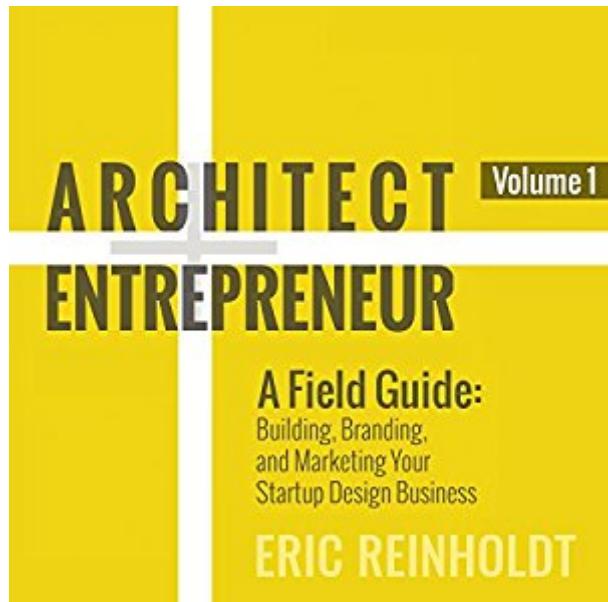


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# Architect And Entrepreneur: A Field Guide: Building, Branding, And Marketing Your Startup Design Business



## Synopsis

Part narrative, part business book, *Architect and 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 practices 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 businesses 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 Most are geared toward building colossal firms like SOM and Gensler using outdated methods and old business models.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 start-up 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: Start-up costs Business models (old and new) Marriage of business and design Mind-set Branding and 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 and 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.

## Book Information

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## 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.

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