

3 Steps to Better Projects & Clients

Course Number SA107

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Learning Units [As Published]

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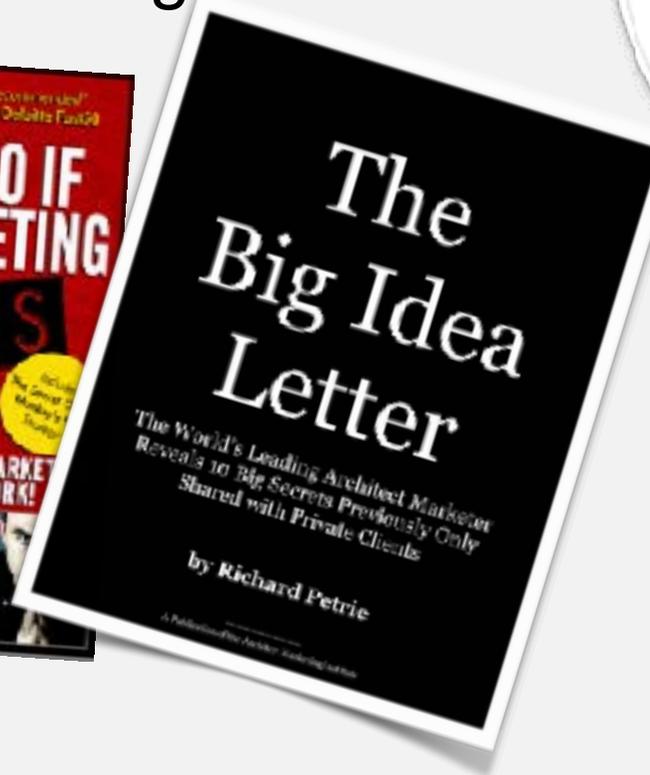
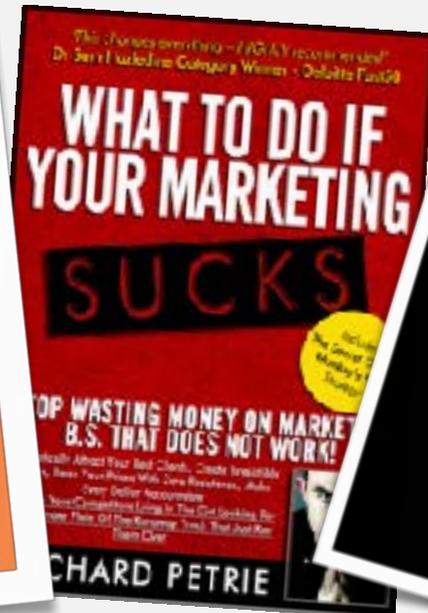
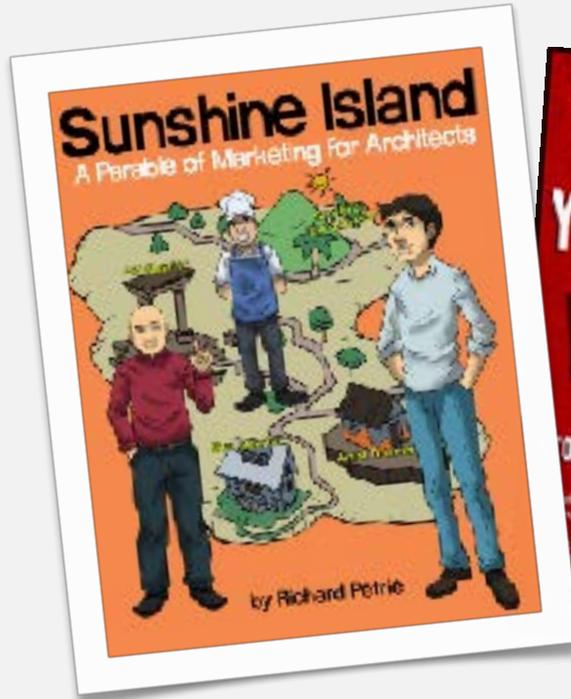
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Questions related to specific products and services may be addressed at the conclusion of this presentation.

Speaker

Richard Petrie, author, speaker and co-founder of the Architect Marketing Institute



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cell 424 3599755

'3 Step' Bullet Points

www.archmarketing.org/richardpetrie

'3 Step' System

What you see today is not intellectual 'theory.'

Everything is tested and proven. These strategies are winning projects (and making money) **right now** for architects.

Course / Learning Objectives

1. Three pragmatic steps for winning your ideal projects.
2. Real case studies - residential and nonresidential projects.
3. Learn simple approaches for attracting new clients.
4. Discover why positioning is more important than branding.

