

**GET A
RAISE
GUIDE**

**CHOOSE
CONTROL**

**USE YOUR
STRENGTHS**

**HAVE FUN
WHILE
RAISING
YOUR INCOME**

SCOTT ANTHONY BARLOW

NOBODY TEACHES YOU HOW TO RAISE YOUR INCOME.

We don't focus on it in schools and we certainly don't learn about it in your job (at least not the easy way.)

Even though raising my income is not the most important thing in my life, doing so has enabled me to focus on work that I love and work that matters to me. I want this for you too!

Contained in this guide are principles that have worked for both me and others and intended to allow you to create your own roadmap. This is not intended as a fool proof system.

This work is dedicated to my wife and first love, Alyssa. Without her encouragement, support and unwavering belief in me to do anything I want to, none of the experiences or the "raises" along the way would have happened.

-Scott Anthony Barlow

"If you're reading this guide and you have any questions along the way you can reach me at our [Facebook Page](#), Twitter ([@ScottABarlow](#)) or my [LinkedIn](#) profile. Stop by and say hello!

If you want to send me a private message just go ahead and email me at scott@happentoyourcareer.com"

All the legal stuff

Let's get this stuff out of the way so you can get to the reason you bought this guide!

Hey guess what? This is an informational guide only! The author(s) of Get a Raise Guide and Happen to Your Career LLC. cannot be held responsible for any losses or adverse impact achieved by following advice given within this e-book.

Think about it this way: We share experiences and what has worked for us and other people, but you control the variables that impact whether or not you make it work for you. This is not a fool proof system.

Get a Raise Guide contains affiliate links to products that have helped me to raise knowledge and my income.

Alright got that out of the way, let's get started!

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About the author: *Scott Anthony Barlow*

I get all keyed up about helping people who have realized they want more out of their life and their career to move from where they are to work that they love!

I know what it is like to be in a job that you dread or even one that doesn't allow you to be YOU!

That is why I created Happen to Your Career. I want to help you transition to work that uniquely fits you. Work that causes you to jump out of bed in the morning and be so excited that you can't wait to start doing it that day.

It wasn't long ago that I was working with a company that didn't understand who I was and working in a job that left me feeling like the weekend would never get here! I was afraid to start to look for something else because I wasn't sure what I would find.

My employer at the time helped give me push that I needed. They fired me and sent me out the door.

It was only then that I decided I would never work in a job that I hated again. By having my back up against that wall I was forced to learn really quickly what I was great at and how to move to work that fit my unique strengths and god given talents!

In this guide I want to help you Happen to all aspects of your career INCLUDING your income! You will be better equipped to make moves toward work you love if you make more money and use the skills in this book to do what most people think is not possible.



Other Stuff About Me:

I live in a small town in Washington State with my wife Alyssa and 3 kids Mackenzie, Camden, and Grayson. We used all the raises to pay off \$138,000 to become debt free and allow Alyssa to come home with the kids (which is much more difficult than what I do).

Introduction: Mindset Matters... So Does Value

I am used to having a different outlook on life than most people.

As a child and especially as a teenager it was common place to have a debate about anything at any time in our household. Although this isn't necessarily always the most enduring quality, you would have thought we would have had at least one lawyer between my sisters and I. No attorneys were produced, but I became very comfortable with having a different opinion and perspective than the majority.

This was carried into everything that I did. In college, disgusted with the average internship of retrieving coffee and donuts and working on menial projects for virtually no pay, or worse...FOR FREE, I started looking for a challenge that would prepare me for business later on. Careful what you wish for, I guess. I not only grew prepared for later but also became prepped for business immediately. I began running a small contracting business, learning as I went. This allowed me to take concepts I was learning about through books and college course

work and apply them immediately into my business.

Once you run a business you never look at anything the same way again. You get a crash course in what adds value to others and what does not. People will literally refuse to pay you if they are not getting the value they expect.

Residential contracting is different than some other types of business, the customer's home is personal enough to them that they will share with you (sometimes at a loud volume) when something doesn't meet their expectations. You will hear about it when they don't appreciate that your crew leader accidentally brushed paint up against their brand new Honda, or stepped on their prize winning roses, or put a small scratch in the largest picture window on the entire house which would of course have a special UV coating on the outside.

After college I went to work coaching small business owners on how to make their business successful. I then shifted to Human Resources Management for a number of organizations, still carrying with me a completely different outlook than most of my coworkers. The main difference I found was that I didn't accept the conventional boundaries that are perceived to be in place in "corporate life".

Why can you only get a raise once a year?

Who says? Why can't you go outside of the standard policy? Why is the policy there in the first place? Why can't I take on big projects that can have a major impact on the corporation no matter what level I'm at?

