



WORKSHEET 4 | THE E-MYTH BY MICHAEL E. GERBER

## Your Primary Aim

*Designing a business that serves your life — not the other way around*

### OVERVIEW

Gerber saves his most personal challenge for last: before you can build the right business, you have to know what kind of life you actually want. He calls this your Primary Aim — your personal vision that the business exists to support. Without it, you'll optimize for the wrong things. This session brings everything together through the Business Development Program, a practical framework that walks owners from their life vision through strategy, organization, people, marketing, and systems. The goal isn't just a better business — it's a better life.

### DISCUSSION QUESTIONS

1. Gerber asks: "What kind of life do you want?" Most business owners have never answered that question intentionally. If you're honest with yourself — what does your ideal life actually look like in 5 years?
2. He says your business should be designed to support your Primary Aim (your life vision), not become it. Where is there tension between your current business demands and the life you want?
3. The Business Development Program involves working through seven stages: your Primary Aim, Strategic Objective, Organizational Strategy, Management Strategy, People Strategy, Marketing Strategy, and Systems Strategy. Which of these does your business currently do well? Which is most underdeveloped?
4. Gerber believes most owners think like employees inside their own business. What would you do differently next week if you truly thought of yourself as the architect of the business — not just its hardest worker?
5. What is the one belief or habit you need to let go of to actually build the business the E-Myth describes?

### HOME EXERCISE

#### HOME EXERCISE: Write Your Primary Aim

Set aside 30 quiet minutes this week. In a notebook or document, write a 1-page answer to: "What does my ideal life look like?" Be specific — include where you live, who you spend time with, how you feel day-to-day, what you're proud of, and what role (if any) your business plays. Then write one sentence: "My business exists to \_\_\_\_." Bring both to the next session. This exercise is personal — you'll only share what you're comfortable sharing.