Problem

Don't know what to do

Hate selling

Nothing seems to work

Doing too much free work

Clients taking my ideas to cheaper architect or draftsman

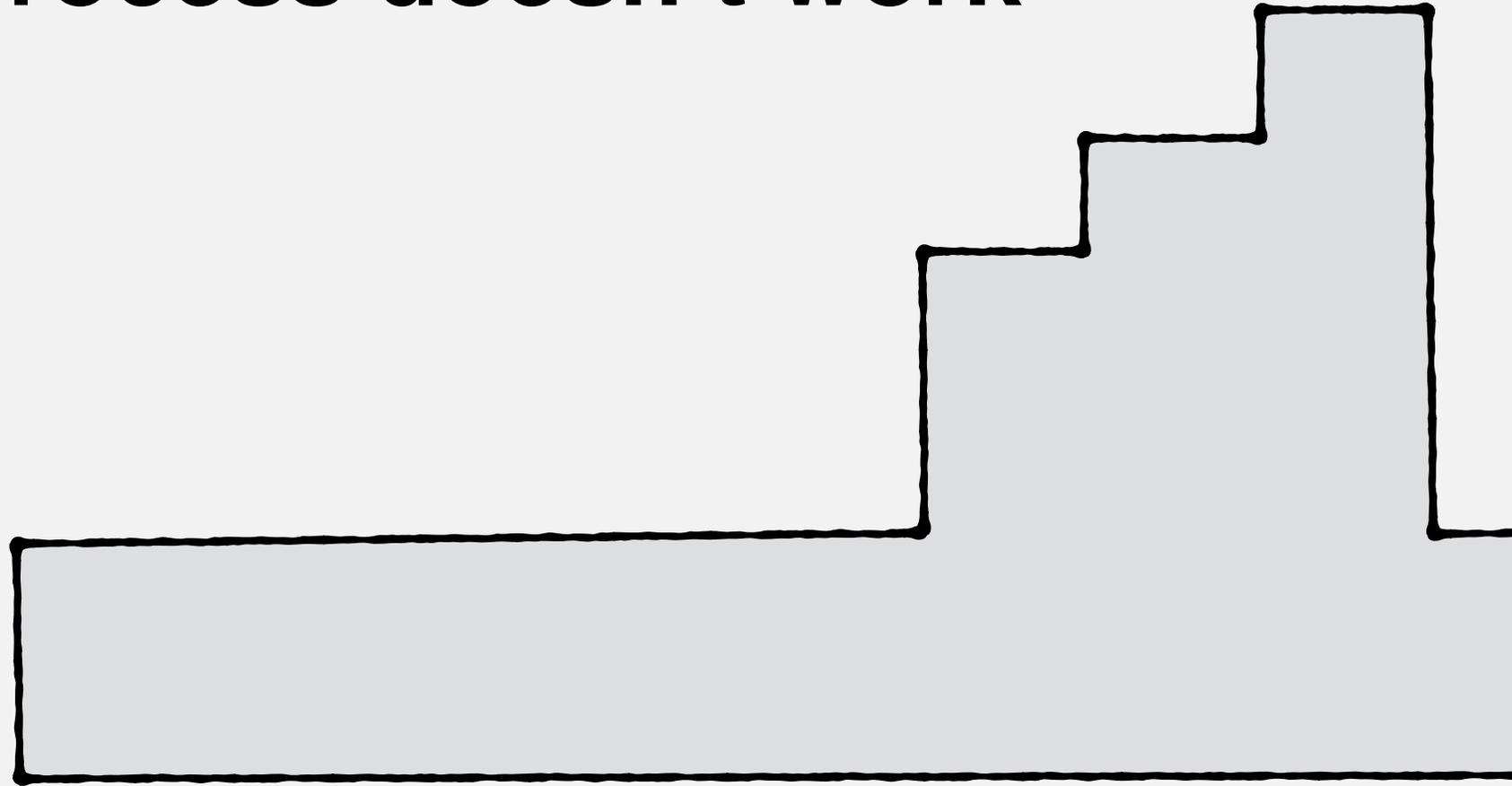
Solution

- Increase your demand (from best clients)
- Reduce your supply
- Have a waiting list of projects willing to pay **your non-negotiable fee.**

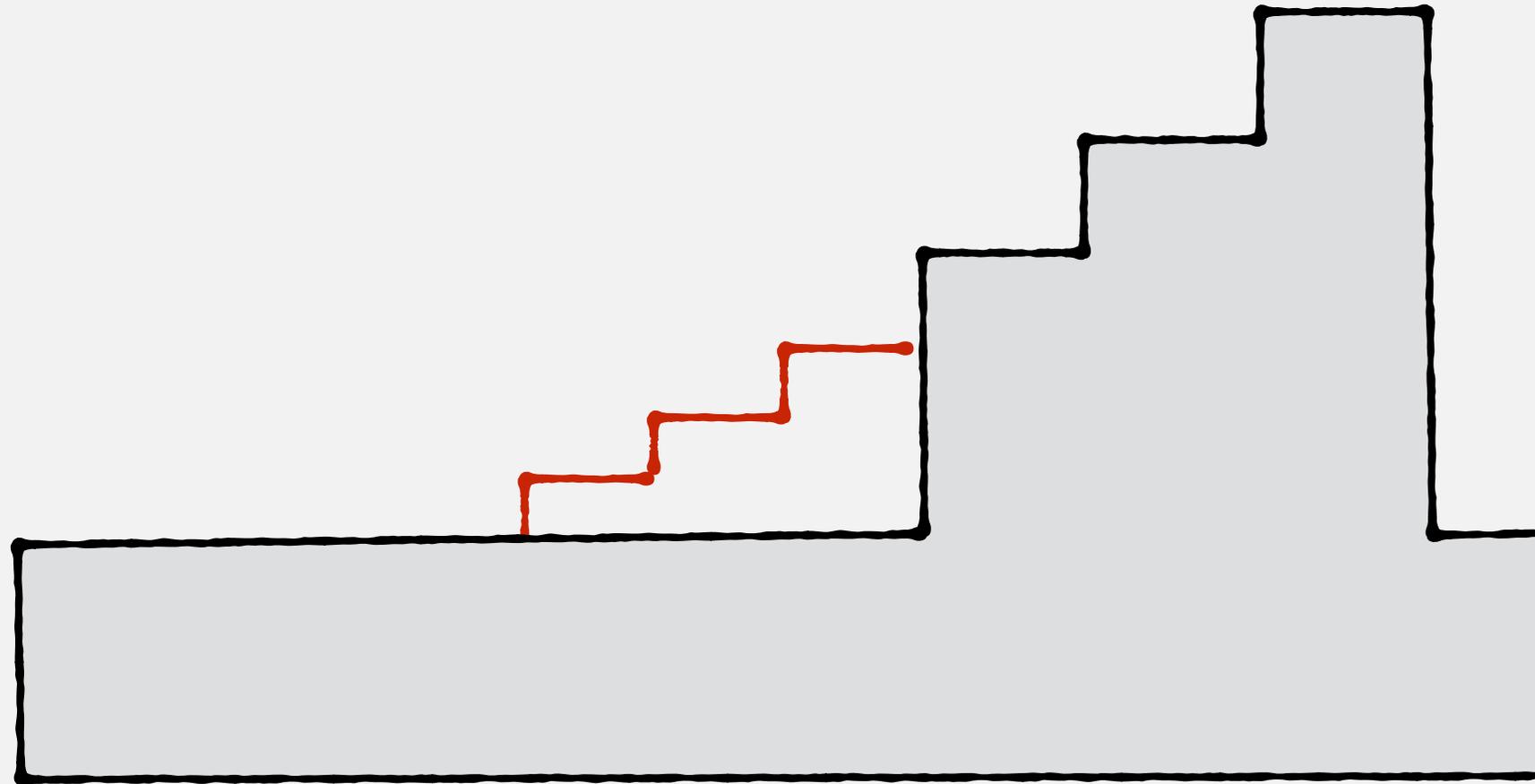
How?

