

This report is loaded with practical ideas to help you paint your best.
BONUS...you'll also find at the end of this report two more common mistakes to avoid.
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WARNING, The 17 Biggest Time Wasting Mistakes People make During Painting... ...(and how to avoid them)!

Compliments of ToughFinish <http://www.lesspainting.com> – (800) 950-2210 – info@lesspainting.com

Our goal for you is simple, provide you the best possible information on painting while saving you time. Some of the information in this report is basic while other tips are more advanced. A good paint or stain job not only protects the surface like a raincoat but it gives the area being protected a wonderful appearance. When you're doing it yourself, prepare the surface well and don't make the dreaded mistake of only using conventional paint to see your efforts peel right in front of your eyes 4 to 5 years later. Treating your paint, stain and clear coat with ToughFinish will save you a bundle of time, effort and money for many years to come.

Your concern is our top priority. That is why we work so hard to provide you our bi-monthly newsletter called "Time & Money Saving Homeowners Tips". This newsletter is geared to giving you helpful tips, guidelines and ideas in making your home look its very best. Plus you'll receive ideas on how to save more time around the house. These newsletters will be brief and to the point. One way you can help us help more people save time and money is to tell others. Thank you for telling others about our newsletter and ToughFinish.

*** Some Simple Handy Painting & Staining Tips**

Before we start talking about the common mistakes made when painting, lets give you some timesaving handy painting tips:

Paint Can Holder for Extension Ladder:

All painters know extension ladders have no place to set their paint can. A simple solution is to use a single piece of 3/4-inch plastic pipe or a broom handle and slide them into one of the rungs. Just notch the end of the pole to keep the can's handle from sliding off.

Shoe Guard:

Pull an old pair of throw-away socks over your shoes to protect them from being spattered with paint. Or save old tennis or running shoes to wear when doing messy jobs like painting. Or you can tie a plastic bag over your shoes to keep them free of paint drips.

Removing Crayon from Walls:

Here's a neat tip on how to take care of the crayon on the wall problem. Spray some WD-40 on a clean cloth and begin wiping on the marks. It generally comes off pretty easily. If you don't have any WD-40 around the house, try some household bleach. It will take a little bit more elbow grease, but it does work. It is very important to get the marks off before you add another coat of paint, as the marks will mostly show through.

Make Your Paint Hold Longer:

ToughFinish is an easy-to-use commercial grade additive that makes all water based latex paint bond stronger to wood, metal and even previous painted surfaces better than any regular paint. You mix this clear liquid right with your paint and paint will last nearly two times longer. This saves you plenty of money and time. Plus it comes with a 110% Money Back Guarantee. <http://www.lesspainting.com> - (800) 950-2210

Ladders with Feet:

A simple to way to completely protect your siding or interior walls when you lean an extension ladder is to slip some old sneakers over the upper ladder ends and tape the shoes in place. The rubber soles generally prevent dents and scratches while giving you better grip against the wall.

Tight Place Touch-up Sponges:

If you are having a hard time getting paint in that tight corner then disposable cosmetic sponges are an inexpensive tools for paint touch-ups, staining and other tasks where you need a small applicator.

Spray Can Nozzle Cleaner:

Remove the dried up clogged nozzle from your spray paint can and stick it on your can of WD-40. Most are the same size and shape. Then just give the nozzle a quick squirt to clear it out, then return the nozzle to it's spray can.

Sanding Sponges:

Sanding sponges work great for sanding trim with contours and tight corners.

Coat Hanger Stirrer:

A plastic coat hanger makes a neat long power mixing attachment. Cut the bottom the coat hanger so that you have a long, J-shaped stirrer. Straighten the hanger and insert the straight end into the drill and start mixing!

Stain Spray Applicator:

When you save your empty pump-type sprayers that have an adjustable spray tip you can use them to apply wiping stain. It is best to spray a small section at a time. After you spray that area then wipe it. You will use much less compared to brushing it on.

Oil for oil cleaning:

Like attracts like. Use vegetable oil to clean oil-based (alkyd) paint from your hands. It doesn't dry the skin like paint thinner does, and is especially good for children's skin.

Keep your hands clean:

Wearing the thin latex, tight-fitting gloves like surgeons and EMT's use will keep your hands clean.

Cleaning Dirty Paint

Lumps in your paint? Then filter it. Refresh your paint by straining them out. This can be done by stretching and securing pantyhose or cheesecloth across the top of an another empty can. Slowly, pour the dirty paint from its original can through the makeshift strainer to catch all the lumps. You can usually get a new empty can from a local paint store for a few bucks.

MISTAKE #1: Not Inspecting

We recommend that you do a quick test to help you determine the job you have ahead of you. In a subtle place where the paint is the worst, clean the surface, let it dry and paint a small area (these tips can be used for interior painting also). The next day, stick a simple piece of tape to the surface and then pull it off quickly. If the tape stays clean, then it's safe to completely repaint after doing some scraping, washing and preparing your total house for the new facelift. If the tape pulls off all the paint down to the bare wood, the house needs to be stripped before it's repainted with treated paint.

MISTAKE #2: What are you really Painting On?

What Paint do you have?

Before you repaint an area, find out if the existing coat of paint is oil or latex. Dip a cloth in alcohol and wipe a small area of the surface. If the paint rubs off, it's most likely latex.

Several homes, especially older homes can be covered with oil paint. You have two options when repainting houses with oil paint: touching-up or stripping to the bare surface. You can from time-to-time attempt touch-ups with oil but understand, the paint will continue to

peel as it oxidizes and becomes brittle. When this happens, one idea, is to scrape off the peeling portions, prime the bare spots and repaint with latex paint treated with ToughFinish. Areas that weren't scraped will then peel and, as you repeat the process, your house will eventually be covered with latex paint that sticks.

