



Radical U™

a product of Michael E. Gerber Companies

DREAM

VISION

PURPOSE

MISSION

Michael E. Gerber's

The EightFold Path™ and You!

*Becoming Apart of the Revolution of
Awakened Entrepreneurs and their Global Businesses!*

Web : www.radicalu.com
Email : StudentCare@Radicalu.Com

Home : P.O. Box 130384
Carlsbad, CA 92013

Praise for Michael E. Gerber

Michael E. Gerber's *The E-Myth* is one of only four books I recommend as required reading. **For those looking to start and build a business of their own, this is the man who has coached more successful entrepreneurs than the next ten gurus combined.**

Timothy Ferris, #1 *New York Times* best-selling author,
The 4-Hour Workweek

Everyone needs a mentor, someone who tells it like it is, holds you accountable, and shows you your good, bad, and ugly. For millions of small business owners, Michael E. Gerber is that person. Let Michael be your mentor, and you are in for a kick in the pants, the ride of a lifetime.

John Jantsch, author, *Duct Tape Marketing*

Michael E. Gerber is a master instructor and a leader's leader. As a combat F15 fighter pilot, I had to navigate complex missions with life-and-death consequences, but until I read *The E-Myth* and met Michael E. Gerber, my transition to the world of small business was a nightmare with no real flight plan. The hands-on, practical magic of Michael's turnkey systems magnified by the raw power of his keen insight and wisdom has changed my life forever.

Steve Olds, CEO, Patriot Mission

Michael E. Gerber's strategies in *The E-Myth* were instrumental in building my company from two employees to a global organization; I can't wait to see how applying the strategies from *Awakening the Entrepreneur Within* will affect its growth!

Dr. Ivan Misner, founder, and chairman, BNI;
author, *Masters of Sales*

Michael E. Gerber's gift to isolate the issues and present simple, direct, business-changing solutions shine bright with *Awakening the Entrepreneur*

Within. If you're interested in developing an entrepreneurial vision and plan that inspires others to action, buy this book, read it, and apply the processes Gerber brilliantly defines.

Tim Templeton, author, *The Referral of a Lifetime*

Michael E. Gerber truly, truly understands what it takes to be a successful practicing entrepreneur and business owner. He has demonstrated to me over six years of working with him that for those who stay the course and learn much more than “how to WorkON™ their business and not in it” then they will reap rich rewards. **I finally franchised my business, and the key to unlocking this kind of potential in any business is the teachings of Michael's work.**

Chris Owen, marketing director, Royal Armories
(International) PLC

Michael's work has been an inspiration to us. **His books have helped us get free from the out-of-control life that we once had. His no-nonsense approach kept us focused on our ultimate aim rather than day-to-day stresses. He has helped take our business to levels we couldn't have imagined possible.** In the Dreaming, Room™ made us re-evaluate how we thought about our business and our life. We have now redesigned our life so we can manifest the dreams we unearthed in Michael's Dreaming Room™.

Jo and Steve Davison, founders, The Spinal Health Clinic Chiropractic Group and www.your-dream-life.com

Michael E. Gerber is an outrageous revolutionary who is changing the way the world does business. **He dares you to commit to your grandest dreams and then shows you how to make the impossible a reality. If you let him, this man will change your life.**

Fiona Fallon, founder, Divine and The Bottom Line

Michael E. Gerber is a genius. Every successful business person I meet has read Michael Gerber, refers to Michael E. Gerber, and lives by his words. You can't get enough of Michael E. Gerber. **He has the innate (and rare)**

ability to tap into one's soul, look deeply, and tell you what you need to hear. And then, he inspires you, equips you with the tools to get it done.

Pauline O'Malley, CEO, The Revenue Builder

When asked, "Who was the most influential person in your life?" I am one of the thousands who don't hesitate to say "Michael E. Gerber." **Michael helped transform me from someone dreaming of retirement to someone dreaming of working until age one hundred.** This awakening is the predictable outcome of anyone reading Michael's new book.