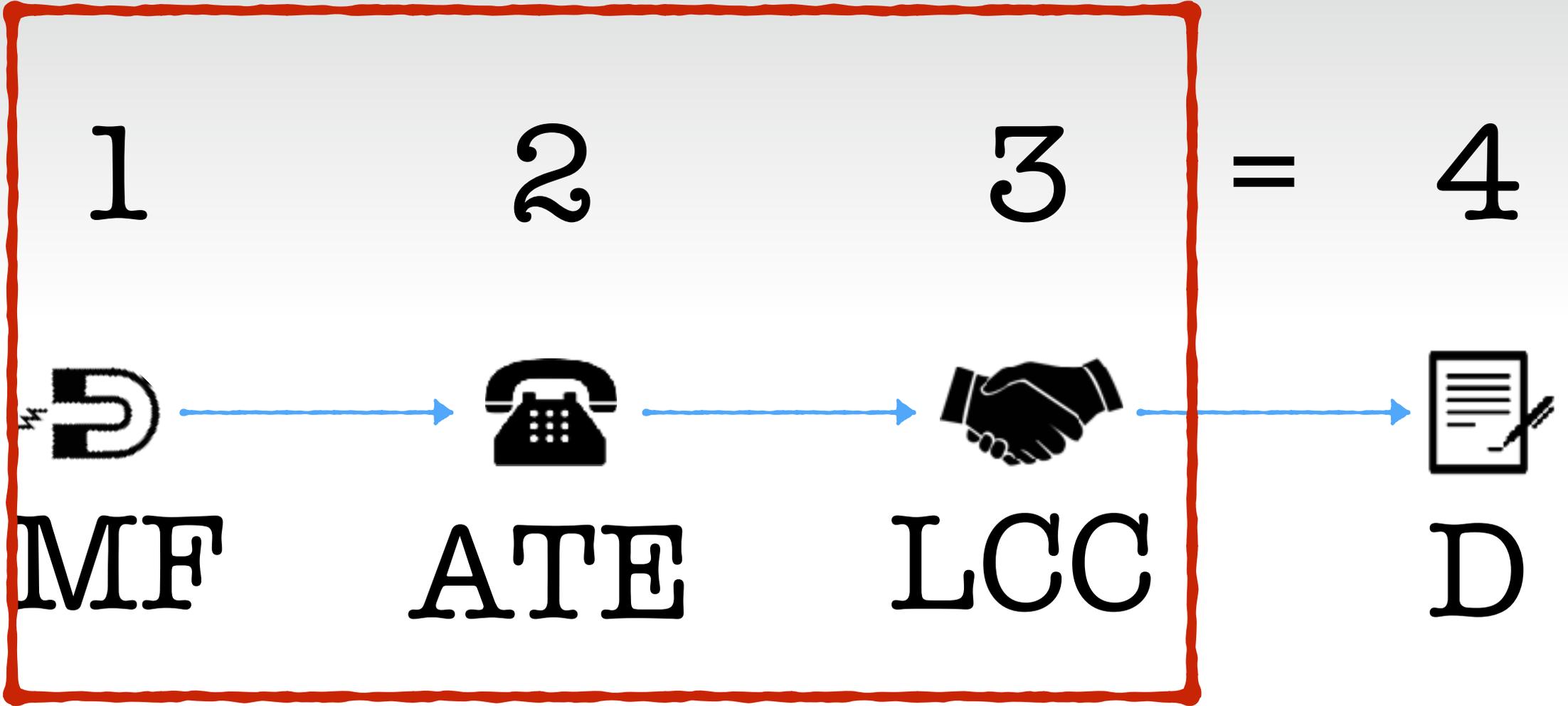


Problem: Your sales process doesn't work



Solution: Add 3 steps





'Problem' maps to

Being seen as a commodity

Fee pressure

Stalls and delays

Not enough leads

Not enough meetings

Poor quality projects

Clients who don't understand project costs

Clients who cannot see value of the architect



THE POWER PYRAMID

Problem 1: Not enough inquiries

Don't know what to do

Marketing doesn't work

Most projects come from referrals

Have wasted money advertising

'Feel stranded at sea'

