

# The Real Deal

Terry Begue shares the secrets of his success in *"The Wealthy House Painter's Guide to Having It All"*

Armed with an unquenchable thirst to live the American Dream, Terry Begue's life story provides a down to earth tale of success. Nearly bankrupt in 1980 and living on \$90 a week from his wife's part-time job, Begue never stopped dreaming of a better life. Today, he has everything he ever wanted. He is the owner of Begue Painting Inc., a successful painting business. He lives in an elegant Victorian-inspired

house in Northern Ohio. His painting business brings in over \$40,000 a month with the help of a small crew.

"Life isn't always fair," Terry explains. "The first seven years of my business, I was scraping bottom, barely getting by as a one-man operation. When our first baby came due in 1988, I suddenly realized I had to change," Terry adds.

He developed an aggressive marketing strategy and invested \$247 he

and his wife saved for advertising. "My wife thought I was crazy, but I convinced her it was the right thing to do. I talked to anyone who would listen about my painting business," he says. "I also developed a unique painting system which meant I could paint far more houses in a season



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than ever before." Within one Ohio painting season Begue quadrupled his income.

### A Painter Chooses His Colors

Terry studied the industry and took a different path from most of his competitors. He noticed the majority of painting companies focused on new construction and commercial properties. Instead, Terry tapped into the largely ignored residential exterior painting market. Instead of hiring a sales force, Terry worked directly with homeowners.

By breaking away from the industry's 'one-size-fits-all' approach, he got to know his customers' concerns. "A good painter takes care of his customers' home as he would care for his own home," In his book, *The Wealthy House Painter's Guide to Having it All*,

tractions and then set yourself up for success. "There was never a moment I doubted myself; I always stay positive. I imagined myself living in that beautiful home and taking my family to Disney World every couple years. Determination is your greatest asset. Doubt is an expensive, disappointing luxury. Decide in advance what you want and never give up. You can achieve your dreams no matter how big," he says.

Terry quit college after only three weeks. As a result, he firmly believes in giving everyone a fair chance. Begue Painting employs a number of unskilled workers – people who might find it difficult to find jobs, especially in our recessionary times. Terry's business model has worked wonders for a few of his former employees. Some have become successful entrepreneurs

outside the painting business.

One of the chapters, "Differentiate Yourself", demonstrates how to grab a large share of the market by working in niches others tend to ignore. "Focus on your niche and find a way to do it better and faster than your competitors," Terry explains. In the chapter, "Yes, You Need People Skills" and "It Pay\$ To Have Integrity" he teaches readers to find ideal customers by maintaining an excellent reputation and getting referrals.

The limitations that block most people from moving forward are doubts and fears which can be overcome. Looking back at where he started, Terry's greatest asset has been and continues to be his determination and a decision to never give up. Even though he lives in one of the states hardest hit with

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Terry says, "People hire people they feel comfortable around. We listen to our customers and go the extra mile to make them happy." After all, "people do business with people they like and trust."

In addition to his hands-on contact with clients, Terry believes using the right products maximizes results. "It's important to choose your vendors carefully. When customers know you work with the best they feel your business is more trustworthy," he adds. He has used the same brand of paint – Sherwin Williams – since he was a teenager.

### Working on a Blank Canvas


Most of the time, the biggest obstacle to achieving what you want is self-doubt. Terry knows the power of positive thinking is the foundation for his success. He believes the key is to set clear goals, remove dis-

