


# HOW TO BOOST YOUR WEALTH

A man in a dark suit and tie is sitting at a desk, looking at a document with a joyful expression, his mouth open in a smile and his right fist clenched in a celebratory gesture. On the desk in front of him is a laptop, a white mug, and some papers, including one with a pie chart. The background is a bright, modern office with a white shelf holding a potted plant.

By \$15,000,000 or  
more with just ONE  
recurring investment.



PARADIGMLIFE  
GROWTH | INCOME | LEGACY

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# INTRODUCTION

## WANT TO BE A MILLIONAIRE?

A multi-millionaire? Maybe a billionaire? It is very possible, and countless investment firms spend an enormous amount of money to show you how you can do it.

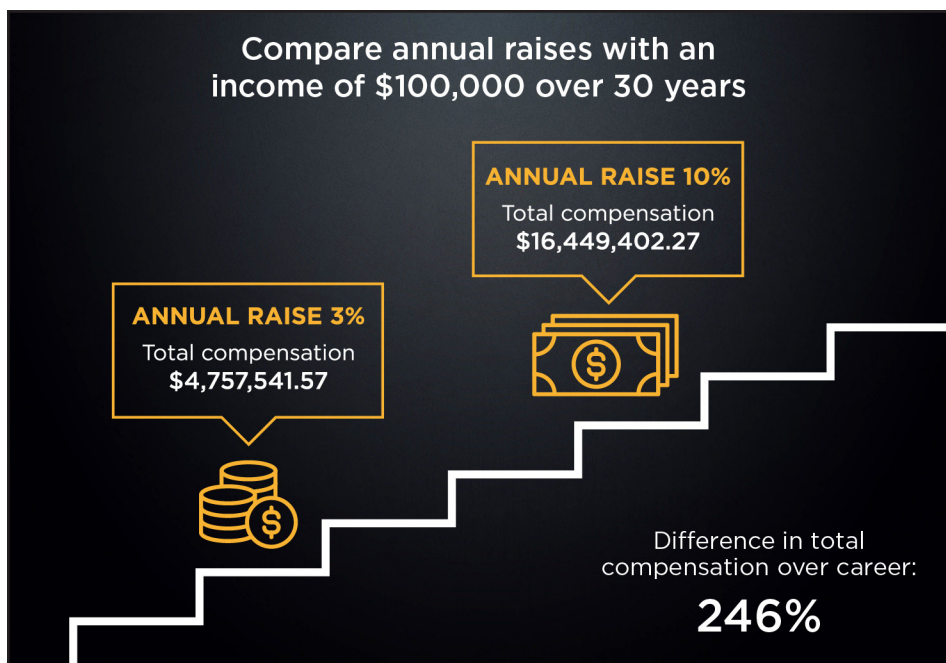
In fact, we've become conditioned to build wealth through our investment in assets such as stocks, bonds, real estate, precious metals, etc. But there is an even greater investment that provides higher returns than any of these.

Millionaires and billionaires learned of this investment and continually contribute their resources to it. The investment? These high-net-worth individuals invest in themselves. They understand the value of self-investment and you can too. Considering You as your greatest asset changes how you view and prioritize your actions and resources.

What would life look like if your income grew by 10%, 20%, 50% or more? It doesn't matter if you are an employee, self-employed, small busi-

ness owner, or real estate investor, the principles you will learn in this eBook will set you on a path to discover the greatest asset, YOU. This path will lead you to maximize your income, wealth, lifestyle and financial well-being.

Look at the difference between the individual who gets a 3% customary raise versus someone who gets a 10% annual raise. It is a \$15,000,000 difference in lifetime earnings which is a 249% total increase. If you think the stock market will ever do that, you're dreaming!



## OVER THE NEXT FEW PAGES, HERE IS WHAT YOU WILL LEARN:

How to ensure you have the Producer Paradigm... Always!

How your mindset discovers opportunity

How to ask, negotiate, and earn your yearly return on investment (e.g., More Money)!



# GETTING TO YES

## The Psychology of Be-Do-Have

Within the tenure of your employment, you are paid for the value you create. The logical process for being paid more is to first, create more.