These are the questions I would ask. Many times met with resistance or the universally accepted "well that's how we do it"

Then in the face of this resistance, I would make it happen!

"You have much more control and impact over your life than what you might think!

This includes your income."

Over a 2 year period with one company I was able to get a raise for myself of just over \$30,000. In 2 years with another organization, I was able to raise my income almost \$20,000. All except for \$4000 of these examples did not take place in the normal "raise period" or merit increase time frame. They were off cycle and completely separate and I was able to obtain them using a variety of principles which are discussed through out this guide.

I was constantly amazed that even managers that I worked with would

perpetuate this "I can't do anything about it condition." As an HR professional that often worked directly with compensation, I had countless conversations with managers, supervisors, and other leaders that would come to me complaining that they couldn't do anything about it when their people asked for a raise.

I would always ask them the same question.

WHY NOT?

Another thing I have learned in my experiences is that everything, at the right time, in the right place, with the right people, is negotiable. This includes your salary, your benefits, just about anything you can think of. The challenge, of course, is that most people will never take action to cause the right people, place and time to intersect.

While this is a guide about how to raise your income no matter what your situation. At the core it is really about innovative ways you can add value to others lives, businesses or organizations. In certain situations it is about helping others understand the value you already bring and

simply calibrating your worth to an organization. Whatever your situation I hope you find this guide both useful and practical.

My goal with writing this guide is to help you efficiently add an increase to your income that you wouldn't have gotten otherwise. My hope is that you add enough value to people, that you not only increase your income but you enhance and enjoy the genuine relationships and interactions that you will likely have because of this process.

Even more than that: I want to help you look at your income in a different way.

I want to help you realize you are in control!

Disclaimer

All of these experiences relayed in this guide from either myself or other case studies have one thing in common... they focus on strategically adding value to others by way of hard work and focused intensity. If you are unwilling to put in the work this guide will serve no purpose for you as it won't increase your income by wishing, magic, witchcraft, laziness, wizardry, gambling, osmosis, or anything else

implying an easy or other worldly alternative.

What you can expect from this book

It will show you how to focus on adding value to your work and to other people which will then in turn put you in a position to be able to quickly increase your income. In effect it will show you better ways to do what you already think you should do and it will lay out for you step by step how to provide a convincing case to raise your income in a traditional job or your income will increase naturally with other alternatives.

How to use this guide

This guide is designed to cater to a variety of learning styles. This is probably a result of my HR and training background coming out here, but I wanted to make sure that whether you are going to respond best to listening, reading, watching or even a more hands on approach (or a combination) that this guide has a little something for everyone!

So enjoy what is going to be useful to you and don't worry about the rest!

It is possible

Long before I can share with you how to increase your income, we must first address whether or not you believe it is possible to do so. I have

talked and worked with many people that believe that their income will stay at whatever they are making now and that they have very limited control over raises in their income. These people believe they are simply subject to whatever the company decides about increases in pay, when they decide to do it.

I decidedly disagree with this rationale and have consistently proven it wrong.

Zig Ziglar said

**“whether you believe you can or
whether you believe you can’t,
you are right”**

You are the only one who limits your own possibilities in your income and all other areas of your life.

Chapter 1: Add some value to your life (and other peoples' too)

Make no mistake raising your income is not easy!

Let's call a spade a spade! Getting an out of cycle raise in a large company, government job, education environment or even in nonprofit can be a distinct challenge. It is likely easier than you think it is though. Many people do not set the stage to be able to successfully receive a raise prior to asking or wanting one.

Kick Some Tail

Here is a funny thing that I have observed, when organizations are ready to fire you, they are not very excited at the prospect of giving you a raise. Here is how that conversation will go.

You: I want to talk to you about something really important

Your Boss: That's great, I would like to have a conversation about something too. How about you first.

You: I've been doing a lot of thinking and research lately, I would love to talk to you about a raise. The

research on the report I have printed out here indicates that my pay is about \$17,000 lower than what the same level of jobs and responsibility.....(You stop because you are interrupted by your boss)

Your Boss: What do you mean a raise? Where were you last week when we were discussing your performance being behind on the Anderson project. Do you not understand that you are barely hanging on to your job and that if your performance doesn't improve you will definitely get a raise shortly after that?

You: I *will* get a raise?

Your Boss: Yes because you will be making nothing and whatever job you get from there will be a raise!

You get the overly dramatized picture. If you are not performing extremely well you will not be in any kind of position to ask for *anything* above and beyond the norm. Including a raise.

The Cheat Sheet

Here is how to ensure you always know where you stand and your boss knows how you are contributing. It's easy but very few people do it.