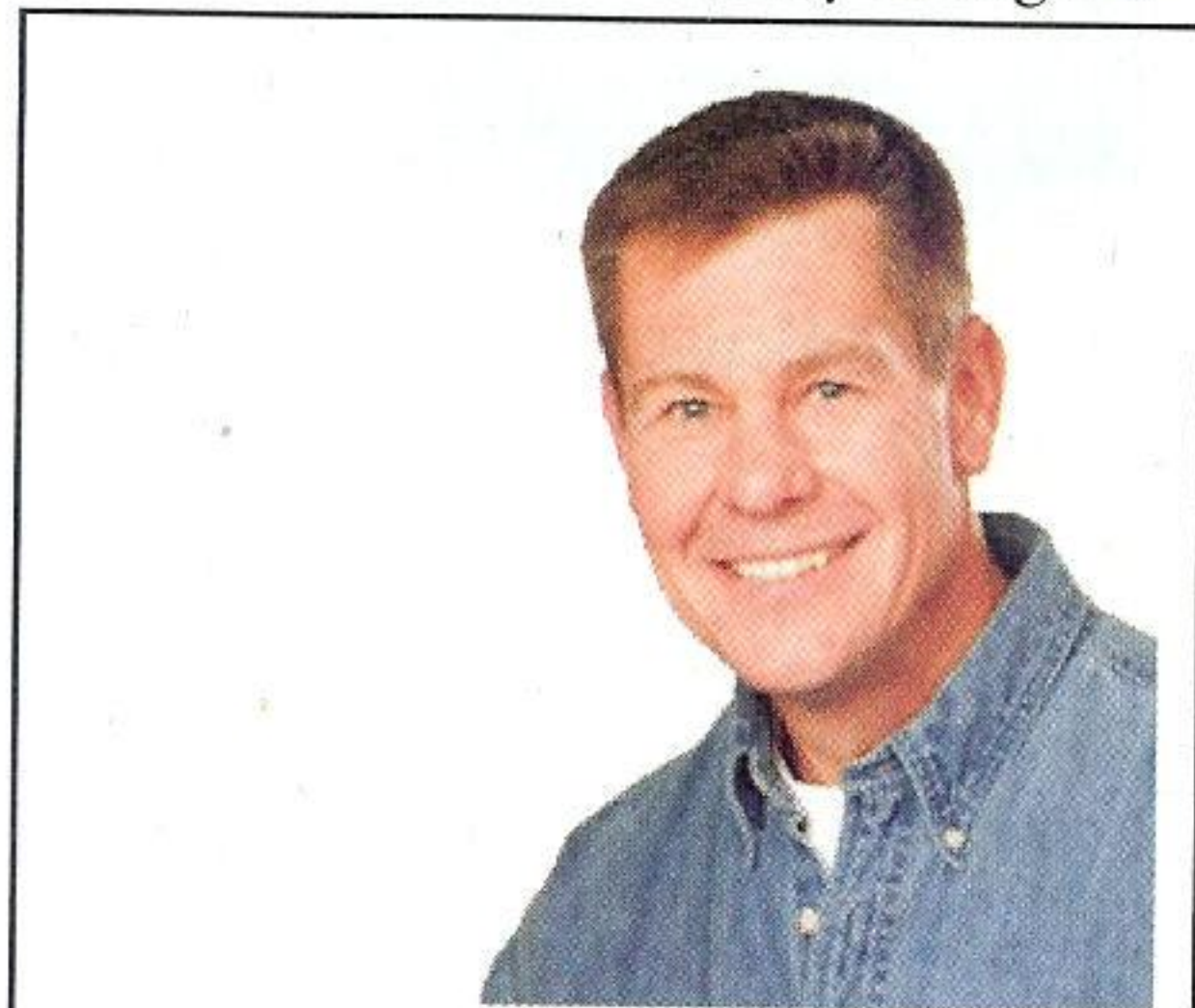
themselves by mastering his way of conducting business. "One guy he trained (also a college dropout) lives in a \$1.5 million house now," he proudly adds. Watching people copy my system and have great success is what inspired me to write the book.

### Looking at the Finer Details

Based on three years of writing and thirty years of hands-on painting and business experience Terry wrote, *The Wealthy House Painter's Guide to Having It All*. It's the definitive guide for anyone who wants to create their own wealthy lifestyle as a painter.

The ten-chapter book includes an instructional DVD. It teaches readers the proper way to paint houses, implement systems and use sprayers. Just as importantly it tells readers Terry's secrets to make more customers happily say yes. Amazingly, the strategies he shares are applicable even to those

the current economic slow down he continues to post record numbers and grows post after year. He is living proof with perseverance and confidence; an ordinary man can achieve extraordinary things. 



For More Information go to: [wealthyhousepainter.com](http://wealthyhousepainter.com) or contact Terry at: P.O. Box 514 Hartville, OH. 44632 or [terry@yourhousepaintingbusiness.com](mailto:terry@yourhousepaintingbusiness.com)