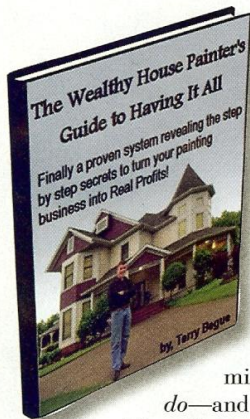
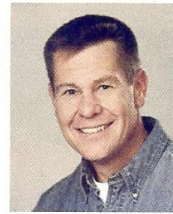


Wealthy and Painter In The Same Sentence?



Meet Terry Begue,
future TPC columnist.



Paging through Terry

Begue's book, one thing will strike you immediately—this isn't stuff you don't know. It might, however, be stuff you don't do—and that's the difference.

The title is a mouthful: *The Wealthy House-painter's Guide to Having it All*. Terry realized that he liked being a painter, he liked making money, and that there had to be a good way to combine the two. He didn't want to be the "average house painter." He wanted to do a better job, get better results and the rewards that come with it.

To start off, he suggests, look at how you paint now, then figure out how you can do it more efficiently. One of his arguments: your sprayer is your cash register, and

BY JERRY RABUSHKA, EDITOR

the register is open when the sprayer is running. While some painters hate to tape, he has his crew cover every surface they're not going to paint. Then they spray. "Canvases cover the roof, the cement, and bushes. The shutters are lined up in a row on the ground." Sure the prep might take a bit longer, but, he says, the painting goes faster. And smoother.

Here's another crucial business practice, according to Begue. "The amount you charge for your services must be based on the value that you provide, and not your time."

Oh, and be nice

Much of the book isn't about painting. It's about running a business. Be nice. Be friendly. Have some integrity. Don't cheat. Terry states that he got some jobs when he was the high bid because his proposal was so inclusive that the homeowner wasn't left guessing as to what he was going to do or when he was going to get it done. Sometimes he was the winning bid simply because he showed up on time when other painters didn't show up at all.

After all, he points out, you're being paid by the homeowner—so that's your boss while you're on that job. Treat her with respect.

Begue says he was a bit surprised when, after he finished to book, he noticed most of the chapters were about how to conduct yourself rather than how to paint. But there's plenty of both. Look for tips on how to get the job done right, but also tips on "how to get the job." All the skill in the world won't pay the bills if you can't get any work.

It's an easy read. You don't have to be a college prof to get the idea, and as we said, most of this is stuff you know anyway. But Begue shows how to put it to work.

Why do we care? Terry will be writing an occasional column for us in the future. We thank all our writers—in fact, TPC has been blessed with excellent columnists! This is probably a good time to remind everyone that opinions expressed by our columnists aren't necessarily those of Mugler Publications. We look forward to what he's got to say. *For now, you can visit him plus order the book at yourhousepaintingbusiness.com.* **TPC**