, that was good.

Michael Gerber: I'm interested in you creating a revolution too. If you listen to what I'm saying, this is coming from my heart. This is my 80 year old heart. This is my commitment to every single individual just like you, Jaime, who truly wants to make a difference, who truly is called to make a difference, not make a lot of money, truly called to make a difference. The question then becomes, 'So how do I do that? What is the secret to making a difference? How does one start out just like Jaime has at 24 to become a coach, to become a coach.' Do you understand, I never started out to become a coach? I never wanted to be a coach. I wanted to transform the state of small business worldwide by inventing a system that would enable everyone to do it.

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So, that's what *Beyond the E-Myth* is. It's the system that everyone can do. It's only 113 pages long. I decided to cut it down, cut it all down to the essential eight steps somebody has to take to create a truly transformational company. That's the revolution we're involved in. I want everybody to join me. In fact, in December, when that book comes out, I'm also launching The New Dreaming Room, and I'm delivering it. That Dreaming Room is at the heart of this transformation that we're talking about.

Jaime Masters: What is The Dreaming Room? Tell me more.

Michael Gerber: You've got to dream what you're about to create.

Jaime Masters: Tell me more! How do we do this? Because I'm interviewed almost 400 millionaires and visioning has come up, and dreaming has come up over and over and over again, but it's never very tangible. They're just like, "Oh, it just works!" So, give me more. What more do you have?

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Michael Gerber: That's the beauty of this, Jaime. You just called it. That's the beauty of this. They talk about it, but they don't tell you how to do it. I'm gonna tell you explicitly how to do it, just like Step 1, Step 2, and I'll share with you the first four steps right then.

Jaime Masters: Okay, good. I was gonna say you can't just leave it at that. You have to give us something.

Michael Gerber: The first four steps in *The New Dreaming Room* and *Beyond the E-Myth* are the dream, the vision, the purpose, and the mission. You can write those down. You can send those out. They're the dream, the vision, the purpose, and the mission. That's the foundation for creating a company that can grow from one to 1,000. The good news is you don't have to fix what you've got. You simply have to create what you want.

Jaime Masters: Really?

Michael Gerber: Yes, *The New Dreaming Room* talks about the four essential personalities of an entrepreneur.

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Here they are: The Dreamer, The Thinker, The Storyteller, and The Leader. Discount whatever you believe those words to mean. The Dreamer has a dream, The Thinker has a vision, The Storyteller has a purpose, and The Leader has a mission. The dream, the vision, the purpose, the mission, not complicated. Hear me, because in *The New Dreaming Room*, I'll walk you through the process to discover your dream, your vision, your purpose, and your mission. Let me tell you what that looks like. My dream in 1977, we had it on the wall of our new office. It was Tom and I, and it was called the Michael Thomas Corporation, a business development firm. I was Michael, he was Thomas. That was the beginning of all this.

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On the wall, it said, "Transforming the state of small business worldwide." That's my dream, to transform the state of small business worldwide. That's the great result. So, a dream is the great result you're intended to produce. The great result you're intending to produce is not to become a coach. The great result you're intending to produce is not to become an attorney. The great result you're intending to produce has nothing to do with you at all. I'm telling every author listening to us right now, every wannabe millionaire listening to us right now, none of that is the

great result.

The great result is the transformation of a condition that exists, that exists on this planet that you're determined to eradicate. My dream, my dream, my dream, we spoke it, we sang it, we talked about it, we did it, we built to it. We never could have done E-Myth without it.

[00:19:20] The second thing is my vision. So, back then in 1977, I had a dream and I also had a vision. Here's the vision: my vision was to create the McDonald's of small business consulting. Guess what? That turned out to be the first coaching company in the world.

Jaime Masters: Really? The first?

Michael Gerber: Yes!

Jaime Masters: Really, wow.

Michael Gerber: The first coaching company in the world. Turnkey, it was called Turnkey Consulting, e.g. coaching. In short, we set out to replicate McDonald's model in something completely unrelated to it.

Jaime Masters: How did you decide that would definitely work before you did it?

Michael Gerber: Oh, that's old process. That's old process I went through, but it's irrelevant because I had to figure out how to teach you how to do it.