The second option is to strip the complete house down to the bare surface and start over with latex paint. This option will cost you a few dollars up front, but when done correctly it can save money on patch jobs repainting. This is one reason why it becomes important to treat your latex paint with ToughFinish. ToughFinish commands regular paint to last nearly twice as long so you paint half as often. Stripping and completely repainting is a must if you find widespread paint failure such as flaking and cracking. Peeling, blistering, or wrinkling are normally caused by excessive moisture, heat or humidity. It is important that you correct the moisture that's causing these problems before repainting.

MISTAKE #3: Not Preparing Surfaces Correctly

An unprepared surface is like trying to hang a plain piece of paper on a bulletin board without tape; it just won't stick. Before you begin painting, correct preparation is extremely important if you want the stain and paint to last longer.

Use a good hook scraper to remove loose paint. In spots where wood is not even, we recommend that you use a putty knife. Putty knives cause less damage to your wood. Next, sand the rest of the paint to a dull finish. To create a smoother paint appearance, make sure you feather all thicker spots. This is also a good time to remove all cracked caulking. Finally, take a wire brush along with a garden hose and remove any paint that may still be loose. If you don't want to leave any stains or deep mars, then never use a brush that has steel or iron bristles.

The next question, is should you prime the area? Our research has discovered that when you use paint treated with ToughFinish, priming is not necessary. This will save you money. Paint treated with ToughFinish holds stronger than any primer on the market. That is because ToughFinish is formulated to adhere tightly to wood. If you have small cracks, nail heads and other imperfections, you could increase the amount of ToughFinish you use. This will make the paint thicker and help you cover those areas. However, if you choose to use

primer, paint treated with ToughFinish will bond two times stronger to a primed surface than any other paint on the market.

You can also fill any nail heads, cracks and other imperfections with a latex caulk and exterior filler before painting. If your house has widespread paint failure, scraping and starting over at the bare wood would be your best option for the long term.

MISTAKE #4: Cutting Short Interior Preparation

SPEND 15 to 30 minutes clearing the room. Start by removing as much furniture as possible from the room. Cover the floor and remaining furniture with drop cloths or good old thick sheets. You could also use plastic for only covering furniture. A good investment is to use good canvas drop-cloths, as they are not slippery, will not move easily, absorbs paint, and can be reusable. One way to protect your carpet is by using 3" wide masking tape. Run the tape about 1/2" onto the face of the baseboard and push it down under the base with a wallpaper smoothing tool. Putty knives will cut the tape when you're forcing it down.

Secondly, remove all window treatments, pictures, electrical switch plates, mirrors, and hardware. Cover all light fixtures after you loosen them from the ceiling with plastic bags and tape. Don't turn on the light bulb once it is covered.

Poor paint adhesion can result from a dirty surface. Use a light detergent solution and wash surfaces that are touched frequently, dirty, or have any oily residue caused by cooking and baking. Also, clean around all light switches where there may be hand oil deposits. It is important that all trim and door areas are also lightly washed. After you have cleaned the area, wipe the complete surface with a damp-cloth to rinse. Allow to totally dry before painting. You don't want to leave a residue from the detergent. Seal old water stains with a spray stain killer.

Sand glossy surfaces with fine sandpaper. This will ensure proper adhesion of the paint. Vacuuming surfaces and wiping with a tack cloth will remove all sanding dust.

Remove as much of the marking pens and water stains as possible using a liquid detergent, then wipe with clean water. Spray some WD-40 on a clean cloth and begin wiping on the crayon marks. If you don't have any WD-40 around the house, try some household bleach. It will take a little bit more elbow grease, but it does work. It is very important to get all marks off before you add another coat of paint, as the marks will most likely show through.

Spot priming the remaining marks with white shellac will help to stop them from bleeding through the finish coat of paint.

Look for cracks, nail holes and other surface imperfections. Clear out larger cracks in walls and ceilings with a putty knife to remove all loose particles. Then press compound into the crevices and smooth until flush to the surface with a putty knife. Fill all opened trim joints and any door or window trim that has separated from the wall. Push the compound into the crevices and smooth with your putty knife. Sand these areas with fine sandpaper after they dry. Usually a second application is required after the first has dried. Patching compound generally shrinks up to 20% after it dries creating holes and cracks.

Use a putty knife to remove all loose or scaling paint. Sand edges for a smooth surface. That way the different layers of paint will not be noticed when repainted. If any of the old paint was removed from trim, doors, or sash, sand the entire surface with some fine sandpaper. You can use a deglosser cleaner to help you get better paint adhesion, cleaning woodwork, and remove any old paint that contains lead.

Provide good ventilation or use a respirator rated for organic solvents when using solvent-based paints, sealers or cleaning agents.

ORGANIZING YOURSELF TO SAVE TIME:

Follow a sequence of steps that'll allow you to let one part of the prep work dry while you go on to the next chore. The first few steps will give you the idea: seal water stains on the ceiling and while they're drying, remove marks, fill in cracks, sand, degloss and prep the woodwork. Treating interior paint with ToughFinish will make your paint hold longer. Plus the treated paint will wear better. This is especially important around areas that see a lot of usage such as cabinets, woodwork, windows, covers, and doors. Start painting the ceiling first. After the ceiling is completed, paint the walls one at a time around the room.

Allow a weekend to completely finish two average sized rooms. You should try to get through on Saturday. You'll need to hustle, but you can complete the bulk of the work. Saturday's caulking and patching will dry overnight so you can tape the woodwork and finish up on Sunday.

MISTAKE #5: Encouraging Premature Paint Failure

Never paint a surface that has any type of water or moisture on it. Make sure the rollers or brushes are 100% dry before using them.

Latex fights moisture problems better than oil. For areas that always seem damp, use latex paint treated with ToughFinish. Latex paint lasts longer in damp areas and latex paint mixed with ToughFinish will last even longer. Latex contains no vegetable oils to attract mildew and dries with a more porous film than oil-based paint. This lets moisture escape.

If your house has a moisture problem that causes water to collect behind the wood siding, then no paint will stick until you address this underlying problem.