### **Seeking ways to create value is the Producer Paradigm.**

The Producer Paradigm seeks opportunities to bring value in all situations. The process is as follows:

**BE. Education.** Fill your brain daily with food that will constantly improve you. Education is the investment in self that provides continuous and profitable returns.

**DO. Create Value.** The refined Paradigm of the world seeks out inefficiencies, wasted expenditures, technology to improve the speed of the process and overall costs, better management, and motivation strategies as well as team building techniques. When you've taken an active role in changing and improving the things you can control, you are creating value.

**HAVE. Getting.** When presented with the opportunity of your an-

nual review or a scheduled meeting with your superior at work, boldly state your case that you are worth more than what you are currently getting paid.

If you work for a successful company, your boss expects this especially if you've been employed for a period of time and been loyal to the mission. This is just part of the natural progression of how well managers treat good employees. However, you must take the initiative to start the process which begins with you. The good news is that this is not as scary as some make it out to be. In this eBook, you will learn what it takes to not only get the raise that you want but also how to make yourself so invaluable to the organization that you will continue getting the raises you deserve.

Brace yourself and get ready to make more money because you are going to learn 25 proven tips and techniques that will get you at least a 10% raise. There are four chapters in this ebook, each loaded with the tips, ideas, and education you can begin using right away.

## CHAPTER DESCRIPTIONS

### **1. Get Your Mind Right.**

Learn how to create value for your company. The more valuable you are; the more value you'll receive.

### **2. Be Passionate.**

Learn how to actually be more productive, not just through hard work, (though that is important), but because of your desire to learn how to improve your performance through maximizing your effort and drive, so that you in turn improve the company's performance.

### **3. Devise a Strategy.**

Learn the three key steps that will lead you to getting the raise.

### **4. Ask For It!**

Learn how to ask for the raise in a respectful, professional, and confident manner.





# 1 GET YOUR MIND RIGHT

In the classic movie, *Cool Hand Luke*, the character Captain, played by Strother Martin, was the prison warden, and after an attempted escape had told the escapee, Luke (played by Paul Newman), “You run one time, you got yourself a set of chains. You run twice you got yourself two sets. You ain’t gonna need no third set, ‘cause you gonna get your mind right.”



There is a saying the “Money Follows Value.” If you want more money, you create more value. Value is determined by the person you are being paid by and not by you. Focus your mind on the question “how can I be more valuable?”

Some people look at getting a raise as a right or entitled privilege. They believe that the company owes them a raise because they showed up every day this week. They don’t realize that to get a raise, they must bring value to the company. They are looking for the WIIFM (What’s In It For Me?), instead of asking how they can make the company better. Instead, to get at least a 10% raise, they must be an asset that the company needs. For some this requires a change in thought that will lead to a change in action.

Free yourself and give yourself permission to shine. Change your mind about your work and see you not as just an employee, but as YOU, Inc. You are in business to provide the best possible service you can provide to your employer, so your employer succeeds. When your employer succeeds, YOU, Inc. succeeds as well.

## **Know Thyself**

To change your mind, you must first understand who you are changing. Do you know you? Do you really know you? There are many tools available including personality tests such as the DISC personal as-

essment tool, the Strengths Finder assessment, Kolbe personality tests, and others.

Motivational speaker and leadership coach Tony Robbins offers a free (normally \$250) DISC profile analysis to help you understand your behavioral style and personality type. Once you understand your strengths and weaknesses, you are better able to apply your passions, desires, talents, and skills toward becoming a better you. You’ll be more comfortable in your skin and better able to deliver a service to your employer that is better than expected.

## **Know Thy Job**

Now that you understand that your employer is not obligated to give you a raise, but will reward value, it is important to learn how you can become invaluable to your company.

When you are limited by your education and abilities to perform a service for your company, the company may look elsewhere for qualified candidates. It is up to you, (remember YOU, Inc.) to do what it takes to learn new skills and acquire greater knowledge



that will add more value to you and your company.

One thing you can do right now is take advantage of all and any free courses, seminars, and training offered by your employer. Outside of that, look for courses online, classes offered at local universities, seminars or association lectures, or any other educational opportunity that will stretch you and help you to gain a higher edge in your field. If you submit the idea of wanting to learn more to your employer, he may offer to pay for the courses and possibly have access to courses he can register you for.