- Meet with your boss weekly for 15 minutes

- Discuss your top 3 priorities: make sure your 3 are the same as your boss's
- Over-deliver on those expectations!

It is highly likely that if you are reading this, you are not doing all of these 3 steps all of the time.

If you do these 3 steps every week you will have the cheat sheet to your bosses expectations. This is an easy way to move yourself into a position where you are kicking tail!

If you absolutely can't do this weekly try every other week or even once a month. This is better than nothing and lessens the chance of a big surprise when you go to ask for a raise.

You want me to do WHAT?

Another problem is that people think they deserve a raise just for doing their job. I hate to break it to you but many employers don't even give cost of living raises anymore and there are very few that believe that you should get out of the norm raises for simply showing up and doing your job, why would they. If you are just showing up and doing close to the minimum, there are probably hundreds of people that could replace you for a cheaper rate.

Your organization doesn't care that you *want* a raise if you wanting it is the only reason they should give it to

you. Just because you wake up one morning and decide you should get paid more because you had an epiphany the night before while watching reruns of ER and cheers, does not mean that they will see any reason to raise your salary or even give you an extra nickel. Instead reverse the situation and think about this:

If I were making \$20K, \$30K or even \$40K more...

- what additional responsibility would I willing to take on?
- Where would I be willing to spend extra time?
- Where would I be willing to give up areas I am comfortable with in my current role in exchange for less than comfortable tasks or projects?

When you put it this way, it starts to sound more like ROI (Return on Investment) which is how companies look at spending money. Also when your company spends money on a consultant, service, or contractor, they are likely looking at the track record before plunking down cash.

Guess what? They will use the same process here. Your company will be expecting you to do some of these things BEFORE you get a raise NOT start doing them afterward.

If it's not entitlement, what is it?

More than once I have sat through the interview where the candidate spent much of the time telling us what he would start doing if he was selected for the position. In one recent interview, I continually redirected again and again to try and understand what he was doing right now to prepare himself for the job or what initiative he had taken to demonstrate that he wanted the role, could be successful there and was the right person for the job. We eventually came to the fact that he had not done anything intentional to move in this direction. I took a time out from the interview at that point because he clearly did not understand that organizations don't want to promote people just because they have done a good job in their current role and have shown up for work on time every day. Instead they want to promote people who are prepped and ready to move to the next role and have intentionally taken steps to cause this to happen.

I have discovered that this is how many people look at not only promotions but every type of reward in many organizations, including raises. If I simply show up and put in a good days work every day, I should be deserving of a promotion or a raise or whatever it is that I want.

Many people I have worked with would call this "I deserve a raise for showing up and doing my job semi - well" outlook entitlement but I disagree. Entitlement is where you feel something is yours simply because you exist or act in a certain capacity. Instead I believe this is just misinformation. People are doing what they think to be correct and what will bring them closer to their goals later, they just happen to be wrong.

Let's say I am a mechanic and have been for 15 years. I have seen a thing or two in my day I'm pretty good at my job. I have saved the company plenty of money over the years and avoided plenty of equipment downtime due to my skills as a mechanic. I haven't really ever been interested in a supervisor's job until recently but now my back has started bothering me quite a bit and I really don't feel like I am going to be able to do this job until retirement. I think that as soon as something opens up, I have really earned that position, I mean, look how much I have done for this organization over the last 15 years.

The management team at that organization probably doesn't feel quite the same way. (First of all they do likely value the employee but consider all of the cost savings over the last 15 years a part of his job.) They may have numerous other

qualified supervisors that they are considering in line for the next opening internally or externally and on top of that they may or may not know of the recent change in interest from this mechanic for this type of position. It is likely they certainly do not feel like they owe the next supervisor position to this mechanic.

In this scenario the mechanic believes he is bringing more value to the table than what the company is perceiving him to offer. That is the simple reason why he won't get either a promotion or an increase in pay.

This is the way it works in the free market, this is the way that it works in organizations, for the sake of this guide your customers are your boss and those that have a vested interest in you, your work and your compensation.

So before we go further we must define value

val·ue ('valyoo/)

What worth you are
providing in the eyes of
others; Usefulness

The funny thing about value is that your customers decide what is valuable.

Not you!

Before you are in a position to negotiate a raise you must be providing more usefulness and worth than what is expected of you.

Simply put you must understand the expectations and then you must exceed them.

The most important expectations you must exceed are in the eyes of those who have the ability to say "YES" to raising your income.

Chapter 2

How to understand what you are really worth in the marketplace

When you understand what you are truly worth in the marketplace, you start to look at the opportunity cost of spending your time at one employer vs. another differently.