It is important to read the paragraph labeled "Surface Preparation" on the side of your paint can. One of the sentences will state that you should remove all dirt from the surface. A common mistake that several people make is they forget to wash the house prior to applying the paint.

Failure to properly wash the surface is the most common causes of premature paint failure. Most people merely rinse off the surface being painted and don't really clean it. Cleaning and rinsing don't give you the same results.

Several paint manufacturers recommend that customers use a powdered commercial cleanser. There are several good soaps on the market to use. It is important that you use soap and water to properly clean the area that is going to be painted. The reason cleaning is vitally important is dirt weakens the bonding power of paint, especially the small dirt particles you don't easily see. It also removes tree sap, airborne oils, bacteria produced oils and pigment chalk.

Chalk is formed by the natural breakdown of paint. Rub your finger across any paint that has been exposed to sunlight and the weather. Normally, your finger will pick up this chalk from the painted surface. This chalk will be the same color as the paint.

To understand why paint chinks we should explain to you how paint is made. Paint is mostly made from three different groups of materials: pigments, resin and vehicle. The resin enables the paint to stick to surfaces and it also holds the pigment together. This is why using ToughFinish is very important. ToughFinish is a special crystal-clear commercial resin that when mixed with regular paint makes it stick stronger commends regular paint to hold up to

two times longer. The pigment is the part that gives paint its color. The vehicle, commonly called surfactant, is the part that makes paint a liquid. When paint dries most of the surfactant evaporates into the air.

Ultraviolet light from the sun and natural weather processes break down the resin. This breakdown then releases pigment at the surface. These pigment particles are just barely hanging on at this point. Rain can easily remove the chalk/pigment particles. When you use ToughFinish with paint it will give your paint the strength to fight off Mother Nature from breaking down the paint. This is just one of the reasons why paint will last nearly twice as long when treated with ToughFinish. ToughFinish will greatly help eliminate paint from chalking.

There is another benefit to cleaning with soap. The majority of latex exterior house paints are alkaline. Soaps are also alkaline. When you clean a surface and rinse it off, the washed area will be slightly alkaline. This helps the paint to bond even better to the surface. Use soap, water, a soft bristle scrub brush with a lot of sweat equity.

MISTAKE #6: Cutting Corners when Stripping

Stripping the whole house down to the wood surface is a lot of work. First start with energetic hand scraping. You can use various power tools to remove the remaining paint. Sand the entire surface until smooth. Even the most thorough scraping and sanding won't remove the mold and mildew in old wood, but a cleaning solution containing a 1/2 cup of bleach and a 1/2 cup of tri-sodium phosphate in a gallon of water can help. Next, spray the house's surface while scrubbing with a stiff-bristled brush. Let the formula do its work for 1/2 an hour before rinsing with a garden hose. It is not always recommended to use a power-washer as its streaming jets can damage old wood.

Let your house dry for one warm sunny day. Some paint contractors recommend treating the bare wood with a clear, water-repellent that you can paint over. This helps to prevent moisture penetration. If you choose to purchase a repellent make sure it is designed to help the wood swell less when it rains. Keep an eye open on the label for a preservative that kills mildew. This could possibly discolor the top layer of paint or cause wood to rot. Repellents not labeled "paintable" may contain so much wax that paint won't stick. It is a good idea to let the water-repellent dry for at least two sunny days before going to the next step.

If you have decided to prime, this would be the time to paint with primer. Paint mixed with ToughFinish can be applied directly on wood and metal surfaces. The main reason in using primer is for paint to stick better to the surface. ToughFinish does that for you. If you do end up priming, paint treated with ToughFinish will also bond much stronger to the prime surface than regular paint. If you are using a latex based primer you can also mix ToughFinish with it. ToughFinish will not work with any oil-based primer. Before you paint your final coat, seal window frames and door joints with latex caulk. We will be talking about caulking later in the report.

ToughFinish is a clear additive. Therefore it does not change the color of the paint. If you are painting over dark areas and patchy spots with a light pigment paint color you might need to apply two coats of paint so it completely covers the dark areas.

Finally, liquid sandpaper such as deglosser cleaners help prepare dirty, oily or varnished surfaces for better paint adhesion.

MISTAKE #7: Passive about Lead Paint

Don't forget lead paint was common until 1950, but in the United States was not outlawed until 1978. Several organizations recommend that you test your paint for lead before sanding or scraping it. Lead in dust causes lead poisoning, especially in young children. Use a test kit available from most paint stores or contact your local health department for the addresses of reliable testing labs. If you have lead paint that's in good condition, use a deglosser (liquid sandpaper) rather than sanding it.

Call the EPA hotline at 1-800-424-LEAD for their free EPA guide, "Reducing Lead Hazards When Remodeling Your Home."

Mistake #8: Purchasing to little amount of Paint from the Get-Go.

Prior to painting make sure you have enough paint mixed to ensure the best possible color consistency to complete your entire painting project.

When painting bare wood, you'll need about one gallon of paint for each 400 square feet. The best way to figure out how much paint you'll need for your complete project is to measure the area to be painted and calculate the square foot. Then, divide that number by

400 to get the number of gallons per coat. Surfaces that are not smooth such as stucco will take a lot more paint. For those area calculate that a gallon of paint will only be good for 200 square feet.

For almost all individuals painting their home with conventional paint, they become very disappointed after seeing it start to peel right in front of their eyes in a few years. That is one of the primary reasons why others treat their paint with ToughFinish. Why paint twice when you can paint just once? Less painting means more time to enjoy the things that are most important to you.

MISTAKE #9: Not Using the Right Supplies

We recommend that you use simple quality tools. The tools listed below don't wear out easily and you'll be able to use them for years on other improvements throughout your home. One of the handyman products that are becoming very popular is the additive called ToughFinish. It helps paint, stain and clear coats last longer so you paint half as often.

Generally, almost all paint jobs that you are brushing can be handled with:

- a) a three-inch straight-edge siding brush,
- b) a two-inch angled sash brush, and
- c) a two-and-a-half-inch straightedge trim brush.