Thomas O. Bardeen

Michael E. Gerber is an incredible business philosopher, guru, perhaps even a seer. He has an amazing intuition, which allows him to see in an instant what everybody else is missing; he sees opportunity everywhere. **While in the Dreaming Room™, Michael gave me the gift of seeing through the eyes of an awakened entrepreneur, and instantly my business changed from regional success to serving clients on four continents.**

Keith G. Schiehl, president, Rent-a-Geek Computer Services

Michael E. Gerber forced me to think big, think real and gave me the support network to make it happen. A new wave of entrepreneurs is rising, much in thanks to his amazing efforts and very practical approach to doing business.

Christian Kessner, founder, Higher Ground Retreats and Events

Michael's understanding of entrepreneurship and small business management has been a difference-maker for countless businesses, including Infusion Software. **His insights into the entrepreneurial process of building business is a must-read for every small business owner.** The vision, clarity, and leadership that came out of our Dreaming Room™ experience were just what our company needed to recognize our potential and motivate the whole company to achieve it.

Clate Mask, president & CEO, Infusion Software

Michael E. Gerber is a truly remarkable man. His steady openness of mind and ability to get to the deeper level continues to be an inspiration and encouragement to me. **He always seems to ask that one question that forces the new perspective break open and he approaches the new coming method in a fearless way.**

Rabbi Levi Cunin, Chabad of Malibu

The Dreaming Room™ experience was life-changing for us. Within months, we were able to start our foundation and make several television appearances owing to his teachings. He has an incredible charisma, which is priceless, but above all Michael E. Gerber awakens passion from within, enabling you to take action with dramatic results . . . starting today!

Shona and Shaun Carcary Trinity Property Investments Inc. Home
Vectors franchises

I thought E-Myth was an awkward name! What could this book do for me? But when I finally got to reading it, it was what I was looking for all along. Then, to top it off, I took a twenty-seven-hour trip to San Diego to attend the Dreaming Room™, where Michael touched my heart, my mind, and my soul.

Helmi Natto, President, Eye 2 Eye Optics, Saudi Arabia

I attended In the Dreaming Room™ and was challenged by Michael E. Gerber to “Go out and do what’s impossible.” So, I did; I became an author and international speaker and used Michael’s principles to create a world-class company that will change and save lives all over the world.

Dr. Don Kennedy, MBA; author, 5 AM & Already Behind,
www.bahbits.com

The EightFold Path *and You!*

*Becoming a part of the Revolution of
Awakened Entrepreneurs and
their Global Businesses!*

MICHAEL E. GERBER
LUZ DELIA GERBER



MICHAEL E. GERBER
COMPANIES

Created by

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For general information on other products and services, please visit the website: www.MichaelEGerberCompanies.com

“At the end of each day, we asked ourselves how well we did, discovered the disparity between where we were and where we had committed ourselves to be, and, at the start of the following day, set out to make up for the difference.”

-Michael E. Gerber

TO GROW A SMALL COMPANY CALLS FOR SEVERAL ESSENTIAL INGREDIENTS:



First, is **PASSION** . . .

you've got to want to like crazy . . .



Second, is **DETERMINATION** . . .

you've got to possess the **Will** to pursue it like crazy . . .



Third, is **THE WAY** . . . you've got to possess the **Process** for pursuing it...

What we have designed as **The Eightfold Path™!**

Why The EightFold Path?

“The Eightfold Path™” comprises a definitive series of **eight consecutive steps** we’ve identified over the past 40 years in our work, assisting the now over 100,000 small business owner-clients we’ve worked with. You can find them in over 145 countries, where those we refer to as our “100,000” have applied and are applying our protocol toward the evolution of their small companies on their way to healthy, inspiring growth.

Without The Eightfold Path™, they couldn’t do it.

With The Eightfold Path™, they’ve been provided with a process enabling them to go to **WorkON™** their company, not just **IN** their company, to become what we call **A Great Growing Company™**, and, in the process, to transform their lives, the lives of those they love, and the lives of their customers and clients in their business community.

