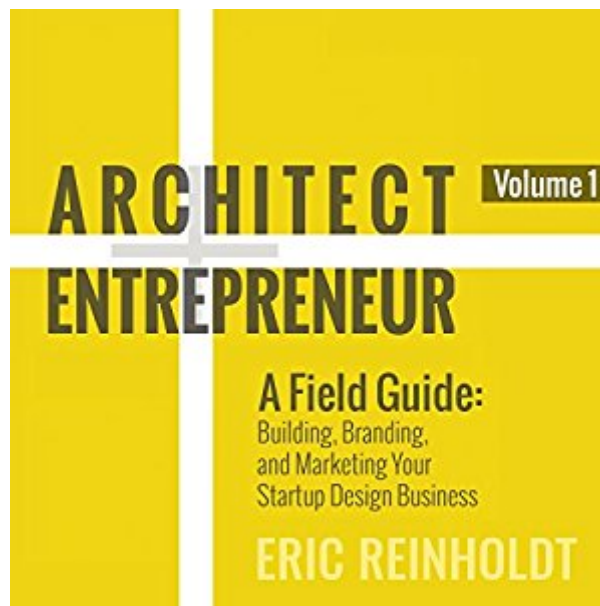


The book was found

# 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 Most are geared toward building colossal firms like SOM and Gensler using outdated methods and old business models.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

Audible Audio Edition

Listening Length: 5 hours and 22 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Eric W Reinholdt

Audible.com Release Date: July 29, 2016

Whispersync for Voice: Ready

Language: English

ASIN: B01J90Y5Y8

Best Sellers Rank: #3 in Books > Audible Audiobooks > Arts & Entertainment > Architecture

## 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....HistoryI 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: Building, Branding, and Marketing Your Startup Design Business Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Yo (Volume 1) 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) Startup 101: How to Build a Successful Business with Crowdfunding. A Guide for Entrepreneurs. (Crowdfunding, Startup, Starting a Business, Entrepreneurship, ... Crowdfunding Real Estate, Investing) The Startup Equation: A Visual Guidebook to Building Your Startup FaceBook: The Top 100 Best Ways To Use Facebook For

Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) 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 Crowdfunding: How to Raise Money for Your Startup and Other Projects! (Crowdfunding, Funding, Raise, Business, Money, Startup, Guide, Capital) SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) An Architect's Guide to Construction: Tales from the Trenches Book 1 (An Architect's Guide - Tales from the Trenches) 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T! The 10% Entrepreneur: Live Your Startup Dream Without Quitting Your Day Job 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) 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) Jewelry: Sell Your Jewelry Craft Design & Creativity Using Zero Cost Marketing & Entrepreneur & Business Skills + Crafting Is Like You Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Architect's Essentials of Contract Negotiation (The Architect's Essentials of Professional Practice) Maurice Fatio: Palm Beach Architect (The American Architect)

[Dmca](#)