Good brushes of any size have long bristles with tapered (chiseled) ends and split (flagged) tips. Nylon and polyester brushes generally don't release oil paint very uniformly. That is why these types of brushes are best for use with latex paint. Natural bristle, such as, hog's hair, can absorb water from latex paints quickly thus ruining the brush. Paintbrushes with natural bristles are best for use with oil paints.

Clean all brushes immediately after they fall to the ground or floor. This way nothing mixes in with the paint that you'll find later on your wet painted surface staring at you.

SUPPLIES FOR EXTERIOR PAINTING

- | | |
|---|---------------------|
| -Step Ladder | -Extension Ladder |
| -ToughFinish | -Measuring Cups |
| -EasyCoat-100 or Clear Dishwashing Soap | -Scraper |
| -Cleaning Rags | -100 Grit Sandpaper |

- Drop Cloths, sheets or good plastic
- Steel Wool
- Joint Compound
- Wire Brush
- Gloves and even Goggles when painting underside areas.
- Extra Pail
- Mineral Spirits when using oil-based paint
- Plastic Bags
- Caulk/Sealant
- Brushes & Rollers
- Hammer & Nail Set
- Spray Applicator
- Putty Knife
- Paint Pad Applicators
- Paint Paddles
- Caulking Gun
- Paints & Primers
- Roller Tray
- Good Masking tape

TOOLS & MATERIALS REQUIRED FOR INTERIOR PAINTING.

- Step Ladder
- EasyCoat-100 or Clear Dishwashing Soap
- Putty knife
- Bucket
- Canvas drop cloth, sheets or good plastic
- Caulk
- Fine Sandpaper
- Gloves/goggles
- Rags
- Roller handle
- ToughFinish
- Measuring Cups
- 2" or 2 1/2" sash brush
- Caulking Gun
- Adjustable extension pole
- Screwdriver
- Mineral Spirits (if using solvents)
- Roller tray
- Roller covers

MISTAKE #10: Skipping Testing

A little dab will do. When choosing a color, have the store mix a modest batch for you. At home, paint a good-sized section for the actual wall to see how the color will look before you buy enough for the whole house or room.

MISTAKE #11: NOT Letting Mother-Nature Help You Paint

When possible try to paint in the shade. Paint applied in direct sunlight during hot weather will dry too quickly. Paint won't adhere as firmly and will not weather as well.

We strongly recommend never to paint in temperatures greater than 90°F. Painting at too high of a temperature can cause the paint to dry too quickly and not bond correctly to the surface. Painting at low temperatures can cause troubles too. Cool temperatures make brushing and rolling much more difficult, slowing drying, and leaving wet paint spots open to airborne dirt, insects and pollen to rest on. Wait for a day when the temperature will be above

40°F (4°C) for oil paints and above 50°F (10°C) for latex for a full 24 hours. These temperatures also include the surface temperature of the area being painted.

When you find a good painting day, the best strategy is to paint by following the sun around the building. Start by painting the north side, then the east side of the building late in the morning, followed by the south side in the middle of the afternoon and finally the west side late in the afternoon. Let the fresh paint dry for at least two hours before weather conditions cool to the point where dew forms. If you find blistering happening on the wood surface, allow the paint to dry for 2 to 4 days. Once the paint is completely dry, scrape off the blisters and smooth the edges with sandpaper, then repaint.

If you apply two finish coats, they should each be applied within two weeks of each other. This helps to avoid the formation of a chalky substance or slick soap-like film on the surface. If more than two weeks pass you by then scrub the newly painted surface with water and a stiff bristled brush before adding the next coat.

Paint the trim only after you've painted the complete body of the house. Paint treated with ToughFinish is also favored for trim work because of its added shine. The key to good looking trim work is in how one handles the brush. Smaller brush gives you much greater control in these small and sometimes tight areas.

Common sense tells us to always start at the top and work down so that any drips are erased as you paint to the bottom. With oil paint, make sure you work it into the wood. As with latex, it will generally level itself out. On the other hand, paint sprayers provide coverage four to five times faster than brushes. The major challenge with spraying is the finish tends to be uneven. Plus half the paint can drift away even with the airless sprayers. If you decide to use a sprayer, it is better to apply two thin coats of paint than one thick one.

MISTAKE #12: Being Quick with a Ladder:

Falls are the leading cause of deaths in and around the home. National Safety Council reports more than 30,000 people are injured each year by falls involving ladders and over 6,000 people die from falls. Most of these accidents occur because the individuals overlooked the basic rules of ladder safety.

RULE 1: SELECT THE RIGHT LADDER

The two most popular ladders found at a home are the stepladders and straight ladders (single or extension). Be sure the ladder has a label certifying that it complies with specifications of the American National Standards Institute (ANSI) and that it is listed by Underwriters Laboratories (UL).

Be sure the ladder is long enough to work from comfortably and sturdy enough to withstand repeated use. Aluminum is a good choice since it is lightweight and is not affected by weather as much as wood. However, wood or fiberglass ladders are not as "shaky" as aluminum ladders.

RULE 2: MAKE SURE YOU HAVE A GOOD SAFE LADDER

It is a good idea to take a look at your ladder each time you use it. Inspect it for loose or damaged rungs, steps, rails or braces. Also check for loose screws, bolts, hinges and other hardware. Make certain the spreaders on stepladders can be locked in place. The ladder should have safety feet. This provides for more stability and reduces the chances of the ladder slipping.

Repair any defects. Never use a ladder that is unsafe. A painted wood ladder may have defects that are hidden by the old paint.

RULE 3: WALK UP THE LADDER WITH CARE

If a ladder is placed in a dangerous location or set up improperly, an accident is bound to happen. If you must set the ladder in a traffic area, use some type of a barricade to prevent collisions. Also block or lock any nearby door that could open and cause problems while you are on the ladder. The ladder should be set on a solid, level surface.

