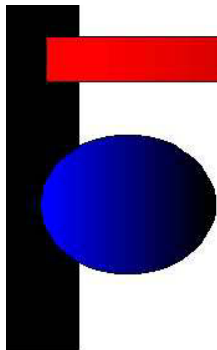


12 Proven Keys  
To Fast Business  
Growth  
For Faux Finishers

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**By Dan and Amanda Folster**



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## *Artistic Illusions Studio's*

### *Faux Finish School*

*"Information is meant to be shared..."*

**FREE INDUSTRY NEWS FOR FAUX FINISHERS OF ALL LEVELS!**

Join us in our free quarterly newsletter that includes information on faux finish techniques, industry news and events, money making ideas and more!

To join us visit:

<http://www.ArtisticIllusions.com>

.....

**"This is just a *sample* of wealth of information available in the ebooks found in [Artistic Illusions Studio's faux finish school](#) online e-library."**

**"These ebooks on faux finishing and running a successful faux finishing business have turned my business around! We haven't had a slow week in months!"**

**"Who knew there were so many different ways to advertise for free?! These ebooks are just what I needed. Thanks for sharing what you know with the rest of us!"**

.....

***"A MUST-HAVE for anyone even thinking of starting or expanding their business!"***

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For a full listing of all ebooks and instructional faux finish video DVD's offered by Artistic Illusions Studio's faux finish school please visit our website:

[www.ARTISTICILLUSIONS.com](http://www.ARTISTICILLUSIONS.com)

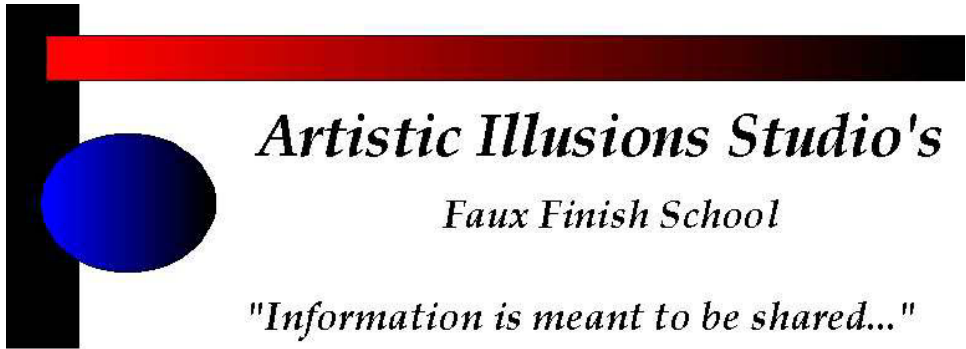
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# *Artistic Illusions Studio's*

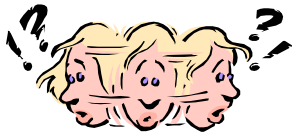
## *Faux Finish School*

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[www.ArtisticIllusions.com](http://www.ArtisticIllusions.com)

### FROM THE AUTHORS

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**Have you ever thought to yourself “What does my competition know that I don’t seem to?” or “Where did they find the information they needed to seem so professional so fast?**

**I’ll tell you where *most* faux finishers get their information... from the “school of hard knocks”!**

**Face it; we all know most faux finishers barely talk to each other when it comes to building a business or sharing a great technique.**

**It has been our experience in the past that the largest number of people who are willing to share what they know on message boards sponsored by a specific school are the folks that have *just* graduated themselves! Their intentions are honorable, but the results can be disastrous for someone just getting into the field themselves.**

**Mentors in this business are hard to come by to say the least, even if you attend a school or workshop for the express purpose of learning the trade!**



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**We have been blessed to have some great mentors in our past (and hopefully more in the future!) in the areas of *Marketing, Bookkeeping, Sales/Contacting AND Techniques Development.***

**These successful professionals from Texas and Florida were more than willing to tell us what we needed to know at the time to launch our business.**

**We hope to give you the same advantage starting and growing your business.**

**We're going to share some information with you here that hopefully will help you on your way to presenting your future or new business in a professional, businesslike manner, and perhaps give you an advantage your competitors have overlooked.**



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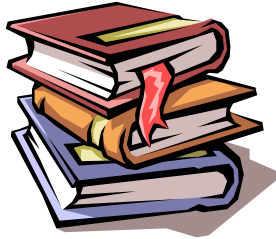
**If you don't remember anything else we say to you remember this:**

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**KEEP ATTENDING SCHOOLS AND WORKSHOPS!**

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**You *must* stay current and sharp if you don't want to get left behind in any industry.**

**The leaders in a chosen field keep an open mind; always explore new information, products, and new techniques.**

**Of course *no* single product line, company, or school has all the answers, *but* (\*insert shameless plug HERE\*) we think our faux finishing school, [Artistic Illusions Studio](#) comes mighty close!**

**Now, we all know traveling to a school or workshop can be very expensive or just plain inconvenient if you are in the middle of building a successful business.**

**Therein seems to be the “Catch 22”; You have built your business to the point of being busy all the time, so you can't leave for a week to attend a class, but now you have a real need to expand your portfolio with new and interesting techniques to keep your clients happy and stay at the top of your game!**



***So what do you do?***

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This is the main reason Dan and I have begun to put our classes on [video DVD](#) format.