How to research compensation at other companies

There are a few things you need to know about compensation so that when you have a conversation with your boss about your research you don't get laughed at. Not only would that be awkward and embarrassing but conversations that start with your boss rolling on the floor in tears of laughter don't usually end with him getting up wiping his eyes, chuckling a little more and then saying "sure we will give you the \$17,000 you are talking about"

Instead the reaction you will want to achieve is the serious consideration of your reasonable request.

Reasonable because you have already taken time to communicate and align yourself weekly with the people that have a vested interest in your performance. (Chapter 1)


Reasonable because you have then overachieved on those items that you have identified as important and vital to your role within your organization.

To get this serious consideration you must contemplate the following

What is the labor market?

First of all the labor market is the places where your employer can buy labor from. This may mean locally or have quite a range. If you are researching compensation for labor markets that contain data from a broader area than what your employer recruits from, that might not give you useful information and your employer is not going to be interested. This could be local,

Search results for Learn about an occupation

Human Resources Managers  Balanced

Spokane WDA: Spokane County

Soc Code: 113121 Updated: 10/16/2011

Job description: Plan, direct, or coordinate human resources activities and staff of an organization. Excludes managers who primarily focus on compensation and benefits (113111) and training and development (113131).

According to the Federal Bureau of Labor Statistics, the average level of [Education / Training](#) for this occupation nationally is: "Some college, no degree"

*Average annual wage (March 2011):	\$92,092.00
Average hourly wage (March 2011):	\$44.28
Short-term trend:	Growth 1.8%
Long-term trend:	Growth 1.9%
Estimated employment (2009):	105
Average annual total openings (2009 - 2019):	5
Statewide vacancies (fall 2010):	133
**Help Wanted OnLine average monthly ads (2010):	10

[Education](#)

[Training](#)

[Industries](#)

[Similar occupations](#)

[Find Go2WorkSource job opening](#)

If wages, estimated employment and other values all show zero, employment levels were too low to develop estimates for the geographic area selected. Try your search again with "All Washington State - Statewide" in the select areas search filter.

*If the average annual wage is more than \$50,000 and you are willing to commute farther or relocate for a higher-paying job, look at the demand for this occupation statewide and in other local areas.

**Annual average. Source: The Conference Board/Wanted Analytics

regional, national, global or very local (like only from a close by area in a certain part of the city)

Do you have multiple validation points?

To get credibility with your request for a raise you should use multiple sources to gather your information. There are both free and paid resources. Salary.com and your state's economic and labor website are two great places to get data from.

For a full list of resources visit

<http://getaraiseguide.com/resources>

Here you will be able to find links where you can download both free and paid for compensation data like the table shown here!

Do you have any similar jobs at your current company (same pay grade) that are hiring right now that advertise pay ranges.

Indeed.com is also a great resource to find what is advertised for right now and roughly what it is paying.

Visit the link below to see video for how to use Indeed.com to research salary and current openings.

<http://getaraiseguide/videos>

2011 Survey Report on Human Resources Personnel											
Integrated Geographical, Industry & Scope Factor Analysis											
Data in effect: 4-1-2010											
Annual aging: 3.0% until 1-1-2011											
For-Profit Organizations											
Source: Towers Watson via SHRM											
Integral	Pos Code	Position Title	Scope	Number of Orqs	Number in Position	Annual Salary Wtd. Avg. (\$000)	Annual Salary Average (\$000)	Annual Salary Median (\$000)	Annual Bonus/Ot her Cash Paid Average (\$000)	Annual Bonus/Ot her Cash Paid Median (\$000)	Total Cash Comp Average (\$000)
INTEGRAL_NUM	ECS_POS	ECS_TITLE	SCOPE	SALARY_ORG	SALARY_EMP	SALARY_VTD	SALARY_AVG	SALARY_50	NONESAL_AVG	NONESAL_50	MID_50
1	0910	Human Resources Manager	United States	356	1,611	90.8	92.2	90.1	7.3	7.7	99.5
1	0910	Human Resources Manager	Subregion: Pacific Northwest States	16	22	90.7	86.6	87.0	15.7	9.2	102.3
1	0910	Human Resources Manager	Region: West Coast	56	178	91.4	93.9	92.9	7.9	7.0	101.8
1	0910	Human Resources Manager	All Manufacturing	165	722	90.4	92.1	89.2	13.6	10.6	105.7
1	0910	Human Resources Manager	State: Washington	14	18	91.5	87.6	89.6	6.6	0	94.2
1	0910	Human Resources Manager	All Organizations (Excluding Financi	324	1,516	90.7	92.2	89.6	7.5	5.5	99.7
1	0910	Human Resources Manager	Supersector: All Manufacturing	165	722	90.4	92.1	89.2	7.6	4.8	99.7
1	0910	Human Resources Manager	Supersector: All Non-Manufacturing	186	927	90.0	91.9	89.2	7.3	6.1	99.2

Chapter 3: Creating Your Pitch and Proposal

Your employer doesn't care!