If you plan to climb onto a roof or platform from a ladder, be sure the ladder extends above the edge at least three feet. If possible, secure a straight ladder as close to the point of support as possible to prevent shifting. Never lean a ladder against an unstable surface.

Stepladders should be fully opened with the spreaders locked. Straight ladders should be placed at a four-to-one ratio. This means the base of the ladder should be one foot away from the wall or other vertical surface for every four feet of height to the point of support.

RULE 4: DESCEND AND CLIMB LADDERS CAREFULLY

Always face the ladder and hold on with both hands while climbing a ladder. If you have tools we recommend that you carry them in a tool belt or use a hand line. Always check the rungs and the bottoms of your shoes for slippery substances. A slip-resistant material added to the steps of a metal ladder would give you better footing.

RULE 5: USE COMMON SENSE

Keep your belt buckle between the ladder rails to maintain your balance. Climbing too high will lead to accidents. It is wise to never climb higher than the second step from the top on a stepladder or the third step from the top on a straight ladder. Hold on with one hand and never reach too far to either side or to the rear.

MISTAKE #13: Painting with too much Paint.

Useful steps to use the correct amount of paint.

- a. It is good to stir paint before and during the job. Also, when using ToughFinish, stir the treatment thoroughly before painting.
- b. Load your brush with a good amount of paint by dipping the first 1/3 of the bristles into the paint. Then lightly tap the brush side-to-side against the inside of the can. Make sure you don't drag the bristles across the lip of the can as this can rob your brush half of its paint carrying capacity.
- c. When applying the paint with a brush, use nice long smooth strokes. Oil-based house paint should be brushed back and forth several times for an even coat. One way to determine if the paint is being applied too heavily or is not being correctly brushed out is if paint gathers along the edges. One of the benefits of using latex paints is you don't require much brushing. These paints dry quickly and excessive brushing will only cut deep brush marks permanently into the paint film. Apply latex paint generously by giving it one or two backstrokes and let dry.
- d. Roller application works especially well for masonry, stucco and other porous surfaces. Dip roller in paint tray and roll it back and forth. This will help to remove excess paint. When you pick up the roller and if it drips, then it is overloaded. It's fun to use a roller on flat surfaces. For corners, apply paint with a brush to ensure good coverage. Use long, even strokes. It is good to roll in different directions to coat the entire surface evenly. Finish the job off with strokes in one direction.

Natural napped roller covers are easier to clean, give a smoother, lint-free finish and last three times longer than synthetic ones.

- e. The last thing to do is paint the trim. Shutters should be removed, painted, and re-hung once a job is fully completed. Coat door paneling and window sash first. After that, paint the window frames, sills and door trim. Any paint on the putty line around the window will serve to protect the surface from water. To remove the excess paint use a razor blade to create a clean edge.

Mistake #14: Wasting Time & Money by using Regular Paint

Painting and staining is one of the most boring and time-consuming activities a person can do during a nice weekend. Treating paint with ToughFinish easily turns regular interior or exterior paint into high-quality paint. For as little as \$1.78 per gallon of paint you can make your paint last twice as long so you paint half as often with ToughFinish. This translates to hundreds and even thousands of dollars saved over a person's lifetime. The money you will save can be spent on some other home improvement project.

When it comes to our biggest investment, our homes, more and more individuals are demanding their paint to last longer. This is why ToughFinish was developed. This timesaving technology makes water based paints and stains grab stronger to a surface while crosslinking to the other nearby paint molecules. This means that paint, stain and clear coat will hold longer than any other paint on the market. Let's face it, people don't have the time to waste by repainting more than they should. When your paint lasts longer, that simply means you will have more time to enjoy the things that are most important to you.

When mixed with latex paint, ToughFinish provides for a powerful protection against cracking, flaking, chalking, fading, and peeling. The ToughFinish technology creates a paint film so strong, it shrugs off cracks, provides a mildew resistant coating and holds its just-painted look second to none. Plus there is no need to use primer or two coats of paint like you have to do with regular paint.

It is easy to use and mixes quickly with paint. A common question we get, is there anything I need to add to paint besides ToughFinish? The answer is yes when you treat your paint with ToughFinish. For the very best application we recommend that you mix a wetting surfactant. When you order ToughFinish you will have the option to order our high performing wetting agent EasyCoat-100 or you could substitute a clear dishwashing soap in place of EasyCoat-100. A surfactant acts as the vehicle for paint. It allows for easier and thinner application of the treated liquid. It makes the treated liquid spread across the surface and gives you more time to apply the paint.

Your concern is our top priority. Be on guard, some painting contractors and almost every paint manufacturer wouldn't want you to learn about this 35-year-old secret. These companies thrive on your wallet. The more you paint the more money they make. Our focus is

directly the opposite. We want to save you money, time and energy while decreasing the amount of times you paint and stain during your life. We're here to help you get more control of your time so you can do the things that are the most important to you.

ToughFinish comes with a Risk-Free Lifetime, 110% Money-Back Guarantee.

ToughFinish is available directly from B.W. Incorporated, 316 West Broadway, Box 150, Browns Valley, MN 56219 or call (800) 950-2210 or (320) 695-2899. B.W. Inc. accepts Visa, MasterCard, Discover and American Express credit cards. Or you can order online by using our secure server by visiting <http://www.lesspainting.com>.

MISTAKE #15: Painting Walls before the Ceiling

The first step in painting inside is to start where the ceiling meets the walls. Starting at one of the corners, begin by using either a 2 1/2" or a 2" good trim brush and apply a 3 1/2" strip of the paint around the perimeter of the ceiling/wall line. We recommended painting a section at a time. Take turns between painting the edge and the ceiling. The benefit of doing this is that it maintains a wet edge on both the trim edge area and the rolled ceiling area. This helps to prevent a visible line from developing.

