



WORKSHEET 2 | THE E-MYTH BY MICHAEL E. GERBER

The Turn-Key Revolution

Building a business that works without you

OVERVIEW

Gerber introduces a radical idea: the most successful small business model isn't built on passion or talent alone — it's built on systems. Using McDonald's as his central example, he shows how a business can deliver a consistent experience whether the owner is present or not. This session challenges participants to stop thinking like craftspeople and start thinking like architects. The shift from 'how do I do this?' to 'how do I build a system so anyone can do this reliably?' is where real business freedom begins.

DISCUSSION QUESTIONS

1. Gerber uses McDonald's as the ultimate example of a turn-key business model. What makes McDonald's replicable regardless of who operates it? What business (of any size) do you know that works similarly?

2. He asks: "How can I build a business that runs without me?" What would need to change in your business for that to become possible?

3. What systems in your business are currently undocumented or live only "in your head"? What's the risk of that?

4. The idea of a "franchise prototype" means designing everything as if you'll replicate it 5,000 times. How would your customer experience change if you thought about it that way?

5. Gerber says your business should be a product itself — something you can sell. Does your current business have that kind of value independent of you personally? Why or why not?

6. What is ONE process in your business you could document and systematize this month? What would be the downstream benefit?

HOME EXERCISE

HOME EXERCISE: Document One Core Process

Choose one repeatable task that happens in your business every week (e.g., onboarding a new client, fulfilling an order, answering a common customer question). Write it out as a step-by-step procedure that a new hire could follow on day one — no prior knowledge assumed. Aim for clarity over perfection. Share it at the next session for group feedback.