Allow me to share The Eightfold Path™ with you. It lives at the heart of what we now call **RADICAL U™**

What is The Eightfold Path™?

See your economic path as the creation of an economic engine that produces capital in a continuing, hopefully effulgent manner.

Most of us see economics as the ideal career, working for others, producing income, that income being used through investment in perhaps a 401k, or the stock market, to produce profit, which in turn becomes capital over a long period of time, which, when we arrive at retirement age, can become the asset our old years turn into income for the rest of our, and our children's, lives.

The Eightfold Path™ is the alternative way to that well-worn idea.

The Eightfold Path™ is the path of The New Entrepreneur.

It says that instead of a job, every single one of us can become, should become, a New Entrepreneur

That instead of seeking a job, we should be looking to become *Radically Self Employed™*.

Creating our very own Company of One™, and then turning that economic engine into a Company of 1,000™.

The Eightfold Path™ provides the process for doing that.

Rather than trying to convince you that you should proceed down that path, rather than the career we discuss briefly above, allow me here to explain it, what it is, how it works, and why, if you already own a small company, or are committed to creating one, **The Eightfold Path™** is the sole and solitary means through which you should grow it.

It begins with a Dream.

The First Step in The Eightfold Path™
at **RADICAL U™** is:
YOUR DREAM



At the outset of your Company of One™, you have to fuel it with a Dream. What's a Dream? It's the Great Result you intend to produce by forming your Company of One™ and then growing it. It's about the market you're determined to serve. At the outset of my company, Michael E. Gerber Companies, way back then in 1977, my Dream was, and still is, "To transform the state of small business worldwide™." We've been busy pursuing that Dream, fulfilling that Dream, nourishing that Dream ever since. RADICAL U™ is the means for bringing that Dream to life in millions of individual's lives worldwide at a cost, and through a method, everyone can afford and do.

The Second Step in The Eightfold Path™ at RADICAL U™ is: YOUR VISION



Now that you know what your Dream is, the second step is to discover what your Vision is. Your Vision is the Form your new company will take in order to realize its Dream. At Michael E. Gerber Companies, way back then in 1977, my Vision was to invent “The McDonald’s of small business consulting.” Why, McDonald’s?

Because it is the most successful small business in the world. Not only that, but because it provided me with a turn-key model which I could replicate to bring the intelligence, knowledge, systems and passion every small business owner needs in order to design, build, launch and grow their small company, just like Ray Kroc did as a 52-year old New Entrepreneur at McDonald’s. The beauty of that is so can you. So, can everyone.

The Third Step in The Eightfold
Path™ at **RADICAL U™** is:
YOUR PURPOSE



Your Purpose is the profound impact your company intends to have on your most important customer/client. At Michael E. Gerber Companies, our Purpose was to enable every small business owner called to our method to become as successful in their business as a McDonald's franchisee has been.

The Fourth Step in The Eightfold
Path™ at RADICAL U™ is:
YOUR MISSION



Your Mission is to invent the stunningly effective Operating System at the heart of your growing enterprise. At Michael E. Gerber Companies, way back then in 1977, we invented the Small Business Development™ System that has stood at the heart of our E-Myth Mastery Program. Today, at RADICAL U™, we've grown far beyond that system and transformed it to make it affordable and available to everyone.

The Fifth Step in The Eightfold Path™
at **RADICAL U™** is:
**YOUR JOB AND YOUR CLIENT
FULFILLMENT SYSTEM**



Now it's time to go to WorkON™, your Company of One™ to create your Client Fulfillment System. It's what you deliver to your customer or client. Way back then in 1977 I called it The Michael Thomas Business Development Program™. Today it's The Eightfold Path™ at RADICAL U™. Back then we delivered it by telephone and a Business Development Coach. Today we deliver it Online, 365 days a year, 24 hours a day, through 52 weekly video Sessions, walking our students through The Eightfold Path™ to design, build, launch and grow a Company of One™ to a Company of 1,000. Back then we charged a monthly tuition of about \$1,500 per month. Today we charge an ANNUAL one-time Tuition of only \$479.40! That's \$479.40, Once, each year! Wow! has time changed us. Wow! has life been transformed for you!