Cover a roller with paint and slowly roll it back and forth over the ridges of the tray. This helps to remove excess paint from the roller and prevents the paint from dripping in your face. Start with the roller near the corner. Blend the paint into the ceiling line painted previously. Paint across the width of the ceiling rather than the length. Make sure you cover the complete ceiling before you stop. This way you don't get the dried paint lines showing up. An adjustable extension pole can be a great help. It will allow you to reach more of the ceiling yet keep your feet on the floor. A simple trick to avoid neck and back strain is to roll in a motion across rather than along your body.

Once the ceiling is dry to the touch, return to the spot where you began coating the ceiling. Using a trim brush, carefully paint a trim edge along the wall/ceiling line. If you do not feel comfortable trimming along the edge freehand, then allow the ceiling to thoroughly dry for 24 hours and mask off the edge with low-tack painter's tape. Don't forget that conditions such as humidity will increase the drying time. Your next step would be to coat along the baseboard and around the door and window trim. Paints treated with ToughFinish will generally dry a little quicker.

If you are painting with a partner, one person should trim the edges while the other follows, applying paint with a roller. We encourage you to paint one wall at a time. This will greatly help you avoid what looks like a stripe running around the border of the painted area. This occurs when the paint you trim around the edges dries before the paint you roll on.

MISTAKE #16: Handling Cleaning up

Punch drainage holes in the groove at the top of your paint can. Excess paint left after you pour it will drip back into the can instead of settling in the groove and then overflowing when you put the top back on. Make the holes wide enough so the thick paint will drip through them.

With oil based paints, brushes should be cleaned by working the solvents into the bristles. Squeeze out as much paint and solvent as possible. These steps should be repeated until all the paint disappears. Finally, rinse in clear solvent, then wash in soapy water, rinse and let dry. Wrap and store in heavy paper.

Disassemble and submerge the roller's cover in a solvent. When most paint has been worked out, wash the cover in mild detergent and rinse in clear water. Remove paint from frame and hardware with solvent. Then hang the roller to dry.

With water based latex paints treated with ToughFinish, follow the same above cleaning procedures but replace the soapy water for the paint solvent. Clean up latex paint-laden tools with soap and water.

MISTAKE #17: Poor Caulking

Correct caulking is a very important aspect of painting and appearance. Why do all the correct paint prep and skip caulking? With prepackaged tubes, caulking has become so quick and almost fun.

Rushing through this step will only cause problems in the near future. A good caulking job ensures that the paint will last years longer and look better. Plus caulking plugs up the cracks where water can seep in and lift the paint. Furthermore, it enhances the appearance of the house. It covers up those ugly gaps that make your house look ugly. It is the last step right before applying the last coat of paint.

Buy a decent caulking gun. Purchase one that is sturdy and has a nice, smooth ratcheting release and action. Large handles will make it easier for you to squeeze. Plus, the bent end of the rod makes it easier to hook it over the ladder rungs. Better guns have smoother operating releases, no-slip ratcheting mechanisms, easier-to-squeeze handles, and better pressure control. What this means, is that you can deliver just the right amount of caulking where you need it and at the time you need it. Practice will go a long way in making a caulking job look smoother.

Look for one that releases pressure when you relax your grip. This means you don't have caulking dribbling onto your shirt, shoes or helps you to prevent wasting it. For individuals with small hands, buy the longer handled gun that's easier to squeeze. When you are able to compress the handle to a comfortable position, this will help you apply the caulking with a smooth handle movement.

There are really only two types of caulking you'll need for your home's exterior; polyurethane and acrylic. Both accept paint well and retain their flexibility for years while sticking solidly to wood and other building materials.

Polyurethane generally performs better than acrylic in all ways, but is harder to apply. Because it is not water based you will have to use mineral spirits or paint thinner for cleanup. Use it when you caulk stucco, concrete or other masonry and when you want strong adhesion. Use a high quality acrylic as an all-purpose caulk. It's water-based, so you can smooth it and clean it off your hands and tools easily. Because it dries quickly, you are able to paint it almost immediately with a latex paint. Buy the highest-quality premium acrylic caulk available. Silicone acrylic is more flexible, but make sure the label states that it's paintable.

Moisture will be your home's #1 enemy. Therefore, you should caulk all exterior joints including around windows, decks, doors and other penetrations where water or wind driven rain could get into the walls and begin the rotting of the frame. Caulk also protects painted wood siding and trim from peeling and rotting. Plus caulking improves your home's appearance by covering the gaps and cracks.

In general, don't use exterior caulk as a way to make your home more airtight. Moisture generated inside needs a way to escape. When a person completely seals their home, they can trap that moisture in the walls. This moisture can soak through the wood causing wood to rot and exterior paint to lift. A good caulking job will make your home more airtight. So

afterward, check any of your oil or gas burning appliances to make sure they continue to vent their waste gases correctly.

Don't caulk joints that aren't affected by water and won't make a difference with the appearance of the final paint job. This would include the tops of drip caps over windows and doors where flashing carries water and the horizontal joints under lap siding. Also the joints under the roof overhangs don't need caulking.

EFFECTIVE CAULKING STEPS WOULD INCLUDE.

- Step 1: Dig out old, loose caulk with a sharp-pointed tool or putty knife. Old caulking hardens and cracks causing it to break away from the wood. This leaves your wood vulnerable to moisture. Leave any caulk that still adheres well.
- Step 2: Then work paint treated with ToughFinish back into the gaps. Because paint treated with ToughFinish adheres better to bare wood, it's the best base for caulking. Make sure you work it in as far back into the joints as possible. This isn't the case with concrete, brick and other masonry surfaces. With these materials, use polyurethane caulking because it adheres so well.
- Step 3: Lay the tip of the tube on the joint and slowly squeeze a ribbon that just covers the gap. Pull the tip of the tube along the joint as you squeeze steadily, resting the tip on the wood and dragging it along at an even pace to get a good even flow. Focus on covering the gap with a layer of caulking instead of totally filling it with caulking. Remember, our goal is to bridge the gap with caulk, not to fill it completely in. The problem with a thick bead of caulk is it will crack and pull away from the wood when it hardens. While, a nice simple ribbon will better stretch with the expansion and contraction of the wood.