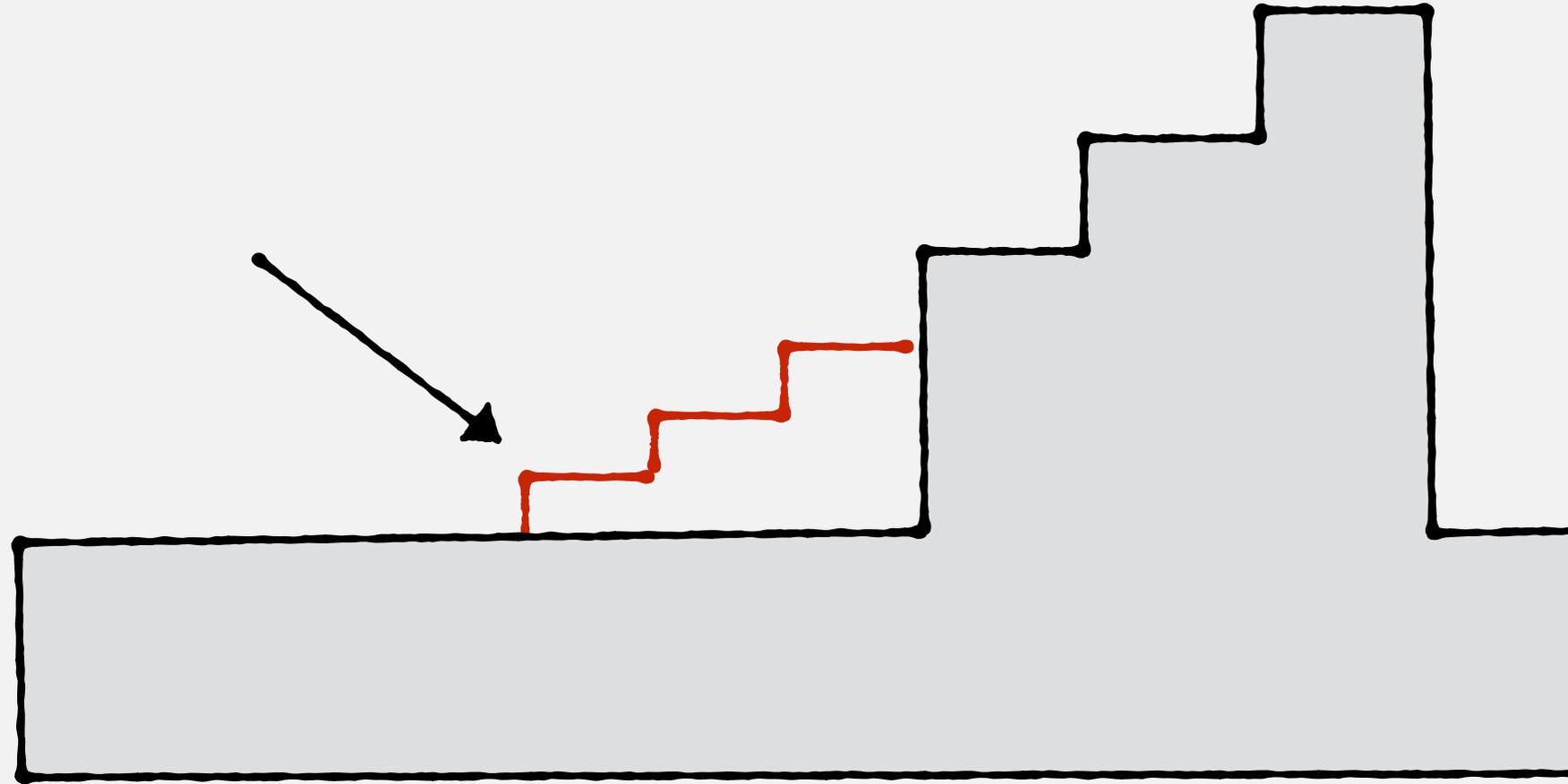
Need more project

Need better projects

Solution:

- Education
- Positioning you as the expert/specialist
- Communicate your value quickly

Solution: Monkey's Fist



Monkey's Fist connects you early on

How to attract 10x more leads than traditional marketing

'How I raised myself from failure to success in selling'

Frank Betcher

Monkey's Fist:

1. Problem solving information
2. Removes a pebble from the RIGHT prospect's shoe
3. Can be consumed in 5 minutes or less
4. High perceived value
5. High actual value
6. Leaves reader wanting more

Examples

02. Building Project Roadmap

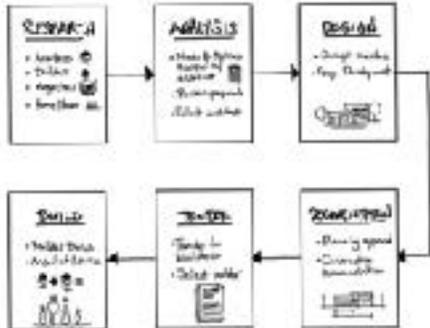
Major Steps Required For Designing and Building Your New Home

The Roadmap

This is important ... please read carefully!

Right now, you should be in the **Research Phase**. This is where you are gathering information and playing around with ideas. At the point you are able to get serious, you will want to check the feasibility of your ideas and

understand what the project constraints are. If you work with me, we will move to the **Analysis Phase** by conducting a **Feasibility Study** to eliminate assumptions, identify constraints and help you have options. You will receive a document that can be used by me or any other architect that will ensure you reduce project risk and get the best options for your site and budget.



When you are ready to review the feasibility of your project, email or call us >>

01. Summary Sheet

Rapid Project Planning Pack For The Research Phase

"If I had six hours to chop down a tree, I'd spend five sharpening the axe" - Abraham Lincoln

The #1 Project Problem

#1 Problem: Projects going over time and over budget.

On a national level we see people moving projects into the design phase **before** the research is started. This is like a doctor starting surgery

without a thorough physical, a house is a construction project. This is why we created the **Rapid Project Planning Pack**. This pack is designed to help you move through the design phase more efficiently. If you follow this tool you will not end up in a project that is over budget.

- #1. 80% Summary Sheet
Once you have checked all the items below, please email us to receive the Summary Sheet.
- #2. Building Project Roadmap
Review the roadmap and identify where you are on your journey.
- #3. Building Expense Dictionary
Directory of professionals who can help you at each stage of your design and build process.
- #4. Building Constraints
Single do-it-yourself checklist to estimate your building project.
- #5. FAQs & FAQs
Frequently asked questions and should ask questions you need to know about with an architect.
- #6. Which is better?
Some things architects do outside designs to complete a project.
- #7. How to Create a Design Brief Using only 7 Questions
Contact your architect and address to start your process.
- #8. Good news/bad news
Gauge where you are in terms to the Design Phase.

Patric Architects International

03. Major Steps

Our Perspective

Who Are We? We are a team of working professionals. On a national level we see people moving projects into the design phase before the research is started. This is like a doctor starting surgery without a thorough physical, a house is a construction project. This is why we created the Rapid Project Planning Pack. This pack is designed to help you move through the design phase more efficiently. If you follow this tool you will not end up in a project that is over budget.

