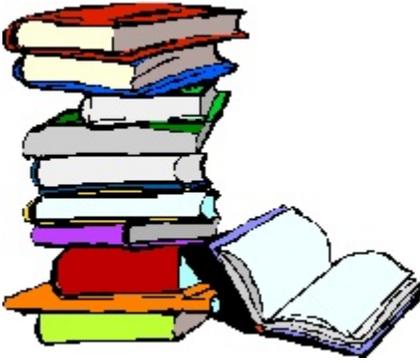


# WHAT I'M READING



I had seen the book *The E Myth Revisited* by Michael Gerber countless times in the bookstore and referenced many times in articles but I just assumed that the bold **E** meant E-commerce in some way. I realize many of you sell online but at *Finders Keepers*, we don't so I just never read the book until it was recommended by fellow NARTS member, Kelly Moreland of *Mama Goose Consignment Shop*. Thank you, Kelly for nudging me to read it!

Now I am nudging you all to read this one. You see, the bold “**E**” stands for Entrepreneur and the Myth refers to the fact that we think if we work really hard **IN** our business, we will succeed. But that's just not true. According to statistics, each year over one million people in this country start a business. By the end of the first year at least 40% of them will be out of business. Within five years, more than 80% of them will have failed. **WOW!**

This book examines the three roles most business owners try to fill. The Entrepreneur is the visionary, the Manager is the planner and organizer, and the Technician is the doer. It is quite natural for the business owner to be all three in the beginning. However, as your business grows and things get out of hand, the technician takes over just to get everything done. Hence, the vision becomes lost and the entrepreneur becomes overwhelmed and disenfranchised. A business can only move forward if there is a vision, a goal to work toward. Businesses where the owner is the doer/technician most of the time are setting themselves up to fail. This is the main point the author is trying to make and he uses the example of a Pie Shop throughout the book to illustrate his points so it is easy to put yourself in the Pie Shop owner's shoes as a consignment store owner or a thrift store manager. Truly, isn't it easy to get so immersed in the day to day that we forget our original vision?

A key concept in this book is to constantly work **ON** your business, and not work constantly **IN** your business. We as entrepreneurs must put the systems in place at our businesses so that we don't have to be there for work to get done properly. NARTS Conferences are a perfect way to accomplish this goal of working **ON** not **IN** your business because at Conference you are learning new ways to do things, connecting with other owners and getting out of your shop. This gives you time to think, explore, dream and set goals that are key to your vision for your business.

I would recommend this book to anyone considering going into business as well as anyone who has a business that wants to remain open. I will end with a quote from the book by Tom Watson, the founder of IBM, “...once I had a picture of how IBM would look when the dream was in place and how such a company would have to act, I then realized that unless we began to act that way from the very beginning, we would never get there.” ♻️



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