When you cut the tip of the tube at a 45- to 60-degree angle and a hole slightly smaller than the size of the gap, it makes it easier to apply a smooth ribbon. For larger projects, cut open two tubes, one tube with a hole slightly larger than the other one. You are able to switch tubes to match different joint sizes.

- Step 4: Moisten your finger with water for acrylic and thinner for polyurethane. Then run it along the joint, pressing the caulk against the sides and flattening and smoothing the surface. The key to a durable caulk job is to get good adhesion on each side of the joint. Your finger will leave the joint slightly concave. Polyurethanes and acrylics can shrink 15 to 30 percent when they dry.
- Step 5: Keep a wet cloth on hand to clean acrylic caulk from your fingers and to wipe away all excess. Work and smooth about a 2-foot section at a time. This way the acrylic caulking will not begin to set and make it more difficult to smooth. Wipe away excess along the sides with a damp cloth. Your walls need enough cracks to breathe. This is one reason for you not to caulk the horizontal joints between wood siding.

Bonus - MISTAKE #18: Overlooking Correct Disposal

Whenever possible, water based/latex and oil based paints should be used completely, saving only a small amount for touch-ups. Dry and empty containers can be recycled in most recycling programs. Also, don't forget to consider donating unused paint products to a community group or civic organization. Plus, you can save products thinned with solvents for household hazardous waste collection. In several states, latex paint can be dried out in the can and disposed of in your household trash. Leave the lid off to show that the paint has hardened.

Bonus - MISTAKE #19: Hiring the wrong Paint Contractors

You want to get what you pay for. Check to see the painter has liability insurance and workers' compensation insurance if he has any employees. It's going to take some effort on your part to check the quality of their work. Pictures can help; however, they are generally taken to far away too show up the close details. The best way to see the quality of their work is to go and walk around a paint job that the painter completed.

When you ask for references, ask the painter for jobs that were done 3 years ago. Past paint jobs will give you a better idea of how well his work stands up over time. The painter will likely steer you to a current or very recent job. Most freshly painted houses look great.

When checking the work of the contractor, look for flaking and peeling, consistent wear over the entire surface, and cracking caulking. Look for signs of splatter or over-sprayed paint on the driveway, shrubs, roof and sidewalk. Ask the homeowners if the painter was careful of the landscaping during painting and if the paint has weathered well. Finally find out if the painter kept to the projected budget and if they would hire him again.

Also insist that your painter treat all of the paint with the correct amount of ToughFinish. The biggest investment when hiring someone to paint is his or her labor cost. For as little as \$1.78 per gallon of paint you're are buying insurance that the paint will nearly last twice as long. Why spend all that money for the painter's labor cost and have the paint start peeling in just a few years.

Before the work begins, take a walk around your house with the painter and clearly mark down all cracked glass panes, torn screens, old paint spills and oversprays. This way there won't be any argument at the end of the paint job of any new problems.

A simple contract can help you make the painter more accountable for their work. Plus, it's a simple way to set a payment schedule.

Some of the items that should be included in a contract:

Prep Work.

- a. For wood siding, require that the siding be disk-sanded. The sanded areas should then be feathered. Also have in the contract that all gaps are filled with caulk and that all the siding will be coated with paint treated with ToughFinish. If you choose to have your house primed you should include that in the contract.
- b. The contract should state that the painter would power-wash the house with bleach or a cleaning mixture. Make sure they are experienced with a power washer.
- c. For interior work have all the drywall joints smoothed and any damaged walls fixed. Wood trim should all nail holes and knots sealed. Premium work calls for all woodwork to be sanded between finish coats.

Quality Materials.

Include in the contract the paint you want by listing the manufacturer's name along with the color, grade, gloss and base. You should also have written in the contract that all paint will be treated with ToughFinish. Some painters may not know much about ToughFinish. If they have any questions please have them call us directly at (800) 950-2210 or e-mail us at info@lesspainting.com.

Application methods.

The contract should specify if the paint will be applied with a brush or will be sprayed. When spraying, the painter will have to use overspray protection. Also write in minimum drying times. Leave at least a day between each coat. It is a good idea to make sure your painter isn't putting latex-based paint directly over oil-based paint without the proper primer.

Cleanup and area protection.

Have the contract written so the painter is required to use drop cloths, masking tape, paper or even plastic to cover everything at risk of splatter, spillage or overspray. For exterior jobs, driveways, certain sections of the roof and plants should be covered. All floors, cabinets and electrical fixtures must be covered for interior work

Before you start agree who will clean the windows after the job is done completed. All landscaping should like what it did before the paint job started. This can also include removing paint chips off the ground.

Method of Payment.

Don't give your painter more than 10 percent of the total job cost at the contract signing. Disperse 1/3 of the remainder on the first day of work, 1/3 at the midpoint and the final 1/3 after the painter has cleaned the site and removed his gear and you have approved the job.

In Conclusion

Also, keep in mind the total longevity of your paint job will depend on the location of your house as well as it's protection from sun, wind and rain. In the end, our research has showed us that ToughFinish easily helps paint last 5 plus years longer. ToughFinish will generally double the life of paint and stain in most situations. Remember all of your brushwork and effort will keep your house beautiful, protected and safe for years to come.

Feel free to share this report and our "Time & Money Saving Homeowners Tips" newsletter with friends, family and all individuals that do any type of painting or staining. Several of these tips can be us when staining or clear coating. Together we can help save more people more time and money and have their efforts last longer. Let's all work together to help people win back more of their leisure time! If you have any questions call use at (800) 950-2210 or visit us at <http://www.lesspainting.com> or e-mail us at info@lesspainting.com.