We wanted to provide a way to get the REAL advice and information- available to the students able to travel to our school - to the rest of the world too!

This is why [“The Expert’s Guide To Faux Finishing”](#) series will soon be available in several countries around the world upon completion of the series!)

We were approached by a producer who is noted for his work with National Geographic, TNN, CMT, NASCAR, VH-1 and others, to make an educational DVD series.

After reminding myself to blink, I said to my perfect and loving husband;

*”Oh look Dear, the opportunity has presented itself to provide the public as well as the faux finishing community with useful state-of-the-art educational materials with an outstanding level of visual detail not found in our industry to date...Fascinating, wouldn’t you agree?”*

Yeah right! It was more like:

*“WOW! DVD’s instead of video tapes? This would be a great way to finally get people the info they WANT- and these guys are MORE than capable of getting awesome close-ups! YOU’LL ACTUALLY BE ABLE TO SEE THE DETAILS!! THEY’LL FINALLY BE ABLE TO GET WHAT THEY’RE PAYING FOR - COOOOOL!!!*

Dan and I felt that’s something that’s *really* needed in this industry; instructional materials that are of a high enough quality to really show us *THE DETAILS!*

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**That's what we're all buying these "how-to" secrets for in the first place, right? Right!**

**We decided to join forces with their company, and then to offer ebooks, and here we are!**

**In the following pages we have listed for you a few things that we found to be important information when we were building our business in the beginning.**

**You'll also find links to more specialized and detailed ebooks for purchase on each of these topics as well, or you can go to our new [e-library](#) at <http://www.artisticillusions.com> and view our ever-growing selection of ebooks there.**

**Some of these truths we discovered for ourselves at the "*school of hard knocks*", and some truths were shared with us by our mentors.**

**All of these things have at some point saved us a lot of grief!**

**We felt they were important enough to pass along to you and maybe save you some headaches, too.**

**We wish you all the success you can handle in your faux finishing career (plus some)!**

**Carpe Diem!**

**Dan and Amanda Folster, Instructors  
Artistic Illusions Studio's Faux Finishing School  
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[www.ArtisticIllusions.com](http://www.ArtisticIllusions.com)  
[www.Fauxsters.com](http://www.Fauxsters.com)**

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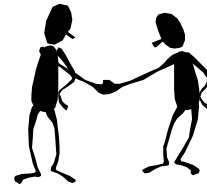
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# 12 Proven Keys To Fast Business Growth For Faux Finishers

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By Dan and Amanda Folster

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- **CONTRACTS**

Always use a contract when doing a business transaction.

Contracts let everyone involved know the rules and expectations required for a smooth and pleasant transaction.

The use of a contract will immediately tell your client you are a professional who is trustworthy, and serious about your occupation.

***Don't operate your business without one!!!***

For an example of a modifiable faux finish contract, see [Contract Do's and Don'ts](#) in our e-library.

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- **PROFESSIONAL PROPOSALS**

Use a printed or computer generated proposal form when submitting a bid to your clients. It's much more professional than a bid scribbled on a napkin!

Be sure your chosen Proposal Form is formatted in a way that allows it to be easily faxed or mailed.

For a [customizable example proposal](#), see our e-library.



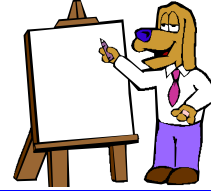
- **CHANGE ORDER**

Change orders are invaluable tools for keeping up with subtle changes or extra add-ons during a project!

If ANY changes are made to the approved work on a proposal make sure you write the modifications on a **CHANGE ORDER** and have the client sign it before you begin making adjustments!

(Yes it's important! A submitted change order can potentially save you **THOUSANDS OF DOLLARS!**)

For a [customizable example Change Order](#) see our e-library!



- **PORTFOLIO PRESENTATION**

Showing you portfolio for the first time can be a little intimidating! Don't worry, just relax and let the sample boards work their magic!

What you should use for a portfolio depends on your situation! Will you be presenting your portfolio at:

- a. an office
- b. a new construction site
- c. your studio
- d. the clients' home...

Be sure to state in your contract what your deposit fee is and the payment schedule you would have them follow.