Ok, if you have a great employer they care about you and your family and your wellbeing and you as a person... but not in relation to raising the amount they put into your paycheck.

Think about this:

You don't deserve a raise in anyone's eyes (let alone your employer) because you have bills. The car you purchased and maybe shouldn't have or the mortgage on the house with the sweet kitchen that you just had to have, do not qualify you for a raise.

Don't allow your mind to play this game. "oh I deserve a raise, I have worked so hard and I'm just barely making it.

From here on out this has to be about what you can do and have done that directly translates to value AND perceived value for the people who have the authority to make your income larger. That's it

This means that when you are having conversations with that one or few people that will be actively influencing your paycheck, they must be all about that.

When preparing for the conversation or your pitch, here are some of the things you should consider including:

Include in your pitch

- Summary (1 page or less)
- Current track record: How have you paid it forward
- What is the ROI for your employer (what do they get)
- What is the comparable market paying

1 page or less summary of why you are asking, why it is important to them, and the highlights of your compelling case.

Current Track Record: This can be a part of the summary, a separate letter, past reviews, or something else. A couple people I know have even chose to use a portfolio that they had created in a 3 ring binder.

You need to show what you have done to deserve this raise.

I usually use the rule of thumb that you should plan to earn your company 3-5 times (minimum) the amount of the additional salary you are asking for as an increase.

This means that if I want to ask for a \$10,000 raise, I should really have already earned, saved, cost cut, sold or somehow generated an additional

\$30,000 to \$50,000 for my organization. Keep in mind, this is above and beyond what I have already been asked to do as a part of my job.

If you haven't already delivered this type of extra value for your organization, you may consider doing so before asking for a raise. Most organizations have thousands of problems that are costing them money. If you consciously take the time to simply plug a couple of these holes it's likely that your organization will be grateful and it will be that much easier to say yes to your request to get paid more.

ROI: How will I make it worth their while in the future

What are you going to continue to do in the future to continue to deserve this raise. It's great that you did some stuff in the past and saved a buck or two here or there but chances are your employer is looking at this transaction as an investment.

If they make the choice to spend \$5K, \$10K, or \$20K, what will they get in return on their investment.

Note: Be prepared to make good on what you say you are going to do whether they give you the raise or not.

What the market is paying: In the past I have created bar graphs showing comparisons at different

organizations, wage surveys, averages for states, cities and other metropolitan areas. On this same bar graph I will put my wage for direct comparison.

Whether it's bar graphs, line charts, simply a table of numbers or something else, this is where you want to seriously consider how to visually represent what is being paid in the market vs. what you are currently being paid

NOTE: obviously if you make \$40,000 more than what the market is currently bearing then you will want to choose a different way to represent the data. This may mean that you show only the data for a certain time in position.

Example: If I am a 15 year veteran Logistics Management, I may only want to show the upper ends of the ranges or the averages for the senior positions instead of averages across the board.

CHAPTER 4: THE CONVERSATION

Here are the most important things to consider when asking for a raise

- **Be blatantly honest and genuine**
- **Talk to (all of) the right people**
- **Consider what is valuable to those people NOT to you!**
- **Don't get caught up in past successes or pride**
- **The possibility that you may be told "NO" is not an excuse to avoid this conversation**

You need to be completely and utterly honest.

This does not mean to overinflate yourself nor does it mean to sell yourself short. You will want to completely understand, communicate and represent the value you bring to an organization and also what that same value will bear in the marketplace.

The last time I asked for and received a raise, I told my boss and his Boss that I was not planning on leaving and not looking at other jobs but I enjoyed what I was doing and

didn't want to get to the point where I felt undervalued.

They really appreciated me coming and talking to them long before I became really unhappy with my pay and the company.

Who to Talk to

Up until now I have been referring to your "boss" as the person who you need to spend time working with and having the conversations described below. Really though this needs to include anyone that has both a vested interest in your performance or has input or authority into whether or not you actually get a raise.

This may mean your Boss's Boss another cross functional leader that you have a reporting relationship with, or even someone that controls whether or not the spending happens.

This is extremely important. Just like in basic sales, if you have left out any of the important decision makers you will unlikely make the sale.

In this case the sale is whether or not to further invest in YOU.

