

Field Notes

Foreword
Introduction
Premortem
The Struggle

Note 1: Competitive Arena
Note 2: Eliminate Competition
Note 3: Least Risky Option
Note 4: Diagnose Problems
Note 5: Stop Selling
Note 6: Fishing vs Hunting
Note 7: Types of Business
Note 8: Types of Painters
Note 9: Types of Clients
Note 10: Quality vs Quantity
Note 11: The Company Image
Note 12: Marketing Methods
Note 13: Know How To Paint
Note 14: Referral Business
Note 15: Service vs Sales
Note 16: Great Everywhere
Note 17: Beyond Industry Standards
Note 18: Measuring & Tracking
Note 19: What should I charge?
Note 20: Cost of Doing Business
Note 21: Determine Our Salary
Note 22: Determine Overhead
Note 23: Making a Profit
Note 24: Determine Billable Hours
Note 25: Lowballing
Note 26: Time and Materials
Note 27: Charging Per Hour
Note 28: Charging for Changes
Note 29: Charging Day Rates
Note 30: Charging For Colors
Note 31: Charging For Patches
Note 32: The Clients Budget
Note 33: Writing Estimates
Note 34: Terms of Service
Note 35: Collecting a Deposit
Note 36: Asking for Testimonials
Note 37: Psychology of Getting Paid
Note 38: Pahl's Law
Note 39: The Strategy
Note 40: Our Reputation