



# **Architect and Entrepreneur: A How-to Guide for Innovating Practice: Tactics, Models, and Case Studies in Passive Income (Volume 2)**

*Eric Reinholdt*

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# Architect and Entrepreneur: A How-to Guide for Innovating Practice: Tactics, Models, and Case Studies in Passive Income (Volume 2)

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## **Architect and Entrepreneur: A How-to Guide for Innovating Practice: Tactics, Models, and Case Studies in Passive Income (Volume 2)** Eric Reinholdt

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.

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