



Success Made Simple: An Inside Look at Why Amish Businesses Thrive

By Erik Wesner

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The keys to better business from a thriving group of business owners-the Amish

Business can be discouraging. According to US Department of Labor figures, only 44 percent of newly-opened firms will last four years. Amish firms, on the other hand, have registered a 95% survival rate over a five-year period. And in many cases, those businesses do remarkably well-as Donald Kraybill writes: "the phrase 'Amish millionaire' is no longer an oxymoron." Success Made Simple is the first practical book of Amish business success principles for the non-Amish reader. The work provides a platform of transferable principles--simple and universal enough to be applied in the non-Amish world, in a wide variety of business and management settings.

- Learn how to develop profitable and fulfilling enterprises as Amish explain how to build fruitful relationships with customers and employees, prosper by playing to strengths, and create an effective marketing story
- Includes interviews with over 50 Amish business owners outline the role of relationships in business and the importance of the big picture-taking in long-term goals, the welfare of others, and personal integrity
- Offers ideas on practical application of Amish business practices to non-Amish businesses, with bullet summaries at the end of each chapter reviewing the most important take-away points

With a focus on relationship-building and the big picture, Success Made Simple offers business owners everywhere the tools for better, smarter, more successful enterprises.

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Success Made Simple: An Inside Look at Why Amish Businesses Thrive By Erik Wesner Bibliography

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Editorial Review

Review

"I loved Wesner's comment that the Amish 'don't need an M.B.A. to run an effective business....There's life in commerce for those more dedicated to the Golden Rule than the Golden calf.' Nonprofit managers and employees would do well to take the lessons of personal responsibility, hard work, and a cheerful attitude to heart. After all, they really do engage in work that matters."

—**About.com**, April 11, 2010

"Erik Wesner's new book, "Success Made Simple: An Inside Look at Why Amish Businesses Thrive," might have been titled "How to Succeed in Business Without Really Being Amish." This fascinating and engagingly written book spells out the principles that guide Amish business owners, based on interviews with 60 Amish CEOs employing about 400 people in various enterprises."

—**LancasterOnline.com**, April 10, 2010

"How can a people whose preferred mode of transportation is a horse and buggy do so well in the modern marketplace? That question intrigued Erik Wesner, a former sales manager. His exploration of the Amish approach to business can be found in his fascinating book *Success Made Simple: An Inside Look at Why Amish Businesses Thrive*. Despite the group's insular nature, Wesner was able to live and work among its members for three years. 'We're not going to become Amish,' he says, 'but I think some of the cultural values that the Amish display consistently are things that non-Amish people can adopt and incorporate.'"

—**Time** magazine, April 8, 2010

Articles, excerpts, slideshows, and mentions with the author also from:

—**MSNBC Live** with David Shuster, April 2, 2010

—Slideshow, **FastCompany.com**, April 1, 2010

—**Michael Dresser**, Business Talk Radio, March 23, 2010

—Q&A, **The New York Post**, March 22, 2010

From the Inside Flap

The keys to better business from Amish business owners

Business can be discouraging. According to United States Small Business Administration figures, only half of newly opened companies will last five years. That is, unless you're Amish; then there's a ninety-five percent chance your business will still be open. And in many cases, doing remarkably well, as noted scholar Donald Kraybill writes: "The phrase 'Amish millionaire' is no longer an oxymoron."

Success Made Simple is the first practical book of Amish business success principles for the non-Amish reader. Written by Erik Wesner, a noted expert on the Amish, the book includes a wealth of transferable principles that are as straightforward to apply as they are universal in scope.

Based on in-depth access gained while working, living, and researching in Amish communities across the

nation, as well as on interviews with more than fifty Amish business owners, the book offers a fascinating look at reasons for the remarkable success of Amish businesspeople.

Success Made Simple reveals how, with only an eighth-grade education, these thriving businesspeople choose and manage employees, acquire skills and know-how, get and keep customers, and lead their organizations to lasting success. The common threads woven throughout their experiences stress the vital importance of cultivating strong relationships (with employees, customers, other business owners), creating long-term goals, taking the welfare of others into account, and maintaining personal integrity. Wesner makes the lessons of Amish business easy to absorb by distilling essential take-away ideas in a ten-point summary at the end of each chapter.

With a focus on relationship building and the big picture, Success Made Simple offers business owners everywhere the time-tested tools for better, smarter, and more successful enterprises.

From the Back Cover

Praise for Success Made Simple

"Success Made Simple is a gift to business leaders everywhere—a brilliantly written, tantalizing story of practical success, homespun charm, and unexpected delight! A must-read for organizations looking to restore America's enduring and sometimes forgotten values to their rightful place."

—Dan J. Sanders, CEO, United Supermarkets, and author, *Built to Serve*

"Recent high-profile business disasters have reminded us that intellect and even competence are not the essential ingredients for business success. Success Made Simple captures the soul of Amish business and reveals how character, faithful relationships, and a commitment to the greater good of community lead to 'uncommon' success."

—Dan Miller, author, *48 Days to the Work You Love*

"In Success Made Simple, Amish entrepreneurs show that a focus on relationships and service builds thriving businesses. This is an intriguing look at an uncommon business community!"

—Tony Hsieh, CEO, Zappos.com

"I urge you to let the Amish entrepreneurs show you the amazing power of putting simple ideas into practice. This book will take you up several notches in overcoming obstacles, motivating employees, and winning—and keeping—customers."

—Martin Fridson, CEO, Fridson Investment Advisors, and author,

How to Be a Billionaire

"As simple as possible, but not one bit simpler. Erik Wesner perfectly captures the essence of success—the Amish case yields valuable lessons for us all: business is a vehicle for something more important, and you can't do it all on your own."

—Chris Adams, CEO, Division 17, Southwestern/Great American, Inc.

"Erik Wesner shows that success has many more dimensions than numerical growth. Success Made Simple is a valuable read not just for mainstream American business people but also for the Amish."

—Benuel Riehl, Amish father and business owner

Users Review

From reader reviews:

Karole Standley:

As people who live in the actual modest era should be change about what going on or data even knowledge to make these people keep up with the era and that is always change and move forward. Some of you maybe will certainly update themselves by examining books. It is a good choice for you personally but the problems coming to you actually is you don't know what type you should start with. This Success Made Simple: An Inside Look at Why Amish Businesses Thrive is our recommendation to cause you to keep up with the world. Why, because this book serves what you want and want in this era.

Audrey Thompson:

Spent a free time to be fun activity to perform! A lot of people spent their free time with their family, or their very own friends. Usually they accomplishing activity like watching television, going to beach, or picnic in the park. They actually doing same task every week. Do you feel it? Do you need to something different to fill your current free time/ holiday? Might be reading a book can be option to fill your totally free time/ holiday. The first thing that you will ask may be what kinds of guide that you should read. If you want to try look for book, may be the guide untitled Success Made Simple: An Inside Look at Why Amish Businesses Thrive can be excellent book to read. May be it could be best activity to you.

Christopher Patterson:

In this era which is the greater person or who has ability to do something more are more treasured than other. Do you want to become among it? It is just simple solution to have that. What you must do is just spending your time almost no but quite enough to enjoy a look at some books. One of many books in the top listing in your reading list is usually Success Made Simple: An Inside Look at Why Amish Businesses Thrive. This book which is qualified as The Hungry Slopes can get you closer in turning out to be precious person. By looking up and review this reserve you can get many advantages.

Sylvia Dozier:

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