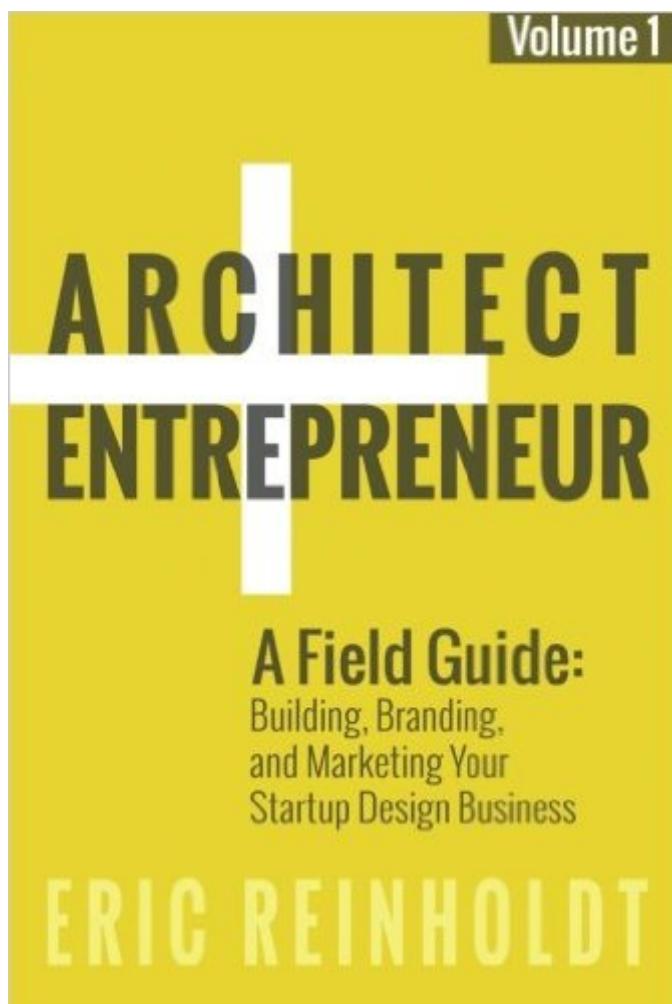


The book was found

# Architect And Entrepreneur: A Field Guide To Building, Branding, And Marketing Yo (Volume 1)



## Synopsis

Part narrative, part business book; Architect + Entrepreneur is filled with contemporary, relevant, fresh tips and advice, from a seasoned professional architect building a new business. The guide advocates novel strategies and tools that merge entrepreneurship with the practice of architecture and interior design. The Problem: Embarking on a new business venture is intimidating; you have questions. But many of the resources available to help entrepreneur architects and interior designers start their design business lack timeliness and relevance. Most are geared toward building colossal firms like SOM and Gensler using outdated methods and old business models. If you're an individual or small team contemplating starting a design business, this is your field guide; crafted to inspire action. The Solution: Using the lean startup methodology to create a minimum viable product, the handbook encourages successive small wins that support a broader vision enabling one to, think big, start small, and learn fast. It's a unique take on design practice viewed through the lens of entrepreneurship and is designed to answer the questions all new business owners face, from the rote to the existential. Questions about: - Startup costs - Business models (old and new) - Marriage of business and design - Mindset - Branding & naming (exercises and ideas) - Internet marketing strategies - Passive income ideas - Setting your fee - Taxes - Standard Operating Procedures (SOPs) - Securing the work - Client relations - Software - Billing rates - Contracts Building a business isn't a singular act; it's a series of small steps. Using the outline found in Architect + Entrepreneur you can start today. The chapters are organized to guide you from idea to action. Rather than write a business plan you'll be challenged to craft a brand and you'll sell it using new technologies. Follow the guide sequentially and you'll have both the tools and a profitable small business.

## Book Information

Series: Architect and Entrepreneur

Paperback: 174 pages

Publisher: CreateSpace Independent Publishing Platform; 1 edition (April 10, 2015)

Language: English

ISBN-10: 1511750170

ISBN-13: 978-1511750172

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 11.4 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (40 customer reviews)

Best Sellers Rank: #79,086 in Books (See Top 100 in Books) #16 in Books > Arts & Photography > Architecture > Project Planning & Management #145 in Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises

## Customer Reviews

I have been publishing on this blog for over six years now. During those six years I completed an associates degree, bachelors degree, and a master of architect. Additionally, I completed IDP, all of my exams, and am now a licensed architect. Therefore, it should not be a surprise that this blog has always leaned towards Revit Architecture (and less towards the other flavors). I know many of you who follow the blog are also architects and designers. When I read a review copy of Eric Reinholdt's new book, "Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Your Startup Design Business", I knew I had to share it with you and I had to share! Also, Eric does mention BIM and Revit in a few paragraphs, ;)...Continue reading for my review of one of the most positive, uplifting yet honest, business of architecture books I have read... and I have read MANY....History I first heard of Eric Reinholdt when I read his first book, The Unofficial Guide to Houzz.com: Create a Profile That Resonates with Clients and Outranks Your Competition. Then, Eric continuously showed up on Houzz articles I followed and finally on The Business of Architecture Podcast with Enoch Sears. By the time Eric emailed me and asked if I would review his latest book I had already known who he was (even if he didn't know me). I believe that is a testament to what Eric preaches in this book and his former. Eric runs his own practice in Maine called 30X40 Design Workshop where he specializes in residential architecture that uses local vernacular with a modern twang. Click here for a more detailed bio on Eric. Real. I have read, or have been required to read, many professional practice architecture books over the years.

[Download to continue reading...](#)

Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Yo (Volume 1)  
Architect and Entrepreneur: A Field Guide: Building, Branding, and Marketing Your Startup Design  
Business Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For  
Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing  
analytics, marketing books 1) 99+ Best Free Internet Marketing Tools And Resources To Boost  
Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ...  
(Smart Entrepreneur Guides! Book 2) Digital Marketing Handbook: A Guide to Search Engine  
Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content  
Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click

Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Architect and Entrepreneur: A How-to Guide for Innovating Practice: Tactics, Models, and Case Studies in Passive Income (Volume 2) An Architect's Guide to Construction: Tales from the Trenches Book 1 (An Architect's Guide - Tales from the Trenches) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Architect's Essentials of Contract Negotiation (The Architect's Essentials of Professional Practice) Maurice Fatio: Palm Beach Architect (The American Architect) The Entrepreneur Diet : The On-the-Go Plan for Fitness, Weight Loss and Healthy Living (Entrepreneur Magazine) Internet Marketing 2016 - Quick & Dirty Online Marketing Strategies To Get Tons Of Traffic | No SEO skills needed: 100,000 Visitors Guaranteed! (Smart Entrepreneur Guides!) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Wildflowers in the Field and Forest: A Field Guide to the Northeastern United States (Jeffrey Glassberg Field Guide Series)

[Dmca](#)