So give some thought to who will actually be involved in saying "yes" or "no" to your new found income and make sure to build your plan to include them in the conversation(s) somewhere along the way.

Where and How

When you initially have the conversation asking directly for a Raise, you need to have this conversation in person if even remotely possible. This will help your chances of getting a “Yes” answer tremendously.

If you are on the other side of the world from your boss and you will simply not be able to visit with him or her in person, I would suggest scheduling a video chat call (Skype, WebEx, Google Hangouts, etc). Visual cues picked up from facial expressions and body language will make it a million times easier for you to be received genuinely.

If you have the good fortune to have the conversation in person then you will want to do it in a place where you will be unlikely to be interrupted.

This could be out to lunch or coffee or in a closed door office, conference room or someplace else removed from the normal hustle and bustle of other people in your organization.

Preparation for the Conversation

If you are the type of person that gets nervous during conversations like this, preparation will be especially important.

When is the timing right?

If you have followed the prescriptions for Kicking Tail found in Chapter 1, and you are getting great results and over achieving in areas that your Boss expects you too, then you are ready to have this conversation. Use this quick check list

- ✓ I have a proven track record that all decision makers are aware of.
- ✓ I know what I am worth in the relevant marketplace and I have that data gathered in a displayable manner
- ✓ My boss will NOT be surprised that I think I am doing so well

If there are any of these you can't check off all the way you should probably review previous chapters.

If you answered Yes to all of these, Congratulations you are ready to have the conversation!

What does the Conversation Sound like?

Here is an example of the actual conversation topic flow itself.

“I wanted to talk to you about my performance and how it relates to my pay”

“Here are the results I have gotten over the last _____. Here is how that has benefitted the company _____.”

“This is what that statistics show that other people in my similar role and responsibilities are getting paid.... (Show the data) ...Here’s the gap between that and what I get paid.

“Based on everything I have shown you, I believe I should be earning \$xxx,xxx (Here’s the clincher, important because the phrasing puts it back on you) what do I need to do for you to be able to say yes to this increase”

What if the Answer is NO?

Don’t fear, it’s OK. “No” doesn’t usually mean “No”.

It may mean “not right now”, “I am not sure what it will take”, or even “I don’t get to make that decision alone”

No matter what the case, if you get anything but a “yes sireeee” then it is likely appropriate to ask “What will it take” or “what do I (we) need to do to make it happen?”

Bonus

Chapter 5: Get a Raise Side Projects in your spare time.

You can do this too whether it be an ebook, a course on something you are an expert in, or even just making items that you can easily get more available to the people that are looking for them, you can add value to others and get paid while doing it through side projects. These can be ongoing or one time events and are often only limited to what you can imagine.

Craigslist and Ebay are your friends:

20 years ago it seemed like you really had to have a physical shop to sell things at a commercial level. The average every day non-commercial version of this was the garage sale. My family used to have garage sales all the time (when I was a kid) and at the time had I no idea how much this would instill entrepreneurial spirit in me. My parents used to have me price the items that I personally had for sale. I remember carefully considering whether or not I should charge 10 cents or 20 cents for things like trading card, action figures

and all kinds of other childhood paraphernalia. If I went too high people wouldn't buy them, if I went too low, I wouldn't have room to haggle in the traditional custom that northern Idaho garage-salers usually engaged in.

I also remember making things to sell at our garage sales. I made odd things out of scrap wood that my dad had around like shelves and holders and many other things that nobody has any real need for. Sometimes they would sell though and I would learn what works, shift my strategy and wait for the next garage sale to try again. My sisters and I would sell cookies, lemonade and other treats to the hard core garage sale hoppers that stopped by. We would package them up in little bags and wrap them with little tags so they looked professional (at least coming from grade school children.) At one point we were even making and selling "poi balls" which the northern Idaho school system told us *everyone* uses these things as a part of traditional culture in Hawaii.

If you are wondering what poi balls are, I don't blame you, so was I when I first heard the word years ago.

Apparently they are a small cloth wrapped ball with a woven or braided string of some sort that you swing around in a semi-acrobatic display that can be very entertaining. I

wouldn't be surprised if this is partially or wholly inaccurate or even if "poi balls" aren't a real thing but this is what we were taught at the time and as kids we latched onto the concept. We even did a show at school, swinging around our poi balls through the air as fast as we could make them go sometimes getting them tangled or the occasional one launching through the air into the audience.