[00:20:21] You understand, I don't have to teach you how to do what I did. I have to teach you how to do what needs to be done because we built a system to do it. That's the important thing. What most people who read the E-Myth don't understand, and this is so important, is that it is a system. So, I had to simplify the system so nobody has to be super smart. In other words, just keep it stupid. Keep it simple, stupid. That's what I had to do. So, *Beyond the E-Myth* is simple, stupid. It's so that nobody has an excuse. Do you understand? The only excuse anybody will have for not doing this is because they don't get it. So, hear me, they don't get it, it's absolutely critical to me here at 80, and then at 90, and then at 100, and then at 114, that's when I've decided that's when I leave –

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[Crosstalk]

Michael Gerber: Between now and then, we're gonna transform the state of small business worldwide. That means everybody listening in right now who gets it. So, a dream and a vision, next is a purpose. So, if our vision was to invent the McDonald's of small business consulting, our purpose was that every independently owned small business can become as successful as a McDonald's franchisee. Hear that, the most successful small business in the world is McDonald's. The most successful small business in the world is McDonald's. How come everybody doesn't get that? How come everybody isn't studying what Ray Kroc did when he was 52 years old and started McDonald's?

[00:22:16] How come everybody doesn't say, 'Holy cow! If a guy who has no experience in business can in fact transform the state of small business worldwide,' McDonald's did, 'I could.' I'm gonna teach you how Ray Kroc did it. That's the point. That's the very clear point. Every one of your clients should be as successful as a Ray Kroc franchisee.

Now hear me, once that happens, they can then grow it. Once that happens, they can then replicate it. Once that happens, they can then scale it. And until you're able to replicate it, which means grow it, which means faithfully scale it, you can't sell it. So, Jaime, your business, your company is a product for sale. That's what I'm saying. Your job is to get it ready for sale. My job is to teach you how to do that.

[00:23:20] Hear me, not coach you. I'm not a coach. My job is to teach you how to do that. How do I do that? By building a system that works. You can do it, that's the beauty of it. What a transformational thing. If you could do that, you could then turn around and do that with countless other people, who do that with countless other people, who do that with countless other people, and then suddenly everybody's gonna say, 'What's happening in the economy? It must be Donald Trump.' And I'm gonna say, 'Donald Trump's stupid! This has nothing to do with Donald Trump. This has to do with the system. It's the system, stupid. The system works.'

The fourth part is your mission. The Dreamer, The Thinker, The Storyteller, and The Leader. The Leader has a mission. So, what's your leader's mission here to perform and pursue?

[00:24:19] That is to invent the system through which you can realize your dream, realize your vision, realize your purpose, which is what we did. We built the E-Myth business development system and then

we started teaching that to countless small business owners. The problem is we made it too difficult. So, here I am at 80 years old saying I gotta keep it simple, stupid. I gotta keep it simple, stupid. So, here I am writing my last, very last E-Myth book –

Jaime Masters: Really? You've already determined this is the last one?

Michael Gerber: Very last! It's called *Beyond the E-Myth: The Evolution of an Enterprise: From a Company of One to a Company of 1,000*. Get it, do it, or just be stupid, because in fact, it works. That's the gorgeous thing. So I'm inviting everybody to come join me in California, in San Diego, on December 9th, 10th, and 11th, to participate in what I call The New Dreaming Room.

[00:25:24] I'm limiting it to only 100 people. They're gonna pay a \$5,000.00 tuition and they're gonna join me in learning how to do this to create the platform for growth. Then we're, you, I, everyone who's moved by this movement, is gonna take them further, step by step by step by step, and boom, it's gonna grow and it's gonna happen, and you're gonna be so excited. So, what can I tell you?

Jaime Masters: Oh my gosh, it's so funny because I've just read your books so many times and I feel like I'm a Michael Gerber disciple anyway. So, I remember when I was younger and my mentor would draw pictures like, 'This is the owner. This is the CEO. It doesn't have to be the same. They're very different. Let's try and get people above. Keep going.' I feel like when we're business owners in general, especially clients and stuff like that, we can get stuck in the weeds and not really know where we're at.

[00:26:21] Do you think people should restart this again? It's funny that you said that your mission, because I actually wrote, and it's not up right now otherwise I'd show you, that my mission was to change the state of the U.S. economy. I didn't have as much forethought to do worldwide as you when I first started. But it's insane to sort of see that trajectory.

But sometimes when you're chugging along being more in the business than on the business, which is what you talk about so much in the E-Myth series, it's hard to pull yourself away. So, do you think people, when they get the book, they just start step one, recreate the dream for where they are right now, or take the dream that they had before? Do you know what I mean?