You may be aware that we all have 168 hours per week. Some people use up 40 hours or so at work and then rest or do something recreational the remaining 128 hours. Some experts believe that on average, people watch 28 hours of tele-

vision per week. That still leaves about 44 hours left after sleeping for eight hours per night.

You could read several books about your job and your industry within that time. You could also be learning more about your company, the people who run it, your clients, your competitors, your market, the economy, and much more. Dan Miller says that if you read just three books on a subject, you are an expert, so under that theory, it doesn't take too much of your time. Malcolm Gladwell in his book, *Outliers*, talks about the 10,000 Hour Rule and how it takes at least that long to become an expert, so you should begin using your time wisely now.

In any case, if you are using your 44 hours wisely (72 if you stop watching TV!), you will become so valuable to your company that when you ask for a raise, they will gladly give you what you want and then some.

## TAKE AWAYS

Presenting yourself with a "woe is me" attitude will not get you the raise you want. It requires a mindset of a winner. To get your mind right you should:

**Know who you are.** Take a personal-ity assessment and determine what your strengths and weaknesses are.

**Understand the value of YOU.** Sharpen your knowledge and skills to be able to provide more for your organization.

**Be confident in your worth.** Be thinking, "How can I add value to my work and to the company, in every task that I do?" Get rid of the "What's in it for me?" attitude.

**Use you time wisely.** Get up earlier, cut back on TV, or whatever it takes to spend more time developing and enhancing your skills and knowledge.

**Know that you are worthy of a raise.** If you are focusing on adding value, be confident that your company will reciprocate in kind.

**Give the company what they want and earn your raise.**



## 2 BE PASSIONATE

Now that you are improving your enterprise known as YOU, Inc., you can begin working your passion that drives your performance. We could also say it the other way around: your performance fuels your passion. When you are passionate about your work, several things begin to happen. First, your work becomes a joy. It turns into fun because you are no longer working in the sense of what some people see as the dreadful word. You got rid of what Zig Ziglar called “stinkin thinkin” and got your mind right.

The second thing that happens when you are passionate about your work is that you have more pep in your step. When you realize your work as your passion, you are energized like never before. You wake up excited about going to work and you stay longer and accomplish more at your work. Your mind is clearer, you are more productive, and you make fewer mistakes. You no longer watch the clock but are doing more in less time. You’ll no longer do busy work for the sake of looking busy, but engage in deliberate, productive action. As

Tim Ferriss says, slow down and only do meaningful work.

Thirdly, your passion catches the attention of those around you. This is good for the company not only because of your increased productivity but because those around you notice and tend to ramp up their game as well. Also, management, or the owner, or your boss

notices your work performance as well. They see the increase in your quality output, in your efficiency, and in your attitude. Of course, you are not doing this to be seen in the brown-nosing sense, but people are watching, and that’s okay because the people who are watching are the ones who have the power to make decisions regarding your raise.



Passion is often confused with being energetic. Passion comes from caring. Being bought in carries more weight because your mind operates on a higher playing level which is noticed and in the end, rewarded.





### **Think Like Your Boss**

A recent Wall Street article states that many people who don't get the raise that they think they deserve are only looking at what it is that they do day to day. They don't understand or have an appreciation of how their work fits into the overall picture of the company's strategy. To really get a grasp of how your performance affects the business is to understand your boss's expectations. How do you do that?

The first step is to ask your boss simply what his or her expectations are. Don't automatically believe that this should be communicated to you on a daily basis. Even the most successful businesses in the world suffer from poor internal communication. Request time with your boss and explain how passionate about the job you are and that you would like to know what his expectations are and how your role fits within the organization.

### **Take a Chance**

Doing passionate work provides other benefits as well. Being passionate about your work allows you the freedom to take more

risks. You begin to look for better ways of accomplishing a task, not just to make life easier for you, but to improve the bottom line of your organization. The more chances you take to better your performance, the more valuable you are to the company. As Seth Godin says, "Make a decision. It doesn't have to be a wise decision or a perfect one. Just make one. In fact, make several. Make more decisions could be your three-word mantra. No decision is a decision as well, the decision not to decide. Not deciding is usually the wrong decision."