01. Summary Sheet

Rapid Project Planning Pack For The Research Phase

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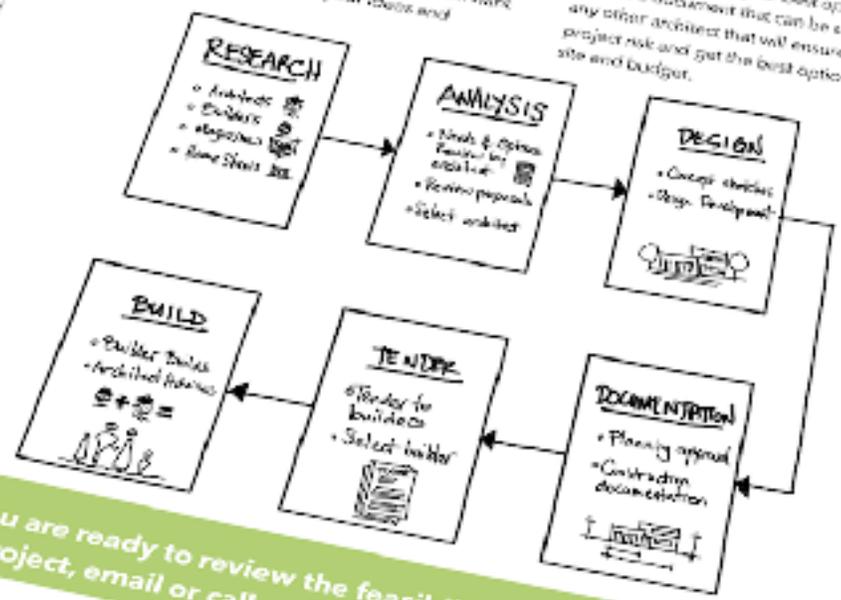
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When you are ready to review the feasibility of your project, email or call us >>

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(123) 456 7890

Get the **Project Planning Pack** Before You Start Your Building Project



The #1 cause of budget over runs is rushing to the design phase before completing research and analysis. This is like a doctor rushing a patient to surgery without a proper diagnosis. An out of control project is stressful, massively expensive and unnecessary.

The solution is successful planning. This is why we created the Project Planning Pack.

Here is what you get:

- ✓ Road map that shows you the design and construction process from start to finish
- ✓ Our hand-picked list of experts who can help you at each stage of the process
- ✓ Costs guide worksheet that gives you a ball park cost estimate for your project
- ✓ Project specific checklists for key tasks
- ✓ One-on-one FREE 30-minute consultation with an expert to answer your questions and point you towards the right people and resources
- ✓ Monthly email tips and strategies to maximize your success

Request Your Free Project Planning Pack Today »

Where should we send it to?

Order today for free - the Project Planning Pack will be shipped straight to your doorstep

Your Details:

Mailing Address:

Your information is 100% secure and will never be shared.
By providing my email I would like Hirimak Associates to continue to send me relevant material by email.
You can withdraw your consent at any time. All our correspondence includes an unsubscribe link.

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Step 2 of 3

Step 3: Schedule your Project Feasibility Call

Please choose from the times below to schedule your Project Feasibility Call. Kurt Krueger will call you at the number you provide, unless your application is declined, in which case you will be notified via email.

Click on any time to make a booking.

Time Zone:

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6:00 PM						
7:00 PM						
8:00 PM						



DON'T START YOUR DESIGN PROJECT BEFORE DOWNLOADING THIS:

Download our **Dream Team Directory** of Trusted Building Professionals



About our Dream Team Directory:

Understanding **WHAT** to do is one obstacle and working out **WHO** can help you is another.

On a daily basis, our team receives requests for us to recommend design professionals. To make this process easier, I have listed the design professionals that we trust for specific types of projects. Not only do they do a great job, but they provide excellent advice, as well. These are the experts we trust explicitly.

[Name]

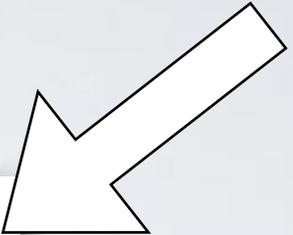
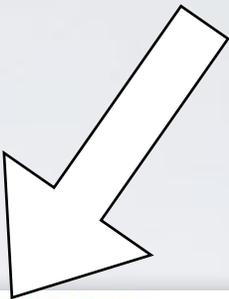
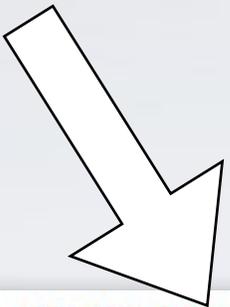
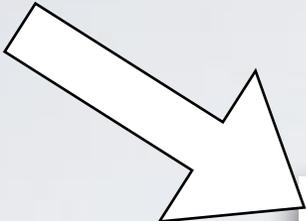
[Download our Dream Team Directory »](#)

Home
page

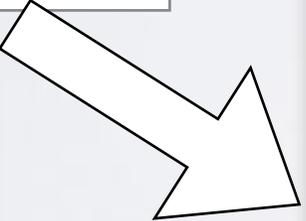
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Promos