Michael Gerber: No, forget the dream you had before. Nothing's gonna happen with

that dream you had before. This is not about dreaming. This is about intentional dreaming and it starts out in a very intentional way. So, I call it a blank piece of paper and beginner's mind. A blank piece of paper and beginner's mind.

[00:27:20] We're beginning anew. The beauty of this, Jaime, is you just let go of everything you believed to be true about the E-Myth, everything you believed to be true about business, everything you believed to be true about coaching, everything you believed to be true about what you've learned. You just let it all go. That's the beauty of it. Now, if I can do that at 80, you can do that at 22. How old are you, 22?

Jaime Masters: I'm 34. Thank you for thinking that, but no. But I got a few good years left.

Michael Gerber: Wherever you are. Now let me ask one other question. Where are you located?

Jaime Masters: Austin, Texas.

Michael Gerber: Ah, okay. So, I just want you to imagine this. I just want you to imagine, forget about the world for the moment, because the model that McDonald's taught us is that you start in Des Plaines, Illinois. So, you understand Ray Kroc started McDonald's in Des Plaines, Illinois and he went to work on the prototype right there on display. It's just one store. That's all he needed, one store, the right store, the franchise prototype. He went to work on the prototype to perfect it.

[00:28:21] So, you understand the way he was able to open in Cincinnati was because he'd already opened 20 places, 10 places, 14 places, 9 places, one place. From one to 1,000. Well, in McDonald's case, it's one to 37,000+ stores. Just a couple of years ago, I read a statistic about McDonald's. They had just opened in the previous year 600 McDonald's stores in China in the year. It's incomprehensible. So, I just want you to imagine just for the moment, Jaime, I want you to imagine leading The Dreaming Room. Where are you?

Jaime Masters: The Dreaming Room.

Michael Gerber: Where are you?

Jaime Masters: Oh, in Austin, Texas.

Michael Gerber: Thank you. I want you to imagine The Dreaming Room in Austin, Texas. I want you to see the one store.

[00:29:21] I want you to see the one location. I want you to see the one opportunity. I want everybody to do that and the minute you do, you'll see a blank piece of paper in a beginner's mind brings you right to the beginning of your career. The only difference is everything you've learned, while of immense value, has prepared you to go to a blank piece of paper and beginner's mind with new energy. That's what we're bringing to the table. That's what I'm bringing to the table at 80 years of age. What I'm saying is we're gonna transform the state of small business worldwide, Jaime. You and me and everyone else who understands what I just shared with you.

Jaime Masters: I have so many questions. So, the first one, a lot of people listening are online entrepreneurs that don't need the physical location, which I think is an asset now. But where do we start on the smaller piece so we can duplicate it? Do you know what I mean?

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Michael Gerber: No, of course I do. I hear this all the time. It's about online, online, online. I get to do it from my garage, I get to do it from my bedroom, I get to do it from the backseat of my car, wherever I want to do it. So, I don't have to, I don't have to, I don't have to. Yes, you do. So, here I'm saying it's not online, it's also brick and mortar.

[Crosstalk]

Michael Gerber: So, yeah, absolutely. You think Facebook is just online? You think Google –

Jaime Masters: They have an office here in Austin, Texas.

Michael Gerber: You think Oracle is just online? Do you think anybody is just online? No, stupid is just online. Hear me, everybody who's stupid is just online thinking 'I don't have to have an office. I can just do this right here in my pajamas. I don't have to be there. I don't have to have there. There doesn't have to be a there-there.' Well, of course there does! There has to be a company.

[00:31:17] Now hear me, for the low-hanging fruit, for the guy who just wants to be online and make a little extra change, hear me, just make a

little extra change, that's not the guy I'm talking to. I'm not talking to the guy who just wants to make a little extra change. I'm talking to a guy who wants to create an enterprise and an enterprise that has meaning, an enterprise that's gonna have a profound impact on people, people who you truly care about, people who truly matter to you.

When that happens to you, it becomes less about you than it does about them. Then you begin to understand I got all those people right here in Austin, Texas. I don't even know anybody in Austin, Texas. Well hell, I don't know anybody because I don't have anybody. Me, I'm just doing it, doing it, doing it right here in my little place. I'm really comfy every day that I get up. I do a launch, I do a this, I do a that, all the internet info market schtick.