The Sixth Step in The Eightfold Path™
at **RADICAL U™** is:
**YOUR PRACTICE AND YOUR
CLIENT ACQUISITION SYSTEM**



So now that your Client Fulfillment System is documented and scalable, now it's time to wrap your head around attracting and securing a flood of new clients to deliver it to. We call that your Client Acquisition System. We call that Your Practice. See it as your Three-Legged™ Stool: Lead Generation. Lead Conversion. Client Fulfillment. Your Franchise Prototype. The Core Operating System of your ready-to-scale growing company. (Think McDonald's, and you'll immediately understand what I mean. This is your "store," ready to deliver, ready to replicate.) In 1977, we had guys walking down the street, calling on every small business insight. Today, we've got Social Media, TV and Radio. Aren't life grand!

The Seventh Step in The Eightfold
Path™ at **RADICAL U™** is:
**YOUR BUSINESS AND YOUR
TURN-KEY MANAGEMENT
SYSTEM™**



What's a Business? It's a Practice times Seven. Seven Three Legged Stools,
plus a Turn-key Management System™!

The Eighth Step in The Eightfold
Path™ at **RADICAL U™** is:
**YOUR ENTERPRISE AND YOUR
TURN-KEY LEADERSHIP SYSTEM**



What's an Enterprise? It's a BUSINESS times Seven, which equals 49 Three-Legged-Stools™, plus a Turn-key Management System™ plus a Turn-key Leadership System™!

AND THAT'S OUR EIGHTFOLD PATH™:

A Dream, Vision, Purpose, Mission, Job, Practice, Business, and an Enterprise. An almost infinitely scalable enterprise.

Step One, through Step Eight.

And to learn it so that you can do it, all you need do is say Michael, I'm in
...

and we'll start. You, in a Class of One, wherever you are, whatever you choose to create, any time day or night -

Welcome to RADICAL U™.

Welcome to your Great Growing Company

To Enroll in Radical U™ GoTo:

www.RadicalU.com

For Enterprise Licensing for 25+ Employees

Email: Jordan@MichaelEGerber.com

For One on One Mentorship Inquiry:

Email: Jordan@MichaelEGerber.com

About Michael E. Gerber

Michael E. Gerber is the international legend, author, and thought leader behind the E-Myth series of books, including *The E-Myth Revisited*[™], *E-Myth Mastery*[™], *The E-Myth Manager*[™], *The E-Myth Enterprise*[™], *The Most Successful Small Business in the World*[™], *Awakening the Entrepreneur Within*[™], and *Beyond the E-Myth*[™].

Collectively, Mr. Gerber's books have sold millions of copies worldwide. Michael E. Gerber is the founder of E-Myth Worldwide, and the CoFounder of Michael E. Gerber Companies[™], The Dreaming Room[™]: Design, Build, Launch and Grow, The CoAuthor Platinum BroadBand Global Partner System[™], and the newest venture, Radical U[™].

Since 1977, Mr. Gerber's companies have served the business development needs of over 100,000 business clients in over 145 countries. Regarded by his avid followers as the thought leader of entrepreneurship worldwide, Mr. Gerber has been called by *Inc. Magazine*, "the world's #1 small business guru."

A highly sought-after speaker and strategist who has single-handedly been accountable for the transformation of small business worldwide. Michael lives with his wife and business partner, Luz Delia, in Carlsbad, California.

Join The Evolution™

Find the latest updates:

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New Programs:

www.RadicalU.com

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Join Michael's Private Facebook Group:

www.facebook.com/groups/BeyondEMyth/

Follow & Subscribe to Mrs. E-Myth – Luz Delia Gerber

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