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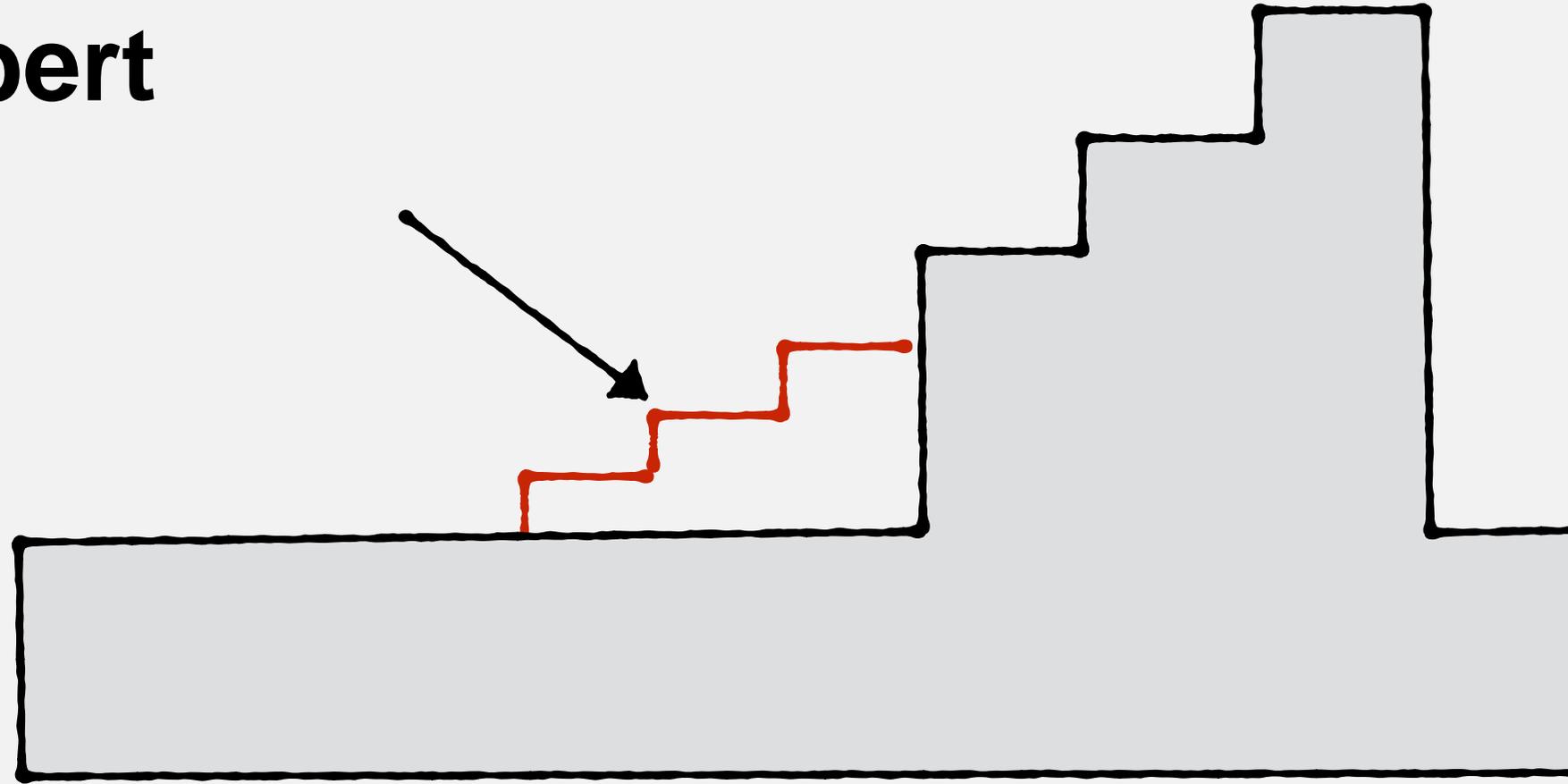
Problem 2: Not enough meetings

Have generated a lot of leads but now what?

1. Need a conversation
2. Qualify
3. Convert to paid pre-design research

How do we get the meeting?

Solution: Ask the Expert



1

2

3

=

4



MF

ATE

LCC

D

Ask the Expert positions you, and gets the meeting

Free meeting

- Meet face to face
- Build rapport
- Identify knowledge gaps
- See if we are a fit
- Explain process
- ...suggest LCC as next step

Secret:

Turn this session into a product

Name

Problem

Promise

Process

Price

Names

Ask the Expert

Project Feasibility call

One page action plan

Next steps

Example

ARCHITECTURE 5¢

WWW.ARCHITECTURE5CENTS.COM



Top Los Angeles Architect Offers Free Project Feasibility Call

(by application only)

Leading Los Angeles architect Kurt Krueger is currently offering a limited number of Feasibility Calls for Los Angeles area homeowners with plans to renovate or build a modern home with a budget over \$1 Million.



About the Architect:

Kurt Krueger is one of Los Angeles' leading modern home design architects for clientele who demand confidentiality and white glove, end to end service from the beginning of design throughout construction.

About the Feasibility Call:

On this 30 minute phone call, you'll speak directly with architect Kurt Krueger about your project. He'll be able to tell you:

- ✓ If your project is feasible and any potential roadblocks you should look out for
- ✓ The approximate budget you should plan to invest in your project (based on work on dozens of high-end L.A. area projects)
- ✓ The top 3 blunders that sabotage custom home projects (and how to avoid them)

[Request a Free Feasibility Call >>](#)

Apply to Speak Personally With Architect Kurt Krueger



Step 1 of 3

Contact Details

If You Are Accepted, How May We Best Reach You?

Richard TEST

Petrie

richard@mt2.co.nz

64 4 90734003

[Go To Step 2 »](#)

Your information is 100% secure and will never be shared.

By providing my email I would like Kurt Krueger Architects to continue to send me relevant material by email.

You can withdraw your consent at any time. All our correspondence includes an unsubscribe link.

Step 2 of 3

Step 3: Schedule your Project Feasibility Call

Please choose from the times below to schedule your Project Feasibility Call. Kurt Krueger will call you at the number you provide, unless your application is declined, in which case you will be notified via email.

