



**By Terry Begue,
Begue Painting, Inc.**

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Terry Begue is the owner of Begue Painting Inc., and author of the popular e-book, *The Wealthy House Painter's Guide to Having It All*. He's been a successful painter for over thirty years and enjoys helping others start their own successful painting businesses too. Discover more at: <http://www.yourhousepaintingbusiness.com>.

Wealth is More Than Money, But Money Doesn't Hurt

My name is Terry Begue and I hail from the Akron/Canton area of Ohio. I've owned and operated a painting business since I was a teenager. That was thirty plus years ago, and I love painting just as much now as I did when I started. I am honored to be a new contributor to *The Paint Contractor* magazine, and I'm excited about having the opportunity to share my thoughts and experiences with you.

In this article I'll reveal how I got my start and how I built up my business to eventually become author of the pre-eminent book designed to help painting contractors enjoy more success.

In the beginning finding work was tough. People were afraid to take a chance on hiring a “punk kid” like me. Some homeowners even asked, “Is this your business or your dad's?” when I showed up at their door for a sales call. I'm extremely independent and even back then I was determined to figure things out on my own. When I look back on those difficult days it reminds me of a quote by Nietzsche, the 18th century German philosopher who said, “That which doesn't kill us makes us stronger.”

After many challenging years, I discovered what consumers are truly looking for when choosing a painter. Simply put, it's this: I listen closely to what they want. I clearly explain exactly what I'm going to do. I make a lot of promises and I keep them. I know that seems like an oversimplification, but that's the starting point from which I build an emotional connection with them. There's more to it, and I'll get to that in future columns.

Because of this, I became very good at the part of contracting that's vital to success—getting hired. Next I developed a unique system for turning jobs over quickly. The rest was gravy! Fired up with a fresh attitude I quadrupled my income over the course of my painting season (seven months here in Ohio) compared to any of my previous years! That was twenty three years ago. I still run my business the same way today.

Even with the country slowly limping back after the economic freefall of the last couple years I'm posting record numbers and having my best years yet! Why should this matter to you? Because I have “in the trenches” knowledge of what it takes to be successful as a residential painting contractor. I've been on a mission the past five years to help contractors around the nation enjoy greater success and be seen as respected, legitimate business owners in their communities.

With the help of a professional writer, editor and mentor I wrote a book titled, *The Wealthy House Painter's Guide to Having it All*. You're probably thinking, “Who does this guy think he is, calling himself a ‘wealthy house painter?’” To me, wealth is not just about money. However, an old saying goes, “One is rich not according to what he has, but wealthy according to who he is.”

To me, being wealthy from a financial standpoint means nothing more than not being shackled to a budget while still putting my two kids through college. Wealth means having the ability to acquire anything you need. It means providing your family with an enjoyable, stress-free life. That's it! I may not be rich by the standard of the *Forbes* 100 List, but I'm doing what I love and I'm not worried about money. That makes me wealthy beyond my imagination. During the last five years, I've documented everything I've learned to live the life of my dreams. In coming issues of *The Paint Contractor* I'll share with you some of my secrets so you can “have it all,” too.

That's all for this issue. Talk with ya soon. **IPC**