Real or not, my sisters and I decided we were going to make mass amounts of these things using leftover yarn, cotton and fabric that we found in my mother's craft drawers. We thought these things could be hung from car mirrors like the dice that you see in crazy taxi cabs, various low riders and vans that you don't want your children near. We made some to hang on the wall, or for kids to swing at each other in various different sizes (and weights) we even made several teeny tiny poi balls and attached them to earrings. We sold more of these things than I thought we would (or should) ever sell and the lesson that we learned is that if you have the right, products, at the right places and the right times, you can find a market for many different things.

Internet has made the right place, time, and people much easier to get to. Imagine if we had been able to guide much more targeted traffic to a

MUCH wider potential group of customers that were specifically looking for the items we were selling. We might have been able to sell all of the poi balls and not had them hanging from the mirrors of the family vehicles for years after that.

That is where sites like craigslist, ebay, and even local forums on facebook enter the picture. It's like a garage sale where magically the people that are looking specifically for the stuff you are selling, show up and purchase it. It's amazing! Using this technology, if I want to purchase portraits of elvis made out of nothing but bottle caps, I can do this. Yes this really is on the internet, here's a link to a video.

http://www.youtube.com/watch?v=Muj_1IVdLCY

Don't get too excited though this particular Elvis masterpiece is not for sale...

There is so much opportunity with virtual marketplace websites like these that nobody who has fingers and an internet connection has any excuse to not be making extra money if they are wanting to. These sites provide a remarkably easy to use format for posting and have many free resources to learn how to sell just about anything for top dollar.

Odds are you have enough stuff around your house that you could

easily make \$2000-3000 on the sites listed above. I can hear you say “but Scott, I only keep around stuff that I use”. I know, I know I have heard it all before. If you are saying that there is a high statistical chance that you are wrong.

Try this:

Take a pad of paper and a pen and walk around and make a list of the stuff that you have not used in one year or more. Don't walk past that bike that is sitting in the garage gathering dust from when you put it there back in 2010 or that “backup vacuum” that is there just in case the real vacuum goes out. If you haven't used it in the last year, you probably aren't going to use it again anytime soon.

If you are really uncomfortable with the one year rule, here is what my wife and I do: if it's clothing, furniture, appliances, or any other run of the mill type household goods we sell it if we have not used it in over a full year. This includes kids toys, sporting goods, electronics, you name it. If it's a “specialty good” we give it a full two years. For us this includes things we have but intentionally don't use very often AND there is some legitimate reason to hold onto it. For us this includes some camping gear (we have small children and just don't go very often, but use it every other year or so.)

and even some ski and snowboard clothing and gear (same deal, have you ever tried to go skiing with a 3 year old, it's an irrefutable law that as soon as you put them into a snow suit they immediately have to go to the bathroom and get back out of it, in fact it's not even called skiing, it's called “hot chocolate in the lodge”

The other type of items that do not make the list are the sentimental items and books. Unless you own a library or museum, these sentimental items, books or specialty items should be few and far between. The vast majority of items that you are not using could (and probably should) go.

The other thing I didn't mention earlier is that, when my wife and I do this regularly, we find that we get back out what we paid (or more than we paid) for many items when we sell them. This is because they are often still current and haven't sat for 20 years taking up space in the attic.

Here are two other side benefits to making a few grand by getting rid of all of the stuff that you don't use anyways.

- 1) You now have a whole new appreciation for your garage because you can finally park both cars in there.
- 2) You have all new space and room to breathe. I have heard David Allen, author of [Getting Things Done](#), speak about this several times. He

owns a company and has written several books that allow people to get control over their physical and mental clutter and gain control over their lives. He makes the point that physical unneeded clutter weighs on the brain in your subconscious and comes out in the form of stress and anxiety.

So the moral of the story: eliminate stress, reduce clutter, purge anxiety all while giving yourself a raise.

Let's say you have already cleared out all your stuff or you subscribe to an extreme minimalist lifestyle where all you have in your loft apartment is a carpet on the floor that serves as both your dinner table and your couch. If you don't want to sell your carpet, here are some other fun and simple things that you can do to give yourself a raise.

Sailing Garages and the Resale Rodeo

There are some things that you know about. Things you are interested in, hobbies, interests, pastimes whatever. This could be golf for you, this could be clothing, it could even be furniture, games, toys, or just about anything you can think of. You definitely know about something.

If you are a parent you may through exposure know all of the Disney DVDs and every corresponding word that has been uttered on those

movies because you have seen them 700-900 times. You may unwittingly be up to date on the latest and hippest kids clothes because you shop for and dress your kids every morning (then again maybe not maybe you dress your kids in trash bags or togas. If so you would be best advised to choose something else you know about) You know about something though.

For me this is sporting goods, guitars, and furniture. At one point in time I was purchasing things like guitars at garage sales, where they have a low market demand and are often not interested in getting top dollar, and posting them on craigslist or ebay to double my money where there is a much broader market and higher demand for items. I could do this easily because I knew roughly what the guitars would sell for to the right type of person and was willing to make low ball offers at the garage sales.