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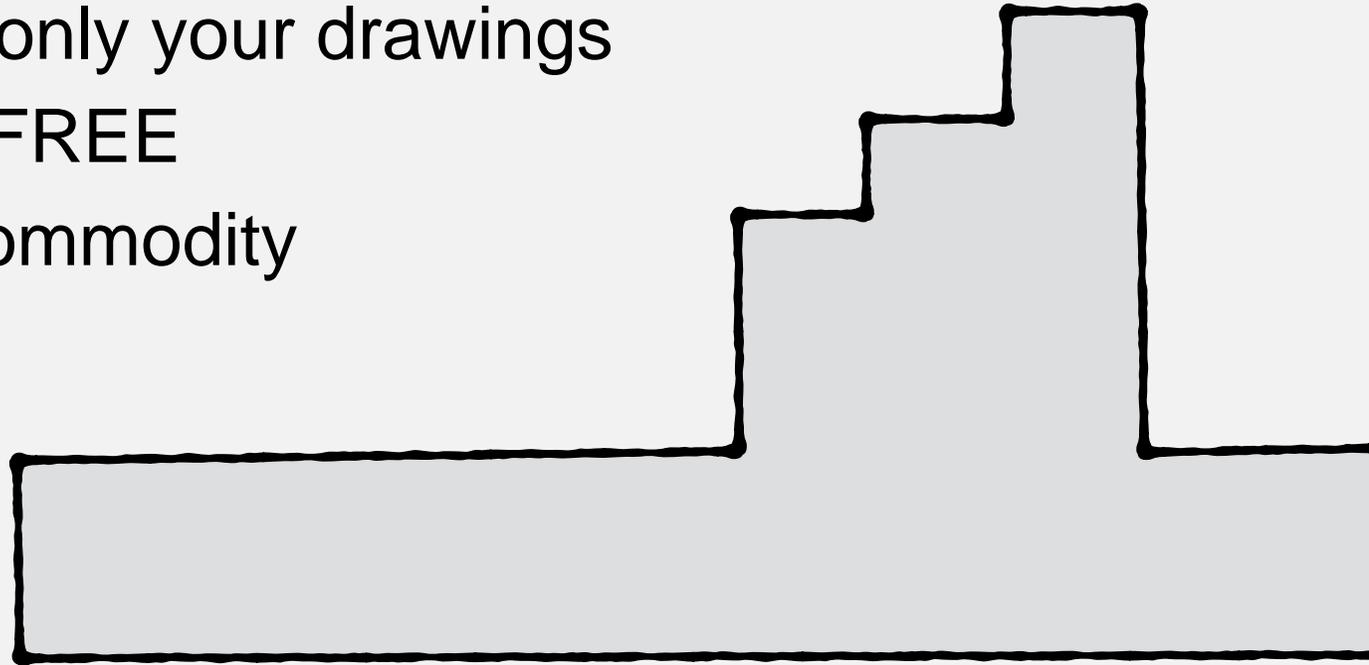
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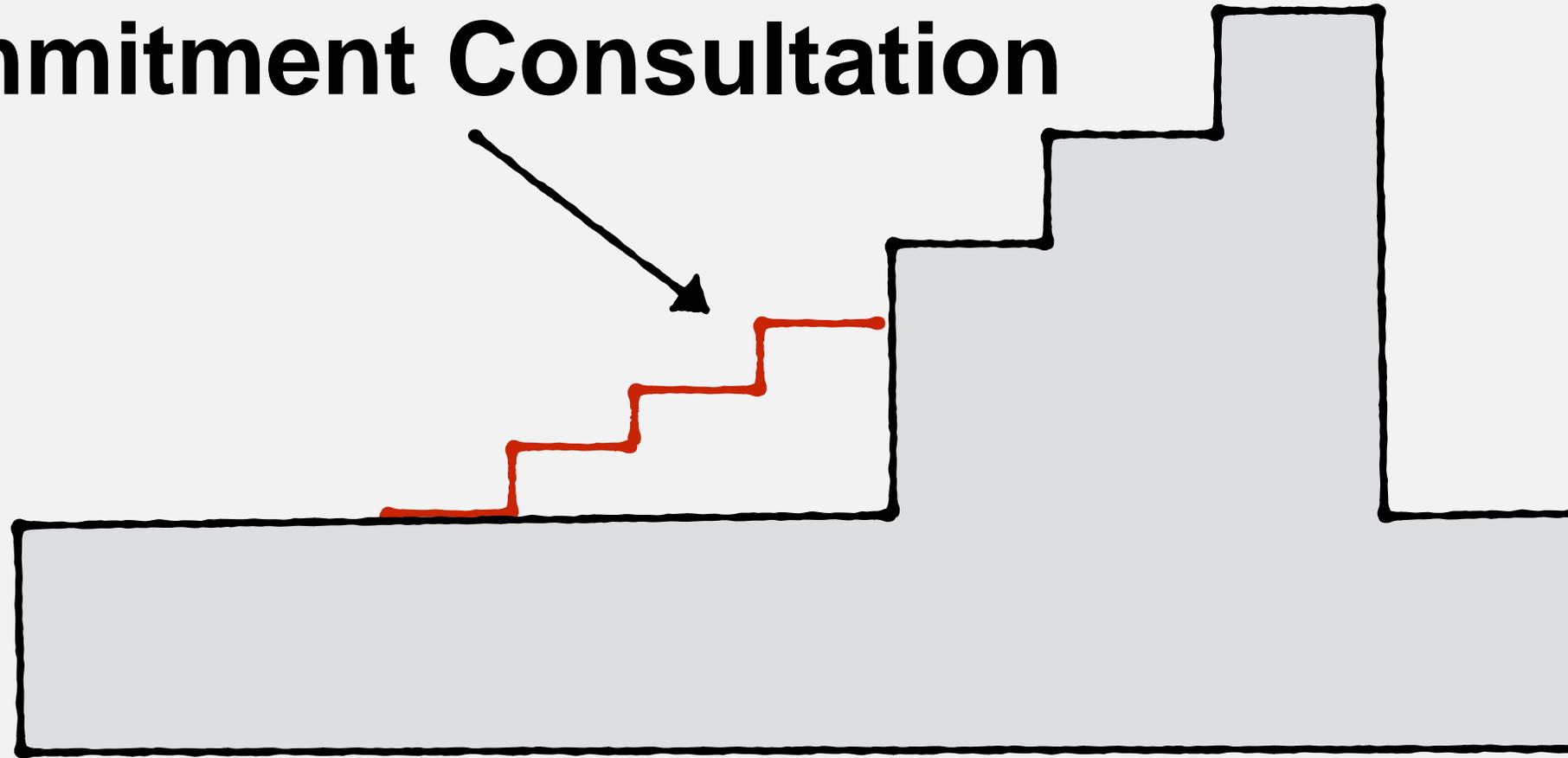


Problem of FREE

- People don't respect your time
- Your ideas have no value only your drawings
- Clients trained to expect FREE
- Acting like a desperate commodity