**Remember: the value you bring to the company increases the value to give back to you.**

When you discover the intersection of what you love and where you excel, there is no stopping the ideas and innovations you can deliver. That is why employees at successful companies like Google, Zappos.com, 3M, IBM, and many others give their employees "idea time" to come up with great ideas for improving, inventing, or refining products and services offered to help propel the company forward.





With your newfound passion, you can do the same. By the way, you may not know this, but it is okay to make mistakes with your innovative moments. Most company leaders would prefer an employee with passion enough to try and fail than just to show up for their J.O.B.

### **Motivate You**

Okay, so you know that being passionate about your job is important, and you want to be passionate and get that all important raise. But, how do you get passion if you

don't feel it now? Should you fake it till you make it?

Remember that it is not really how you feel about your job... sort of. First, and this is fodder for another eBook, if you can't find any joy at all with your current position, you should be looking for another job. Asking for a raise while working in a position you loathe will not prove profitable for you. On the other hand, if you like the company, the atmosphere, the company's mission, vision, and values statements,

and what they stand for, you can still get passionate about the work.

You may need more training and education to get to a position that you truly love, but for now, the way to get passionate about your work is first to get motivated. You can motivate yourself into a passionate state.

**Remember that passion is a state of mind. Set some goals for yourself for one, three, and five years away that are in line with the direction of the company.**



Once you motivate yourself (get your mind right!), you'll find it easier, and more enjoyable to get passionate about your work.

Using your newly acquired personality profile results, begin looking at all that you bring to the table in your position. What can you do to make that job better? How can you tweak some of the tasks to improve efficiency? Then look at what that position offers to you. What is that you like about the job? How does your job contribute to the overall success of the company? Taking a survey of these things, how can YOU, Inc. improve your job to make it more valuable to the company?

## TAKE AWAY

Dive into your work. People are watching, and management loves to see dedicated individuals with a passion for their work. But don't look busy for appearances. Don't fake it, but focus on your desire to learn more, to do more, and to be more. To do this you must:

### **Be passionate about your work!**

Use your time wisely even if you have to take your lunch at your desk. Always be working on specific tasks that will bring more value to your company and bring you closer to your goals.

**Only do meaningful work.** All of the work you do should get you closer to your, and your company's goals.

Rid yourself of busy work and only do the work that increases your worth to the organization.

### **Set clear, realistic goals for yourself**

on what you want to be and where you want to be in one, three, and five years down the road. Remember to ensure that they are in-line with what your company wants from you.

**Understand your boss's expectations. Take some chances.** Risk being innovative to produce positive results for your organization.

**Take on more responsibility. Motivate yourself.** If you're not quite passionate yet, motivate yourself to that point and do what you can to get the job you love by learning more every day.



### 3 DEVISE A STRATEGY

When asking for a raise, it is wise to first develop a strategy. Waltzing into your boss's office unannounced and demanding a raise lowers your chances greatly. It is not only ineffective but is unprofessional and rude and may eventually land your fanny out on the street. However, developing a game plan is wise and accomplishes a few positive things including helping to build your confidence and showing to your boss that you thought this through and are well prepared.

Devising your strategy doesn't have to be complicated, but it should have a design that includes the information necessary to ask for your raise. It should include just four key points:



**Understand your position**



**Know the direction of the company**



**Know the position's salary in the marketplace**



**Prepare to negotiate**

#### **Understand Your Position**

Many people don't get the raise they want because they can't correctly articulate how their job contributes to the overall success of the company. Some of them don't even know what their job responsibilities are and why they do what they do.

**Part of your strategy is understanding your position in the organization. What is it that you do? How does your work affect the company? How does your work affect other areas of the company? The customers? The market?**

You must know and understand the answers to these questions before you can intelligently begin a discussion about a raise. To do this, first find your job description. You may have received it when you first got hired or it may be in your employee handbook. If you can't find one, contact your Human Resources department and ask them for it. This will let you know what you are responsible for and what you should be doing every day when you come to work. If you haven't read it in a while, or ever,



An organized strategy keeps you on track. Have it written out and visible so you are able to view it daily. Repetition is the mother of all skill so the more you see it, the more it becomes a part of your routine.



become familiar with it. You may be surprised to learn that you have missed some tasks or currently doing someone else's task that are not in your job description.