You can do this with minimal time and effort but you will need some intentional focus. Stick with things that you know and resist the temptation to deviate from those, and you could easily become a craigslist or ebay reseller. Remember you are adding value to products by making them available to the people that need them, that is why you can make money at this. It seems like such a small thing but you are also adding

value for people when you are meeting up with them to allow them to look at an item that you are selling. You could even add value by purchasing something that is broken or in less than workable condition and then fix it before you sell it.

These concepts can even be applied to automobiles. If you know cars. If you are mechanically inclined you could even fix a vehicle and then sell it for the appropriate market price of a vehicle in much better shape than when you bought it. I have purchased several vehicles that were well below blue book and market value, I could have easily resold those for several thousand dollars more but instead chosen to keep and use them. One vehicle we kept and used as a third car and still resold it for what we bought it for after quite a bit of use.

Remember that both in the workplace and the marketplace there are thousands of ways that you can add value for people that they are willing to pay for. When I was in college I decided I wanted to pay off \$4000 worth of credit card debt so I purchased "price matched" software and goods for largely discounted prices and then listed these to Ebay to distribute directly to customers that wanted to shop on Ebay and have these items directly delivered to their house. They would also get a slight break in price by purchasing it there

instead of in a brick and mortar retailer. I did this by taking the time to research specific items and find them on sale online and and take the print out to retailers that would match the online price and 10 or 15% beyond their competitors price.

Many retailers have changed their price matching policy since then and don't allow online price matching any longer but this is still an unusual example of how you can add value to people in order to reach a defined income goal you have established.

Income goal: \$4000

Value added: Made product available to purchase at a location where people wanted to purchase it (Ebay) and how they wanted to purchase it (shipping directly to their house so they did not have to leave their home) at a price they wanted to purchase it (less than retail)

Bonus

Chapter 6: Salary Negotiation For a New Job

An obvious way to raise your income is to “get a second opinion”.

Of course I am talking about applying for other jobs. Virtually every time I have changed roles or companies I have increased my salary (usually by quite a bit.) This is something you can do too if it is appropriate timing for you.

Always ask for more

Negotiating your salary during the stage post offer and pre-acceptance stage of your job search is by far one of the most efficient ways to raise your salary. People miss this step or avoid this step all of the time. They do this because they don't realize that once a company has spent all this time searching for a candidate, doing interviews, screening, all of the extra workload that has come with filling a particular role, that puts YOU in the position of power for negotiation.

Instead they think, “I don't want to screw it up” or “I am just happy to have a job” and they walk right by the

biggest opportunity to get paid for the value they are already adding to the situation. I have counseled and coached numerous people in this exact situation and have been here myself times. Here is what I have learned.

- The number 1 reason why people don't try to negotiate for higher salary is they think the job offer might disappear if they try to ask for more. Companies and organizations are not going to retract the job just because you attempt to negotiate for more money. They may however retract the job if you are a jerk about it. There is a respectful way to negotiate.
- Even if they say “no” that gives you an important “in” and opportunity to leave the door open for future salary negotiation. This alone can bring you even more raise potential down the road than what you had at the offer stage.
- People who negotiate for their raise are happier in their jobs. Let's forget the money for a second. Don't you want to feel better about your role and the job you are accepting?
- Even if money is not your thing, you can ask for more vacation, sick time, flexible work schedule, a company vehicle (if it makes

sense for your job), a cell phone and just about anything else you can think of. When negotiating anything, I have discovered that the options are only limited to your ability to creatively structure an offer or counter offer. I spoke to one woman who had said “I have never negotiated for more money because vacation and time off were the things that were really important to me”

Whatever it is that you are looking for you should always ask. In almost every situation the worst thing that can happen is that they will say “no”

The best thing that can happen, of course, is they say “YES”,

This means that you really have nothing to lose and everything to gain!

I worked recently with Andrew who was a project manager at one job and received a job offer at another company for \$5000 more than he was currently making. What he really wanted though was to net at least \$10,000 more if he was going to make a job transition.

Before accepting the job he scheduled some time to speak with the person who was both offering the job and who had the authority to make the decision. He went in and let them know that he was really excited about the company and

about the position, it was just slightly less in pay than what he was looking for.

Of course this company had already made up their mind that they wanted Andrew and was willing to give him the extra \$5K rather than have to go through the recruiting process all over again and maybe not get the right candidate.

When you get to the point of a job offer, remember that the power in the transaction has shifted to your side of the table.

A Final Word

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