Solution: Low Commitment Consultation



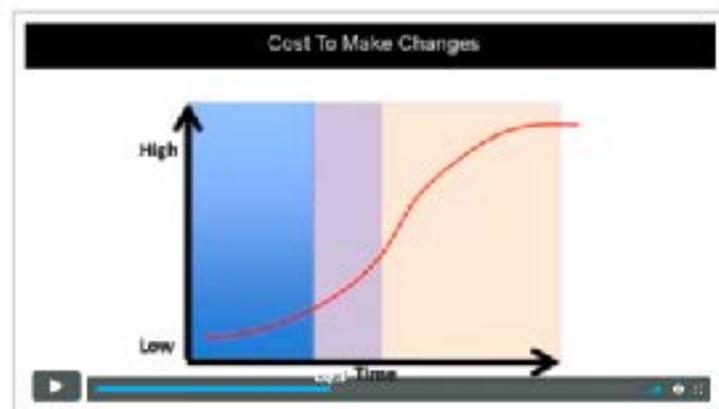
Low Commitment Consultation (LCC)

- Prescription without diagnosis is malpractice
- Act like a surgeon
- Existing clients 5-20x more likely to buy again (\$1)
- Big firms charge
- Allows you to do proper job
- Your PDA is worth it
- Reciprocity doesn't work

Example

LEADING ARCHITECT REVEALS:

If You're Building or Renovating, Taking Action on What You Learn In This Video Will Be the **Most Valuable Thing You Can Do**



In this FREE instructional video you'll discover:

- ✓ The 5 steps of a successful building project (most firms only offer 4)
- ✓ The leading cause of project cost overruns (and how to prevent it)
- ✓ The "Abraham Lincoln" secret to a successful building project

[Watch Now »](#)

LEADING ARCHITECT REVEALS:

Get Instant Access by Entering Your Best Email Address:

[Get Access Now >>](#)

 Your information is 100% secure and will never be shared.

By providing my email I would like [Firm or Architect's Name Here] to continue to send me relevant material by email.

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[Watch Now >>](#)

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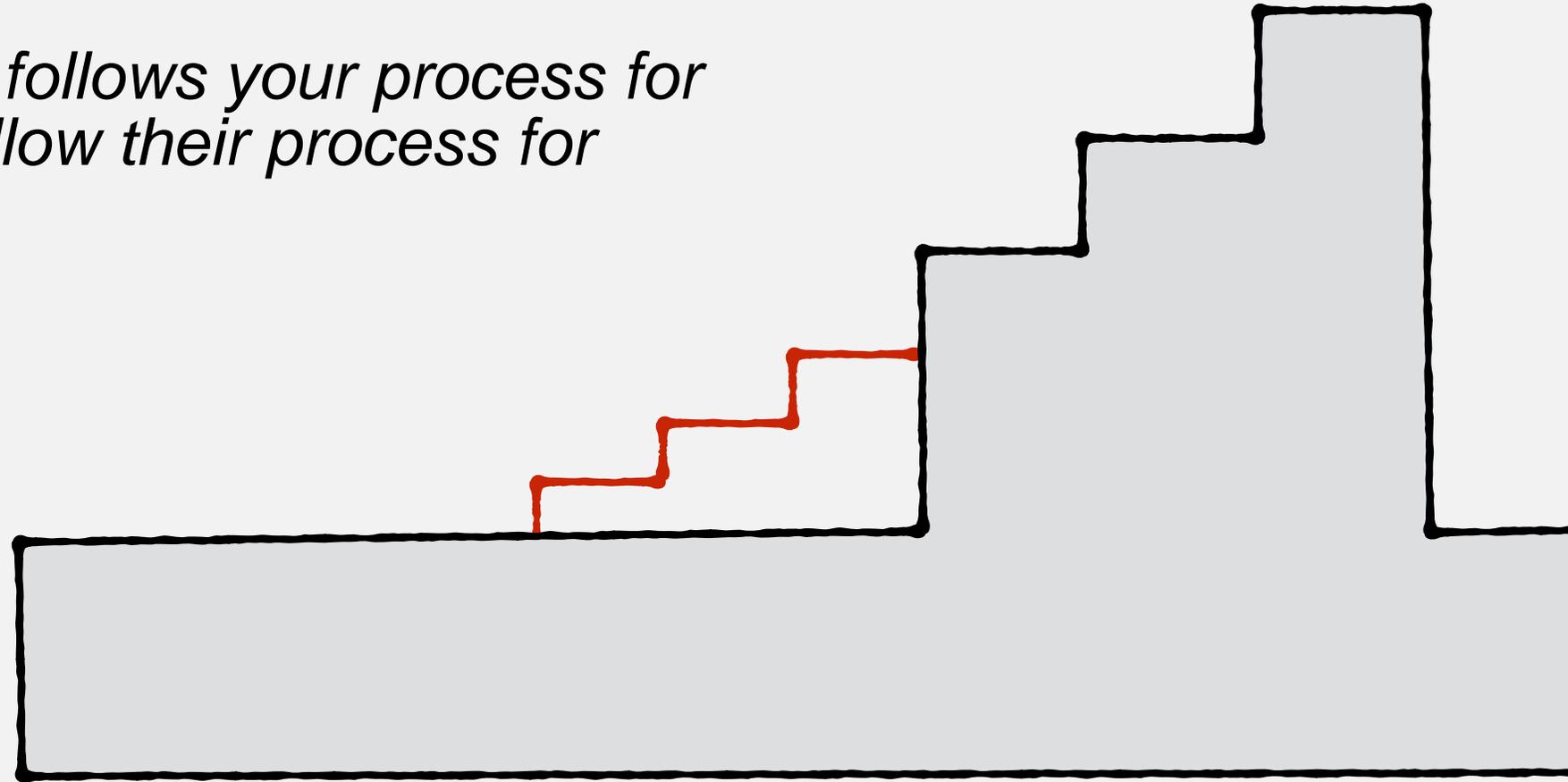
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Summary

'Either the client follows your process for buying or you follow their process for NOT buying'



'3 Step' System

What you see today is not intellectual 'theory.'

Everything is tested and proven. These strategies are winning projects (and making money) **right now** for architects.

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