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Jaime Masters:

This is what's so crazy, I'm so glad you say this, because I came from the offline world and I don't think a lot of my listeners know that. I worked with plumbing companies and landscaping companies and hardcore, no way online. This was 10 year ago.

But when we look at the online mentality, they think it's easier. This is sexier. This is whatever. I'm like it is still business! People, we can cross-pollinate online tactics and offline tactics. It's all business. So, I so appreciate you saying that. My team is not in Austin. They're all over the place, Houston, and Wisconsin, and all sorts of stuff. We've looked in Austin, for sure.

But I want to get back to the question on beginner's mind because I find that really interesting. So, when you've really gone through The Dreaming Room process and you've got it, how do we keep reminding ourselves? Do you meditate on it? Do you actually visualize it in your mind? What are the things to keep reminding yourself over and over?

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You put it on the wall, yes, but sometimes things just sort of blend into the background. So, how do we keep this up so we're living by these principles?

Michael Gerber:

The system operates in accordance with standards. There are standards. It's called 'this is a standard.' This is a rule of the game. There are rules of the game in great growing companies. There are no rules of the game in little someone doing something little, none. So, most people who are attracted to no rules never get anywhere.

Do you understand? They never get anywhere because they're actually resistant to being controlled. So, they think of rules as being controlled by It. So, they're outer directed rather than inner directed. They're not moved to grow for someone else. They're moved to get for themselves.

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I want to shift you from moved to get for ourselves to moved to create for everyone else. If I'm moved to create for everyone else, I'm gonna have to bring rules to the game. I'm gonna have to bring standards to the game. Of course, nobody gets something without giving something, ever, ever, ever. It's a rule. There's also a rule called global local, local global. You can't go global unless you've done local. And by local, I mean brick and mortar. I mean local. I mean right here in the neighborhood, Jaime. I mean right next door.

Let me tell you a little story. A company really, really, really grew and they grew by sending direct sales people out in the street, calling on small business. They called on small business, they invite them to a seminar, and that seminar was free. It was called "Key Frustrations in a Small and Growing Business and What to Do About It."

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That three hour seminar was for owners only. Nobody else could come unless it was a partner of the owner. But it was owners only and what happened in that seminar is a secret. What happened in that seminar was everybody's mind was blown. What happened in that seminar was something so remarkable that that small company starting out with guys on the street, knocking on doors, grew and grew and grew and grew. Then they forgot about going down the street. Then what they started to do was to email. Then what they started to do was to become an infomarketer. Then what happened is they stopped growing and growing and growing because the heart bled out.

Jaime Masters:

The heart. Tell me more though.

[00:36:19]

Michael Gerber:

What do you think all this is about? People ask me, "Where do you get your energy, Gerber?" I get my energy because I care and I care because it matters. As I watch the tragedy of people in small business doing it, doing it, doing it, and doing everything but the right thing, and trying to get something rather than give something, what I see is that most people are unwilling to do the truly

necessary work. My saxophone teacher said, “I only teach people who want to become the best saxophone players in the world. In order to do that, you gotta practice. You gotta practice what I tell you to practice. You gotta practice how I tell you to practice. You gotta practice how long I tell you to practice. My length of practice,” he said, “is three hours a day.” I was 11 years old. I either choose to practice three hours a day or I don’t.

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If I don’t, he says goodbye. If I do, he says hello from week to week. You understand, I either have it or I don’t. He said to me, “You don’t make music, Michael. Music finds you. Your job is to get ready. You get ready by practicing. One day, you’re gonna come up here,” I had to go from Anaheim to Hollywood, California every Saturday for my lesson on a bus, he said, “One day when you come up here, the music will show up. When the music shows up, I’ll pick up my tenor horn and I’ll play harmony to whatever you’re playing. Neither of us can be prepared for it except by what we did before, which is practice.”

So, hear me, most people have never practiced anything. Most people just hope it’s gonna work, hope it’s gonna work, hope it’s gonna work. They buy a pig in the poke. They think this is gonna make me a millionaire.

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This is gonna make me a thousandaire, this is gonna make me some money this week, this is gonna pay my bills. My, my, my, it’s all about me. To my saxophone teacher, it had nothing to do with me. It had nothing to do with him. It had to do with the music.