### **Know the Direction of the Company**

Do you know your company? Do you understand how the company you work for impacts its customers? Your community? The world? These are good things to know. Just with some simple research, you can find out many of these

things. One good start is to simply Google your company. Read all of the articles you can find— both the good and the bad.

Read customer reviews and if your company is public, go to Yahoo Finance and read the financial statements and the company's history. Read all the headlines, press releases, profile information and key statistics about the company. Find out who the executives are, how long they've been with the company and what their management philosophies are. Don't look at it as work. Make it fun and become a detective and try to uncover everything about the organization that employs you. The information you find will serve you well when you meet with your boss to ask for your raise.

Some sources for getting information about a company other than simply doing a search on Google include Hoovers, which will give you some basic information for free. They do charge for information but occasionally offer a free trial. You can also find information on Manta. Though most may be marketing information, it still helps to give you

a better feel for the company you work for. Another one is Glassdoor which is all about usersubmitted feedback, or employeegenerated content. Glassdoor also offers information about salaries and has more than three million salaries and reviews posted that will come in handy as part of your asking for a raise strategy. There are several more including Indeed, which has thousands of company reviews that are submitted from current and past employees, and LinkedIn







that includes company size, employment opportunities, location, and industry.

### **Knowing the Position's Salary**

The third and final ingredient in your strategy is determining what your salary should be based on market evaluation. Armed with this information in addition to knowing your job and the company, you will be able to intelligently discuss why you should receive a raise. To find out

what you should be paid, you need to access what your salary should be in your region of the country, in your line of work, and with your experience comparatively.

A good resource is Salary.com, which allows you to analyze and evaluate your pay against market rates. Another good one is SalaryExpert.com that not only lets you see what you should be making but also has a tool that shows

you what you could be making if you were to get more expertise to qualify for another, higher paying position.

### **Prepare to Negotiate**

The act of negotiating is a scary thing to some people. They see it as a sparing of words with an opponent akin to hand-to-hand combat. But when asking for a raise, that should not be the case. You've A lot of people want a raise.





the job, the company, and what you should be making. Now you just need to state your case and tell your boss what you want, what you really, really want.

In an article by Matt McWilliams, he makes the point that you should state your case in simple terms, keeping it short and to the point.

**McWilliams's advice gives you comfort in knowing that you don't have to enter a debate competition to get your raise. You simply state the facts and request a raise.**

Depending on your relationship with your boss, you can get creative in the negotiation using visual aids such as PowerPoint slides or a professionally produced booklet showing your successes at the company alongside a market analysis of what others in your position are paid.

As part of your strategy, prepare in advance what you will do and say in the negotiations. Base your requests on facts and data and not on longevity or seniority. In all successful negotiations, there is an emphasis in creating a win-win outcome. Try to focus on how you getting a raise benefits the company. Look at it from your boss's side of the negotiation table and let him or her know what is in it for them.

Learn all you can about negotiating. Read articles, blogs, and books on improving your negotiation skills. Talk to people you respect and ask them to share some of their negotiating stories, tips, and techniques. Then, practice what you've learned in front of a friend or family member, or in front of a mirror by yourself. This preparation prepares you for the real thing and boosts your confidence.

## TAKE AWAYS

As with football, war, politics, and most anything worth the win, there has to be a strategy in place. Before you go full bore into the boss' office, you must first figure out what it is you want, why you want it, why you should receive it, and how will it benefit your organization. To do this you need to:

**Understand what your job is** and how it impacts the bottom line of your company

**Know the direction of the company**

**Understanding your salary compared to others in the market**

Prepare to negotiate. Read good negotiating books and articles and practice at home in the mirror or with a family member.



## 4 ASK FOR IT

Many people deserve a raise. But most people don't know how to ask for a raise. They usually wait until they can't stand it anymore and barge into the boss's office illprepared, stating that they want a raise.

Up to this point, you know that you have to get your mind right and realistically evaluate your strengths and weaknesses and know what you are capable of doing. You also know that you must use that changed thought pattern to release your passion toward your job and work like you really love it—because you do! And you've devised a strategy that includes acquiring knowledge of your job, your company, your salary expectations, and preparation for negotiating with your boss. You are ready!

