

# A word or two before we begin

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In January 2003, I was running a small design firm when I finally snapped. I was using Microsoft Word to bill my clients when I accidentally saved over an invoice. The frustration of billing my clients overwhelmed me, and so did the thought of using accounting software—so I built my own solution.

Building my own product company quickly became a passion, but passion projects don't pay...at least not on day one. To keep the lights on I moved into my parents' basement for 3.5 years to save money and I completely revamped how I ran my design firm to the point where I worked 19 days in one year and generated over \$200,000 to fund my side project. How did I do that? This book will show you—and help you do it too.

Thinking back, my ability to work so little and produce so much income had a lot to do with how I priced and positioned my services, something most