The Story behind ToughFinish

In 1993, just after buying our older home, my wife began the thrilling process of deciding what color to paint it. By the way, the outside of the house, bus barn, garage and storage shed really needed a total paint over, top-to-bottom. Because it was nearly fall, we made a joint decision to tackle this huge project during the first signs of nice weather, next year. By the way, in Minnesota that's right around May. Also, I should tell you, I was dreading the thought of all the painting, scraping and preparation. We watched for a paint sale and even with that, we spent almost \$500 of our hard-earned money on paint, primer and supplies. WOW, this figure doesn't even include any labor costs.

Folks, this ToughFinish treatment really works. I live in Browns Valley, Minnesota, and since Minnesota is known for wide temperature ranges, and harsh weather changes, you can see paint start the early signs of peeling as soon as 4 years after a home is painted. For example our neighbors, Cindy and Bob, painted their home the same year we did, 1994. In our

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community they're known to always purchase the best money can buy. Anyway, their home's wood siding is identical to ours. In just 5 short years you could easily see the paint starting to peel all the way from the road. During the summer of 2001 they were forced to repaint the lower half of their home and during 2002 they will need to tackle the top half of the house, which they are not looking forward to at all.

How about us? Well I can report we had much better success than Cindy and Bob. The paint we applied on the garage and house was treated with ToughFinish. My brother almost couldn't believe the difference himself compared to the shed and busbarn. Over eight years and it's still holding strong with almost no signs of letting go. Let me tell you what really took my brother's breath away. Our paint peeling ugly wood storage shed was painted the same year as our house. Why did the shed look so bad and unsightly? It's this simple, we didn't treat the paint that covered the shed with ToughFinish. Here's another shocker. Our bus barn looked a lot worse than your house. We coated the complete bus barn with a good quality coat of primer before we painted it. Seriously! And what's really sad is that we also covered the total bus barn with two coats of expensive regular paint that wasn't treated with ToughFinish. It's disappointing to see all your work deteriorating so quickly right in front of your eyes.

Wow, it really makes a person feel good knowing that using something as simple as ToughFinish can make such a big difference in appearance and durability. Plus it's inexpensive, the price tag to treat a gallon of paint is only \$1.78. It's amazing to see what difference ToughFinish can make when you take a look at the buildings. As you know, when your paint job lasts longer that means you're painting less often. This causes us to win back more of our time to enjoy what matters most, instead of dreading the idea of painting every 5 to 6 years.

Now, you may ask why didn't we paint all our buildings with ToughFinish? That's a good question. It's this simple, I procrastinated in getting the ToughFinish and my wife clearly made it known that we were going to begin painting by the end of May. We completely had the shed and the bus barn painted before we had ToughFinish in our hands. As you can see first hand the consequences of procrastinating. Don't make the same mistake I made and paint or stain anything without ToughFinish. It's just not worth the hassle, heartache and all the time wasted years down the road.

My brother was so amazed at the durability of ToughFinish that he nearly begged us to share this 35-year-old secret to other good people like you. Let me backtrack a second and share with you how we came to discover this exciting product. I have a chemistry degree from St. Cloud State University. No, I am not one of those chemists that wear white coats. By the way, I hate wearing them.

Anyway, in the early nineties we were working on a product called PetroPal that grabs leaking, dripping oil from vehicles. I was visiting with a good chemist friend of mine, Ed, and he was explaining to me about a powerful special resin that could help us in developing a stronger PetroPal. And what's really funny is that we got side tracked and started to talk about all the painting we both had to do the next two summers. Ed was frustrated with how short regular paint truly lasts. Then, out-of-the-blue, it dawned-on-us, why don't we mix this incredible clear resin to our house paint. In fact, it made complete sense knowing that this resin has been used since the late sixties to strengthen finishes applied in commercial settings.

Well, since 1994 I've been recommending this little known secret to some of my good friends. Then, finally after seeing first hand what a huge difference ToughFinish can make with regular paint, it dawned on me that other people hate wasting their time repainting every 5 to 6 years like I did. This is when we began telling the story on this phenomenal product and helping people win back more of their time.

We really wanted to be able to help everyone that we could across the world as quickly as possible. That's why it was so important for us to develop a friendly website. At the same time, we want to give you a guarantee second to nobody. I insist that you order ToughFinish entirely at our risk. That's why this incredible product comes with a Risk-Free, Lifetime 110% Money-Back Guarantee. There's absolutely NO RISK on your part. Plus you have three ways to order. The fastest way to order is directly online with our SECURE SERVER. Or if your web browser will not support secure servers, use our other order form. Keep in mind that when you use our order form on our Secure Server, we ship ToughFinish to you the fastest. Once you place an order online, it automatically alerts our shipping department of your order.

Even though I've been a consumer chemist and business advisor for over eleven years - and I've been on the National PBS TV network ten times plus written tons of newspaper articles - I want you to feel absolutely certain there's no way you can "get taken." After all, every single client is important to us.

So go ahead and order this 35-year-old secret today. Paint with it, stain with it or mix it with polyurethane and varnish. Put it to your test and if your paint, stain or polyurethane finish don't last up to two times longer - you can return the empty container for an immediate 110% refund of your purchase price.

Now let me take this guarantee one step further. Don't feel like you must "use" every last drop of ToughFinish in order to get a refund (that's only if you want a 110% refund). If you don't like this treatment for ANY reason - even because you don't like the clear color of it - you can return it for an immediate 100% refund of your purchase price. And remember, this is a lifetime guarantee. You're free to return it next month, next year, or ten years from now. Finally, because you're entrusting me with your time and confidence, I want you to keep the Special Report "Preventing Childhood Lead Exposure" (\$47 VALUE) - free of charge for all online orders - even if you return the product. That's a guaranteed gain no matter what you decide!

Well, that's the story behind ToughFinish. ToughFinish allows your paint to last up to twice as long so you paint half as often. You have no risk ordering ToughFinish and the best news of all is that you'll be winning back more of your time. If you have any questions, call us at (800) 950-2210 or visit us at <http://www.lesspainting.com> or e-mail us at info@lesspainting.com.

Thank you for your trust!

Developer and Happy Customer
Jeff Backer, Jr.

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