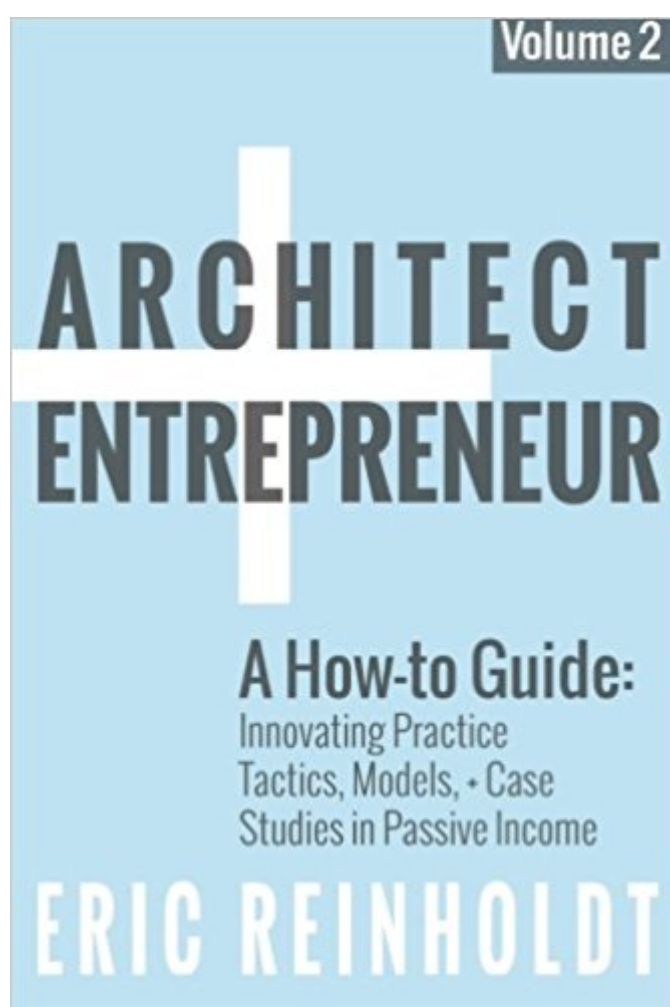


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Architect And Entrepreneur: A How-to Guide For Innovating Practice: Tactics, Models, And Case Studies In Passive Income (Volume 2)



Synopsis

Should the practice of architecture be constrained to one set model: a singular creative process between architect and client? Practice is evolving; the current tired models serve only a select few – wealthy individuals, big corporations, and big government. Architect + Entrepreneur Volume 2 challenges the foundations of traditional practice and asks: + In what ways can we hack our craft to serve both our personal lifestyle and our professional goals? + What if design practice capitalized on the architect's drive to be creative and consumer buying culture in equal measure? + How can we turn our services into products? + How can young professionals compete in today's marketplace leveraging the power of the Internet? Eric Reinholdt, founder of 30X40 Design Workshop describes in detail how his business model has evolved to leverage passive income producing products and offers a new paradigm for practice. It's a manual of high-level strategies, field-tested tactics, and case studies showing how architects are reinventing practice in the 21st century. In this step-by-step manual you'll discover: + How to develop multiple passive income streams for your business + How to work with only the clients best suited to your brand + Templates for innovative business models leveraging active and passive income streams + Case studies describing how founders and architects built six-figure incomes by developing products + How to leverage the Internet to convert visitors into customers (and clients) + Methodology for selling custom plans repeatedly + Why writing a book isn't as difficult as you might think + Precise formula to earn your first \$100 in passive income + How much you can earn from: affiliate relationships, advertising, and digital product development This manual provides a framework for young professionals to build passive revenue streams even before setting out on their own. Doing this builds wealth, professional freedom and increases the chances of success for nascent architecture businesses. It's essential reading for any Architect + Entrepreneur.

Book Information

Series: Architect and Entrepreneur

Paperback: 228 pages

Publisher: CreateSpace Independent Publishing Platform (December 4, 2015)

Language: English

ISBN-10: 1519690088

ISBN-13: 978-1519690081

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 24 customer reviews

Best Sellers Rank: #137,338 in Books (See Top 100 in Books) #37 in Books > Arts & Photography > Architecture > Project Planning & Management

Customer Reviews

Eric Reinholdt is an award-winning architect, father, mountain climber, guitar player, blogger and author. He is the founder of 30X40 Design Workshop, a residential design studio bordering Acadia National Park on Mount Desert Island on the coast of Maine. This is where he lives and practices in a modern Longhouse, designed by himself with his wife, two boys and one cat. His architecture is simple, modern, site-specific, and craft-driven. It features local materials and familiar forms juxtaposed against modern, open floor plans with minimalist detailing. The work celebrates humble materials, subtle contrasts and finely-crafted details.

Eric's last book was uplifting and positively played into my emotional needs as an entrepreneur. This book gets down into the trenches and details of adding passive income to your business model. Well written, easy to follow, and full of great real-world case studies. Whether you are a sole practitioner, small business, or even larger business owner I highly recommend you read this book. When you've earned your first dollar while standing on the river fly-fishing you will realize the power of passive income. Thanks for another great read Eric!

I've read both of Eric's books. The first one got more into the ideas of being a self-practitioning architect. This second book is more focused on finding small passive income streams as an alternative of the strait forward architect. There are a number of ideas here, and if you have the inkling for one of them, Eric is great at persuading you to follow through. That said, to be clear this book isn't about being a capital A architect.

I try to read at least one book a month on the business of design. I have already had my own firm for 5 years as Mangrove Bay Design. We are an interior design and residential design firm. Eric taps into many principles I have incorporated already. I found a few great nuggets in his resources. He was extremely organized and well thought out in his presentation and execution. I will read this one again from the beginning.

I've been thinking of a business idea focused around products for the architectural engineering

industry for a while and this book has steered me in the right direction. I specialize in the design of hvac systems and the thought of productizing my services never crossed my mind. Four months after reading the book I have two test websites up and ideas for other business projects. Lots of information & a great read. Definitely recommend to anyone looking to start a business in the architectural industry.

If you're an architect running your own practice, or considering doing so in the future, you must read this book! It will change the way you look at your business. Also check out Volume 1 Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Yo (Volume 1) of this series. Both volumes are a worthy investment for any young firm or start-up.

I really feel Eric is on the right track in this book. When architecture ceases to connect with the regular consumer it becomes irrelevant. As a fellow architect, the need to showcase our ideas is paramount for relevance. Great work Eric!

The book's focus is on passive income and how you can get started on earning your own passive income. An excellent read for those who want to deviate from the "traditional" path in architecture.

Eric has approached architectural marketing from a completely new perspective and written a clearly understandable, very useable guide.

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