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Architect and Entrepreneur - A Field Guide (Book Excerpt)

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<http://thirtybyforty.com/spl> (to download the "A+E Startup Toolkit") In this video I read an excerpt from my book, Architect +

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EntreArchitect is an online platform dedicated to helping small firm

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entrepreneur architects succeed at business, leadership, and life.

Currently serving an overall online community of more than 50,000 members, EntreArchitect provides the critical business resources, systems, and training required to build, run and maintain a thriving, profitable architecture firm.

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Architect and Entrepreneur: A Field Guide to Building, Branding,

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and Marketing Yo (Volume 1) Review. Part narrative, part business book; Architect + Entrepreneur is filled with contemporary, relevant, fresh tips and advice, from a seasoned professional architect building a new business.

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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.

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The majority of the time, architects work in an office. There, they

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meet with clients, draft plans, work on cost estimates, file permit applications with municipal building departments, and help clients set up agreements with contractors. Architects also visit construction sites to check the progress of projects and make sure contractors are building them according to their plans.

~~Architect Job Description: Salary, Skills, & More~~

Small business owners and founders of multi-million-dollar companies alike can be classified as entrepreneurs. The chart below outlines the basic requirements for becoming an entrepreneur.

Education

~~Entrepreneurs: Information About a Career as an Entrepreneur~~

Career fields are ways of categorizing different types of jobs based

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on common similarities. These categories help people to narrow down their career choices so they can choose a specific path that suits them. Career fields help people to easily organize the different types of labor for easier understanding.

~~Explore These 13 Career Fields | Indeed.com~~

Seminar presentation on a design entrepreneur: Students identify and interview a design entrepreneur and present information about him/her to class using innovative technology. ... firms and organizations, and from meeting with accomplished out-of-the-box entrepreneurs as field trip hosts or guest speakers. Students study their missions ...

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Part narrative, part business book, *Architect + 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 practice 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 business 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 startup methodology to create a minimum viable product, the handbook

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Marketing Your Startup Design Business 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: - Startup costs - Business models (old and new) - Marriage of business and design - Mindset - Branding & 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 + 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

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you'll sell it using new technologies. Follow the guide sequentially and you'll have both the tools and a profitable small business.

The definitive guide to management success for sole practitioners and leaders of small design firms Owning and operating a small architectural design firm can be challenging, with tight project deadlines, on-the-fly meetings, rush proposals, and fluctuating workloads as part of the firm's day-to-day activities. To help small firm owners cope with the chaos and prepare for the unexpected, here is The Architect's Guide to Small Firm Management, a no-

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nonsense guide to repurposing daily demands into workable, goal-directed solutions. Crucial topics such as self-aware leadership, people management, technology, financial health, scenario planning, sustainable practice, and future trends are examined using real-life case studies and business model paradigms. This definitive text explores the whole system experience of a small firm practice to deliver organizational strategies proven to keep a firm's creative mission on a steady, productive path. The Architect's Guide to Small Firm Management addresses how small firm owners can:

- Deal effectively with unexpected circumstances and shifting work requirements
- Meet the demands of the marketplace while creating a satisfying workplace
- Set and achieve goals in an environment of constant change

This book is a must-have for those facing the often harsh reality of managing small design firms in a difficult and

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changing economy. Entrepreneurial architects and designers will discover how to define their own personal and professional meanings of success, as well as how to refocus their business approach to replace long, unrewarding hours with manageable, satisfying ones.

Want to make it big on Broadway—as a techie? Or how about working in smaller regional theater? Careers in Technical Theater explains more than twenty different careers from the perspective of successful theater artists. Included are specialties that have been around for decades, as well as those still emerging in the field. Concise information is provided on job duties, estimated earnings, recommended training, examples of career paths, and the insights are given of working pros in management, scenery, audio/visual,

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costumes, video and projection, engineering, and theatrical systems. There ' s even a detailed appendix on finding on-the-job training as an intern, apprentice, or paid worker. For anyone interested in a behind-the-scenes life in the theater, Careers in Technical Theater is a priceless resource. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose

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expertise can help our audience of readers.

You are a great designer, but no-one knows. Now what? This indispensable book, written by one of the most influential marketers in architecture, will demystify Public Relations and marketing for all architects, whether in large practices or practicing as sole practitioners. It bridges the distance between architects and marketing by giving practical tips, best practice and anecdotes from an author with 20 years' experience in architecture marketing. It explains all aspects of PR and Business Development for architects: for example, how to write a good press release; how to make a fee proposal; how to prepare for a pitch. It gives examples of how others do it well, and the pitfalls to avoid. In addition, it discusses more general aspects which are linked to PR and BD, such as being

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a good employer, ethics for architects and the challenges when working abroad. Featuring vital insights from a wide variety of architects, from multinational practices to small offices, this book is an essential companion to any architectural office.

Starting an Architecture Firm is a beginner's guide for architects who are ready to start a practice. This eBook covers the essential information that an architect will need to start their business, manage the firm's finances, understand the basics of contracts, develop a brand, and develop relationships with clients.

The book reveals a new understanding of the ways that design shapes our lives and gives professionals and interested citizens the tools to seek out and demand designs that dignify.

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The traditional role of the architect is far too passive and uncertain. The profession has positioned itself to sit by the phone until we are called upon and commissioned to do work. Architects have long been charged with creating a better-built environment, but it is the developers who dictate what is actually built in our cities. The decisions made by developers before architects are engaged in a project dictate later success. When all of the initial programming, market studies, and cost estimates are based on market averages, it is unsurprising when the final products in our cities are nothing more than average. In the end, architects have devalued their role to the pencil of the developer's vision. By combining Architect & Developer, you can command a greater sense of control, faster decision making, an efficient process, and the potential for a much

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better profit. The largest hurdle to becoming an architect as developer is that first project. An entrepreneurial mindset and willingness to take risk is required. What developers do is not difficult, you need only have an appetite for risk. I sat down with over a dozen separate architects who are self-initiating their work. Some were doing this as a side hustle while holding down a nine-to-five job, some were small studios that were dipping their toes into the development game, and some were full-blown Architects & Developers. I wanted to absorb what they have learned throughout the process and consolidate the information into a digestible format. Architect & Developer includes one-on-one interviews from: DDG Mike Benkert, AIA WC Studio Barrett Design Guerrilla Development The UP Studio OJT Alloy, LLC Find more information at architectanddeveloper.com

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The Business of Design debunks the myth that business sense and creative talent are mutually exclusive, showing design professionals that they can pursue their passion and turn a profit. For nearly thirty years, consultant Keith Granet has helped designers create successful businesses, from branding to billing and everything in between. Unlike other business books, The Business of Design is written and illustrated to speak to a visually thinking audience. The book covers all aspects of running a successful design business, including human resources, client management, product development, marketing, and licensing. This timely update on the tenth anniversary of the first edition includes new content on social media, working from home, and understanding and working with different generations, essential tools in today's ultracompetitive

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