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Darren Root, CPA, CITP, CGMA • Mar. 22, 2011

The E-Myth Accountant was released last month and has sold thousands to date. The book was written with the core intent to inspire and motivate firm leaders to begin their transition into a Next Generation Accounting Firm™ by offering real-life examples and giving you a first-hand glimpse into my own firm.

The E-Myth Accountant represents an outline of my own journey from a technician working in my firm to a savvy entrepreneur working on my business. It's a compilation of sorts, comprised of my personal struggles and triumphs, as well as an overview of the time-tested concepts and philosophies I've implemented in my firm. You will read about adopting technologies that fuel efficiency, support true paperless workflows, and encourage real-time information exchange with clients. You will also get valuable information on developing a sound business model, staffing for success, and the importance of value pricing. By the time you've completed the book, it's my hope that you will have a sound understanding of how technology and proper practice management allow you to create a highly successful business, while also enjoying a much healthier life/work balance.

The philosophies expressed in the book encourage you to break out of the traditional accountant's mold and start thinking like a Next Generation Professional™. You will be motivated to re-evaluate many aspects of your firm and begin to shape your business on your terms as you develop your personal brand. As you read, I encourage you to create a checklist, recording the concepts you need to investigate and marking off those you've accomplished. Follow-through with your list, and before you know it you will be well on your way to Next Generation status.

If you haven't already, get a copy of The E-Myth Accountant and start your journey! To order The E-Myth Accountant, visit www.RootWorks.com.

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