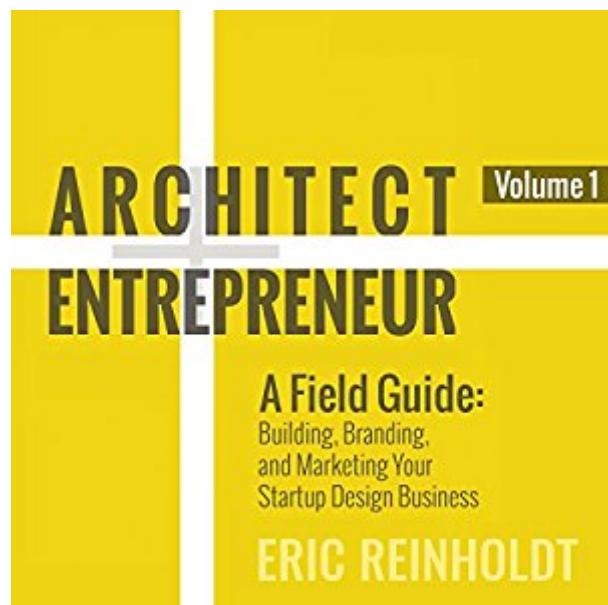


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# Architect And Entrepreneur: A Field Guide: Building, Branding, And Marketing Your Startup Design Business



## 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 Most are geared toward building colossal firms like SOM and Gensler using outdated methods and old business models.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 am currently an Intern Architect who would like to have my own business one day. As an intern, I do not usually get exposed to the business side of running an architecture firm and appreciate that this book helps lay out the process and considerations of starting your own practice. It also has sparked ideas as to how I can start my own business while still employed at my current firm. I still have a lot to learn and I am not yet an architect, but I know I do not wish to work for someone else for the rest of my life. This book helps the brainstorming process of how I can apply my architecture skills to a business, how I can be relevant for potential clients. It also helps confirm what I had been contemplating before, selling services and sets online, but had dismissed because of how specific architecture can be and the liability associated with our profession. I have really enjoyed this book and I have purchased and am half-way through Volume 2. I would recommend this book if you are in the AEC industries and want to branch out on your own. If anything, it will help you see possibilities if you did not before and will help give you general steps to get yourself started. But you have to take action for this book to really help.

This book is the greatest step by step tool I had ever found! Eric, you are truly a successful man. I had been reading and implementing changes to my business based in the instructions and I will tell you - this makes so much sense! The book is flowing through the subject of creating the business model the right way. My favorite part was new client package and marketing section. Thank you Eric for spending time on educating us!

Eric details the business side of architecture, a topic most people don't want to delve into. As someone who is about to graduate with his masters and has been heavily exposed to only design, I became immediately enthralled with this book. The book discusses things such as business structures, taxes, marketing, client interviews and compensation. A very interesting read for anyone wanting to start their own design practice. The credibility comes from the writer's own experience that are discussed in the book.

When I first ordered this book, I knew that I was anxious to read it. But as I got into it, I found that I just couldn't put it down. In fact, as I read it, I had to constantly stop to read parts of it to my wife

(and firm co-founder) so she could hear what Eric was saying. In the end, I ended up reading the book out loud, from front to back, (for myself and my wife) on the very first day we had it. We have been so inspired and pumped with optimism that although it's a challenge to start a young architecture firm, it can be done. It just takes hard work and a road map to success. A+E is aptly named, it is THE field guide we needed to help us plan out the future of our firm and I'm sure it can do the same for you. Now stop reading reviews and just click "Buy Now" already.

Great and practical little book about getting up and running with a small architecture or design practice. I found this very helpful and clear. Reads like a how-to guide and offers lots of useful suggestions and best practices. Would suggest for architects without much knowledge of running a business. There could of course be much more detail about each topic, but I think the author specifically set out to not write a 500 page professional practice text book. This can be read in a day or 2.

This book is an essential guide for anyone starting up (or dreaming of) a design firm. Reinholdt breaks the process down into practical, step-by-step advice. His approach simplifies and demystifies branding, marketing, financing, getting paid, and what you need (and don't need) to set up your studio. Perhaps best of all, Reinholdt writes with a sense of humor and idealism that remind you of why you wanted to be an architect in the first place.

I was, and still am, at a pivotal moment in my career as a licensed architect. Reading the book was helpful and refreshing, encouraging, and challenging at the same time. I appreciate the candor of the author, at times unabashedly proclaiming the superiority of an approach, other times recommending the reader against certain decisions he has made. You really get the sense that he is using the lessons learned from his own successful venture without the kind of unrelenting self-promotion that other similar books might contain. All in all, this is a great read for any licensed architect who wants to set up a practice in the age of the internet and social media. Good job!

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 2Architect and Entrepreneur: A How-to Guide for Innovating Practice: Tactics, Models, and Case Studies in Passive Income (Volume 2) of this series. Both volumes are a worthy investment for any young firm or start-up.

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