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ASK A PAINTER

## Master's Class Topic Menu

- **Modern Apprenticeship Part 1**
  - Recruit, Train, Retain
  - How to solve the problem: "there's no good people out there..."
  - 0-22 Employees in 2 years
- **Modern Apprenticeship Part 2**
  - "You have all these people, now what?!"
  - I use financials from 1 year of my business to show how my experiments in driving profitability affected production, quality and profit
  - I demonstrate how I grew my business 40% during a global pandemic
  - I introduce Apprenticeship 2.0: one of the most simple, innovative way of creating your own labor force
- **Job Costing // Industry Benchmarks**
  - The secret to running a profitable and stress free business
  - Find out if your painting business is actually making \$
- **Estimating**
  - How to come up w the perfect price
  - The theory, the process, the numbers
  - Lessons learned from doing 800+ estimates per year for a decade
- **Professionalizing Your Business**
  - Using a detailed checklist, I walk companies through the process of becoming a 'real' business
  - Professionalization is basically the steps that all businesses go through in their infancy
- **SOP's: Building Basic Systems and Processes**
  - Architecting a profitable business
  - The foundation of a good business is basic systems and processes - standardized, simple methods to complete everyday tasks
  - I open up the back end of my business and show people how simple systems and processes free up time and create profitability.
- **Marketing**
  - I use my large data set, experiments and advertising examples to show how to build a simple to complex system of marketing to generate leads
- **Building a World Class Leadership Team**

- I show how Job descriptions, deliverables, review processes, compensation and bonus incentives, personality assessments and recruiting can create a world class leadership team - a necessity if you wish to grow your trades business.
- **Cabinet and Trim Finishing**
  - The coatings, the processes, the science behind the perfect, simple cabinet and trim finish.
  - I use my proven SOP, images and video to walk Craftspeople through the perfect cab and trim finish
- **Perfect Production - From Estimate to Invoice**
  - Ensuring profitability between an accepted estimate and invoicing a completed project
  - JumpSheets // Project Plans (my work orders)
  - SOP's: how I sequence my work
  - Production Manager Duties: setting up, checking on projects, finishing strong and ensuring profitability
  - Basic Internal Communication/Updates
  - Job Costing/Industry Benchmarks // Weekly Goal Tracking
- **Myths and Head Trash**
  - I combine data + feelings to dispel many of the most common industry myths:
    - The 5 day work week
    - "There's no good people out there"
    - "It takes a lifetime to learn this craft"
    - Vehicles for trades people.....
    - The Owner/Exit Fallacy (how many painters do you need to exit the field)
    - What is profit?
    - "How much should I be making this year?"