Remember to NEVER start sample boards or a job without a 50% deposit AND a *signed contract*.

For more details check out our great [ebook](#) on this subject!



- **WARDROBE**

Don't overthink this one, OK?

Everyone knows busy artists get covered with paint! So, wear what you are comfortable wearing.

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- **GO ABOVE AND BEYOND**

**Everyone loves to feel valued.**

**Building relationships with your clients is part of ensuring your business has a long healthy life!**

**Always send your clients a "thank-you" note after a job. Give them a house-warming gift if it's appropriate!**

**Think about this a minute-put yourself in your clients shoes. Wouldn't you rather work with someone who appreciates the opportunity you've given them?**

**I'll bet your competitors don't do it...ours don't. Can you guess how many of our clients come from word-of-mouth referrals???**



- **TIME TO GO MODERN HERE**

**A web presence with photos of your work is essential in this day and age. Having your web address on a business card comes in handy when you meet a potential client but don't have your picture or sample board portfolio with you! This way they can see your work at their convenience.**

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- **EXPOSE YOURSELF!!! (\*Gasp\*)...**



Promotion can be very expensive, but we have found ways to get into the spotlight free of charge! Do **EVERYTHING** in your power to participate in your community's "Parade" or "Showcase" home, and then *be there* to greet the public and answer questions about your work personally.

*No one else will promote your business the way you do!*

This is also just *one* of the perfect opportunities to write a press release and send it to your local paper. **"How, When, and Where to Expose Yourself in Public"** our e-book in our e-library for a detailed outline of what information to include in your media kit, and who to send it to for the best chance of getting showcased!

**Your vehicle is a free billboard-don't waste it!**

Have a magnetic sign printed for your vehicle, or better still, have vinyl lettering applied to the windows. Don't forget to display your web address on your vehicle.

**Do not hesitate to give your business card to everyone who will take one.**

**Place your business cards in paint stores on the "contractor contact board", and make sure the paint store personnel know who you are and what you do!**

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- **BE ORGANIZED**

**YIKES! That may be the hardest thing to do yet! Successful finishers keep records of *every* finish, *every* transaction, for *every* client, *every time*.**

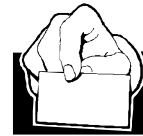
**I can't count the number of times a client has called us after a recent move and request we do the "same finish" in their new house that we did for them a couple of years ago.**

**And by golly they expect you to remember the details! You're the artist, right?**

**Taking "before and after" photos of each job is always a good idea.**

**Don't forget about a good bookkeeping system...taxes are not scary if you stay on top of the bookwork!**

**Take a look at our e-book entitled ["Recordkeeping For Faux Finishers"](#) for the system we use.**



- **BUSINESS CARDS**

**For everyday use, print your own business cards for now on your computer.**

**Use gloss photo paper or high gloss card stock. It looks VERY professional and keeps your overhead expenses down!**

**Be sure to list your web site, cell phone number and **WHAT YOU DO!****

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- **PRICING YOUR WORK**

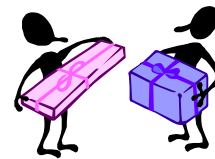
There are several methods for pricing your work.

“Per square foot” is one of them, as is “per day” and “per hour”.

We have discovered there are several useful methods for the appropriate pricing of a job, depending on the situation at hand!

All correct pricing does however, hinge on the ability to determine the square footage of the project you are working on. (You’ll find more detail on this subject in the e-book entitled **“Perfect Pricing Every Time”** in our e-library.

This ebook is written for the working faux finisher who is trying to work smarter, not harder!



- **BARTERING**

Only "barter" if it's an equal or valuable trade.

Keep in mind that anytime someone dangles a carrot in front of your nose there's always a sharp hook in it somewhere... don't do too much for too little for the wrong person/company.

Profitable places to barter with (how and why) can be found in our e-book, **“Power Bartering”**.

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- **"NO INSURANCE" IS NO OPTION!**

**This is the first thing we tell any student who is even *considering* faux finishing as a career!**

**You will eventually find yourself in an amazing home that stupefies the mind- along with all the beautiful, expensive knick-knacks you can imagine- just *sitting* there...DARING you to knock them over!**

**Is insurance expensive? Not as expensive as replacing an antique lamp or the imported rug...think about it.**

***For the best rates have your insurance company put you under the "INTERIOR DESIGN" category not the "contract painter" category!***

FOR MORE DETAILED  
INFORMATION ON THESE TOPICS  
DON'T FORGET TO LOOK  
THROUGH OUR E-BOOK  
LIBRARY...  
[WWW.ARTISTICILLUSIONS.COM](http://WWW.ARTISTICILLUSIONS.COM)

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**<http://www.artisticillusions.com/e-library>**

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