So, hear me, and this is the question, so what’s your music? What are you willing to commit your life to? Who is your most important audience? Why are you doing what you’re doing? This whole process we’re engaged in, it’s designed to capture the attention of people who truly care, who truly work from their heart, not just their head. Head and heart, heart and head, work from their heart, not from their head to discover what’s within you that’s waiting to come out. The dream is the beginning of it.

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The New Dreaming Room is the beginning of bringing that out, to begin the process which follows The Dreaming Room, which is the job, the practice, the business, the enterprise. So, you write that down because it’s the evolution of an enterprise we’re talking about. It’s the hierarchy of growth we’re talking about, from a job to a practice to a business to an enterprise. That’s what you’re gonna learn step by step by step by step. As you begin to do that,

oh my goodness, everything's gonna change! The problem with that is it's gonna scare the living daylights out of you.

Jaime Masters: Okay, so I know we have to start wrapping up. I'll ask my last question in a second, but I have to get the head and the heart piece that you talked about also because I feel like sometimes entrepreneurs are cut off at the head. I was for a very long period of time. I thought it was that you're supposed to be logical and data and just that. I had a problem, I should say, tapping into what I really, really wanted.

[00:40:20] So, how do you suggest listeners, if they think that they're all stuck in their head, can really tap into their heart?

Michael Gerber: Well, hear me, you just said something, tap into what I really, really wanted. Okay, what I'm saying is we're gonna tap into what they really, really want. So, hear me, the most counter-intuitive thing that happens in The Dreaming Room is you begin to discover it's not about you. It's not about me. You will never truly, truly blow the curtains off as a true entrepreneur until you change the conversation from you to them. Because most of us are all caught up in how do, how do, how do, how do, how to get what I want, how to be who I should be, all that nonsense.

[00:41:20] Because most of us are doing that, we never have time to really think like entrepreneurs really think. Steve Jobs wasn't interested in what do I want, what do I want, what do I want. He never thought about what do I want. He thought about what will it take to do that and what's that? That's transformational. That's disruptive. That's differentiate-able. That is power, but power for someone not power over someone. It is exactly the opposite of NLP. When anybody tells you NLP, hear this, it's the greatest manipulative scam on the planet.

Jaime Masters: Wow! Good, tell me more about that.

Michael Gerber: Well, it's very, very simple. It's about how to control results. How to control results, how to get them to, how to get them to. What do you think it's about? How come nobody can see that?

[00:42:20] Because everybody's really interested in getting them to, getting them – who's them? This inconsequential human being who, if I could just get them to – to do what, to buy my stuff, then I'll get to do what, in fact, I'm here to do. It's the opposite.

Jaime Masters: I feel like we need more entrepreneurs that have integrity, that aren't just trying to sell for selling's sake, that actually care about the human being on the other side and what's best for them, not what's best for you. So, what I love though is your analogy for the music. When you were talking about that mission, I'm like we are now the vessel for the mission. It is no longer about us, which gives you relief also. I set this up and we move forward and it's not about me. Because we, sometimes as entrepreneurs, get stuck in our heads. We're like, "Oh, and then I have," and mindset, and this and that, right? So, instead to let go, which is kind of difficult for some entrepreneurs to let go and have it go through –

[00:43:21]

Michael Gerber: But hear me, Jaime, they're not entrepreneurs. They're not entrepreneurs, they're technicians suffering from an entrepreneurial seizure. I said it 40 years ago. You understand, this whole concept isn't new. The thing that's new about this – see, this has already worked. This has already worked with over 100,000 clients of mine. This has already worked with millions of readers of my books. Nothing new about this, it already works. What I'm doing now is bringing it to everybody. So, anybody who decides they can open a little restaurant, he's gonna plug this in before he ever opens it up. Anybody who's decided to become a coach, she's gonna plug this in before she ever opens up. Why? Because it's not about you. It will never be about you. You hear me? It's about them, and until it becomes completely about them, you'll never find the juice, the energy, the life force that's needed selflessly to recreate the world.

[00:44:26]

That's what we need, selflessly. It's not about me. Not me, not me, not me, forget about me. This is about them. It will always be about them. If you're truly gonna awaken the entrepreneur within, The Dreamer, The Thinker, The Storyteller, The Leader, come join me in December. You'll discover what that's all about. It's astonishing, astonishing, astonishing. It's The New Dreaming Room. It's the launching pad for 2017.

