

Reading list

Bonus materials

Five books. Each one is here for one idea. Read the one that matches the module you're stuck on.

BOOK	READ IT FOR	MODULE
The E-Myth Revisited, Michael Gerber	Working on the business instead of in it. Old, and still the clearest case for systems.	Systems
Company of One, Paul Jarvis	Permission to stay small on purpose, and how to price for it.	Growth
Value-Based Fees, Alan Weiss	Charging for the result, not the hours. Dense, worth it.	Pricing
Rework, Jason Fried and David Heinemeier Hansson	Short chapters on saying no. Good for the client conversations.	Clients
Deep Work, Cal Newport	Protecting the hours the work actually happens in.	Systems

How to use it

One at a time, with the worksheet for that module open.