

# The Fatal Assumption

*"If you understand the technical work of a business, you understand the business that does that technical work."*

Fatal, because it just isn't true.

In fact, it is the root cause of most small business failures!

The technical work of a business and a business that does that technical work *are two totally different things!*

But technicians who start or work in a business fail to see this.

Michael Gerber – [The E-Myth](#)

# The Fatal Assumption

- To the technician suffering from Entrepreneurial Seizure, a business is not a business but a place to go to work.
- So the carpenter, or the electrician, or the plumber becomes a contractor.
- The barber opens a barber shop.
- The hairdresser a beauty salon.
- The engineer goes into the semiconductor business.
- The musician opens a music store.
- All of them believing that by understanding the technical work of the business they are immediately and eminently qualified to run a business that does that kind of work. And it's simply not true.
- In fact, rather than being their greatest single asset, knowing the technical work of their business becomes their greatest single liability.
- The real tragedy is that when the technician falls prey to the Fatal Assumption, the business that was suppose to free him from the limitations of working for somebody else actually enslaves him.
- Suddenly the job he knew how to do so well becomes one job he knows how to do plus a dozen others he doesn't know how to do at all. And, in time, the entrepreneurial dream turns into a technician's nightmare.