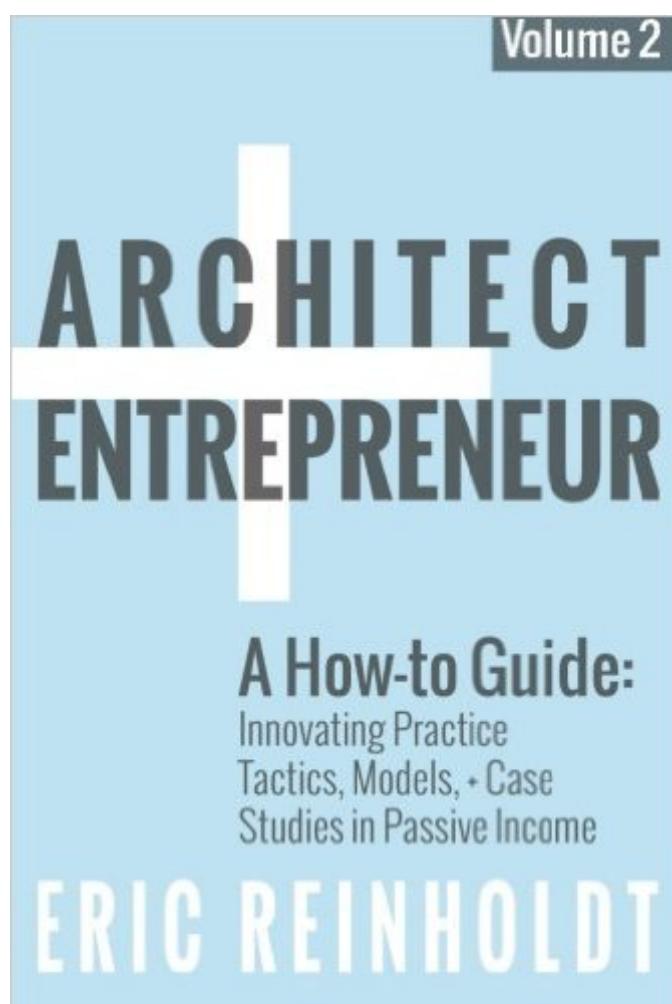


The book was found

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

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Customer Reviews

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 a from the beginning

I just finished volume 2 for passive income, and I can say this book was very resourceful. It goes into detail of the different options out there, and the case studies are inspirational. I've been on the cusp of doing some writing and product design/ selling, and now I'm definitely going to make a push to do so. Great book, I'm about to start volume 1

Finally a book (two books) for the sole practitioner architect with relevant and usable information. I am working my way through both books a second time with a highlighter and taking lots of notes in a separate notebook. I have already used the book to push me over the edge in terms of changes to my business. I have had the foundations laid for a while now but lacked some basic and simple information to get going. One could get this information elsewhere in time consuming bits and pieces but Eric provides what I need here in one place and in a clear format. The first book is more inspirational (I've been a sole practitioner for 16 years already) and the second book has tons of very practical information but should be purchased and read together.

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 earn 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-practicing

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'm about half way through the book and its got great information. It lays out the things that architects could do to get a bit of passive income into there practice. Now I need to grab the first book. *Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Your Startup Design Business.*

I am currently still finishing up this book, but it has really helped give me direction with contemplating a career future plan. I am currently an intern architect, happy with my job, but I would like to be a bit more mobile in the future and start my own business one day. My goal for 2016 is to get a blog up and running with the intent to turn it into a successful business. This book has made that vision not only a possibility, but a has given clear steps and ideas to make that vision become a reality (only if I act on it). It helps spark the imagination when trying to challenge the traditional business model for an architect to resonate with today's market place. Sometimes I feel that our profession is becoming irrelevant and Eric proves that we still have a place in the world. His ideas can apply to many business types, but it helps that it is architect-specific. I would recommend this book to anyone in the architecture field who wants to run their own business, even it if is not the transitional architecture firm.

I'm quickly finding that I am reading everything Eric has written. He is on the bleeding edge of changing the way business is done in Architecture, and I personally am going all in on what he calls the "Chassis Model" (Read the book to find out more!). A + E volume 2 is packed full of actionable tips, suggestions, work-flows, and ideas on ways to generate a passive income stream to supplement your active income streams as a designer. This book has motivated me to create my own MVP (minimum viable product) and sparked multiple ways to generate my own passive income stream.

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a Little Bit Lazy (But Motivated)!

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