Jaime Masters: I love this. Okay, I know we have to start wrapping up, but I feel everything that you're saying because I want to help the entire world, even unfortunately to the negation of myself. I'm like, "Let me just keep helping everyone, please," and then hold up the entire world myself. So, I'm so thankful people have come before me that have figured most of this out and I can learn from them.

[00:45:20] So, I want to go in, I know we have to ask the last question. Besides of course picking up the book and actually implementing that, besides that because that is probably the most important thing that we were just talking, what's one action listeners can take this week to help move them forward towards their goal of a million?

Michael Gerber: Okay, one action every single one of you can take is go to www.beyondemyth.com and when you go to www.beyondemyth.com, you're gonna be able to get a preview of the book. In fact, you're gonna get about seven chapters of the book free, immediately. You're gonna be able to put yourself into this process from the very beginning and you're gonna truly get to understand what I'm talking about. As you begin to do that, you're gonna hear, feel, understand exactly what's necessary that's missing in this picture.

[00:46:22] So, I'm telling them, that's the one thing you need to do. If my 80 years of stunning success with countless people just like the Rob Seigfried story I told you at the beginning, there's also the Fusionsoft story, are you familiar with them?

Jaime Masters: I use them, yes, definitely.

Michael Gerber: Yeah, those boys came to The Dreaming Room and blew their minds and went from about a \$2 million company to \$110 million company today, and close to 1,000 people, one to 1,000, boom, just like that. What happened? If you go to 1-800-GOT-JUNK, are you familiar with that company?

Jaime Masters: I've interviewed those guys too, yes.

Michael Gerber: The guy read the book. The guy read the book. You understand, if he read this book, it would have happened 50 times faster.

[00:47:19] But hear me, and this is so important, it's the one and only one thing every single person has to do here and it's free. Go to [www.beyondemyth](http://www.beyondemyth.com) – B-E-Y-O-N-D-E-M-Y-T-H.com, get your free preview of the book and you'll immediately be joining us in our movement. And Jaime, I want you to join us in our movement. I want all your folks to join us in our movement because it's our job, yours and mine and theirs, to transform the state of small business worldwide, to become the preeminent provider of economic development services worldwide. And if they can't do that, then simply go to Gerber, G-E-R-B-E-R, @michaelegerber.com and we'll just kick you to death. We'll do

something. I'll just aggravate you.

[00:48:20]

Jaime Masters: Figure it out.

Michael Gerber: You just gotta do something. You got it?

Jaime Masters: I totally got it. So everybody, make sure you go to that link and then once you download it, please actually take action and move forward on it so that you don't read something again and do nothing with it and make no change in your life. Can you also tell us, Michael, where we can find out about the event because I know, is that a different link?

Michael Gerber: Yep, absolutely. The event is in San Diego on December 9th, 10th, and 11th. We have 100 seats reserved at \$5,000.00 a seat. I'm delivering it. I'm personally gonna walk through the entire process. I'm delivering The New Dreaming Room, and then we're gonna open it up in 150 cities throughout the country. That's why I said Austin, Texas and that's why I'll say Dallas, Texas, and that's why I'll say Houston, Texas. There's gonna be a Michael E. Gerber Dreaming Room leader in every one of those communities.

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We're gonna be holding a Dreaming Room there. You'll be holding a Dreaming Room there to truly transform the state of small business right there, right now, with people right in front of you. It's stunning. So, make a \$5,000.00 investment and experience the complete alteration of everything you think. I'll be there with you, God willing.

Jaime Masters: I love that. That's amazing. Like, experience the – you are amazing. I love your vision. I see it as clearly as you do. I'm so excited that you came back out with this book. Thank you so much for coming on the show. Everybody, check out beyondmyth.com and download that, and of course send Michael some love on Facebook, on Twitter. Where can we find out online also, if they want to follow you? Are you on social, that we can link –

Michael Gerber: Oh, I'm on social, but I don't go there. We're on social.

Jaime Masters: Oh, I get it. So, thank you so much for coming on.

[00:50:20]

Everybody will check that out and be a part of your movement. It's all up to us, so we gotta do what we gotta do. So, thank you so

much for coming on. I hope you have a fantastic day and literally, it was an honor to talk to you in person.

Michael Gerber: Thank you, Jaime. My delight, thanks.

Jaime Masters: Take care. Bye!

Michael Gerber: Take care. Bye-bye.

[End of Audio]

Duration: 45 minutes