### Go For It!

Now it is time to make an appointment and ask for your raise. This is where you shine. Show up at the meeting early and well-groomed. Don't be too showy with your outfit, but dress the part of confidence, intelligence, and professionalism. Show courage and honesty and

as recently penned in a Lifehacker article, be straightforward in what you want to be ready to explain exactly why you want it.

When you enter the negotiations, be positive. Regardless of what co-workers have said or what the media, competition, or vendors say, keep the conversation in a positive

light. You know by now that your passion is witnessed, and you are ready to help take the organization to new levels of success. Keep that frame of mind and remember that you are not asking for a hand-out, but a well-deserved increase in compensation in return for your dedication, loyalty, and sacrifice to the company.



When you know that you have created value, it is because your employer knows it. They may have acknowledged you in a meeting or sent you a note or gave you a public well done. This is the first step. The next step is knowing when and how to ask which are the keys to getting to your YES.





### **Building Rapport**

In an article on negotiating a salary increase, Brian Tracy states, “The future belongs to the askers.” But before you ask, you must build a rapport with your boss. This rapport requires a carefully orchestrated dance on your part as you begin to read signs from your boss. It is said that 97% of communication is nonverbal, meaning that communication is based on body language, tonality, and eye contact.

Be sure to notice the body language of your boss. Is he sitting down comfortably or standing rigidly? Are his arms folded? Does he seem distracted or disinterested?

All of these things come into play on how you present yourself. You want to mirror what your boss does, not in an obvious manner, but so that you help him or her to feel comfortable and at ease. If the demeanor of your boss is

one of relaxed, then don’t stand over his desk stating your case. Sit down relaxed as well and communicate in confident, but soft tones. A great resource for learning how to negotiate better and have more influence over others is Tony Robbins’ *Mastering Influence*. It is worth the price (remember, you are investing in YOU, Inc.), and recommended for improving persuasion skills.





### **Give Them What They Want**

Construct a list of what you've accomplished over the past year or so, (or since you received your last raise), and have that with you for the meeting. Along with that, and your other homework of job, company, and salary knowledge show your boss what you've done and what you should be making according to recent stats. Let them know what you do and how what you've done has contributed to the success of the organization. Explain how your continued delivery of high performance and productivity is valuable to the overall success of the company. This is the time to let them know, as Grant Cardone says, that you know what product or service solves the customer's problems and enhances the reputation of the business.

Ask for your raise, but be prepared to explain why you deserve it.

For example, if you've increased sales for your division by 45%, say so. If you've served on committees, served as a mentor, contributed to creating a policy, technique, strategy, or innovated in any way, state that you've done those things. It isn't bragging, but stating facts that put you in a better light for asking for a raise.

Be prepared to compromise if offered a different percentage of raise than what you request. The fact that you have an audience entertaining the thought of giving you a raise is a huge step. There is no need to take a hard stance if there is only a slight difference from what you asked for and what your employer is willing to give. What is offered may be used as a building block for future negotiations. Use this as an opportunity to ask what it would take to get the raise you want.

## **TAKE AWAYS**

As simplistic as it sounds, you must ask for a raise. Although common sense would dictate that this must be done to start the process moving toward getting a raise, this is a case when common sense is not too common. People fear addressing the issue of a raise because of the possibility of getting rejected. This fear can be overcome by:

**Building rapport.** Understanding that communication is 97% non-verbal

**Mimicking your boss.** If your boss is relaxed, be relaxed. If he or she is straight-forward and to the point, you act the same.

**Being prepared to present your accomplishments.**

**Being courteous and respectful.**

**Sticking to the main points** of why you need a raise and focus on you, not everyone else.

Asking **what it takes to get the raise** if you are turned down.

**Being willing to compromise.**



# CONCLUSION

The difference between the customary raise of 3% and the producer paradigm raise of 10% or more is \$15,000,000 of lifetime earnings. What would your life look like if you adopted the habits and earned \$15,000,000 more? Where would you go with your family? What car would you drive? What would your retirement lifestyle look like?

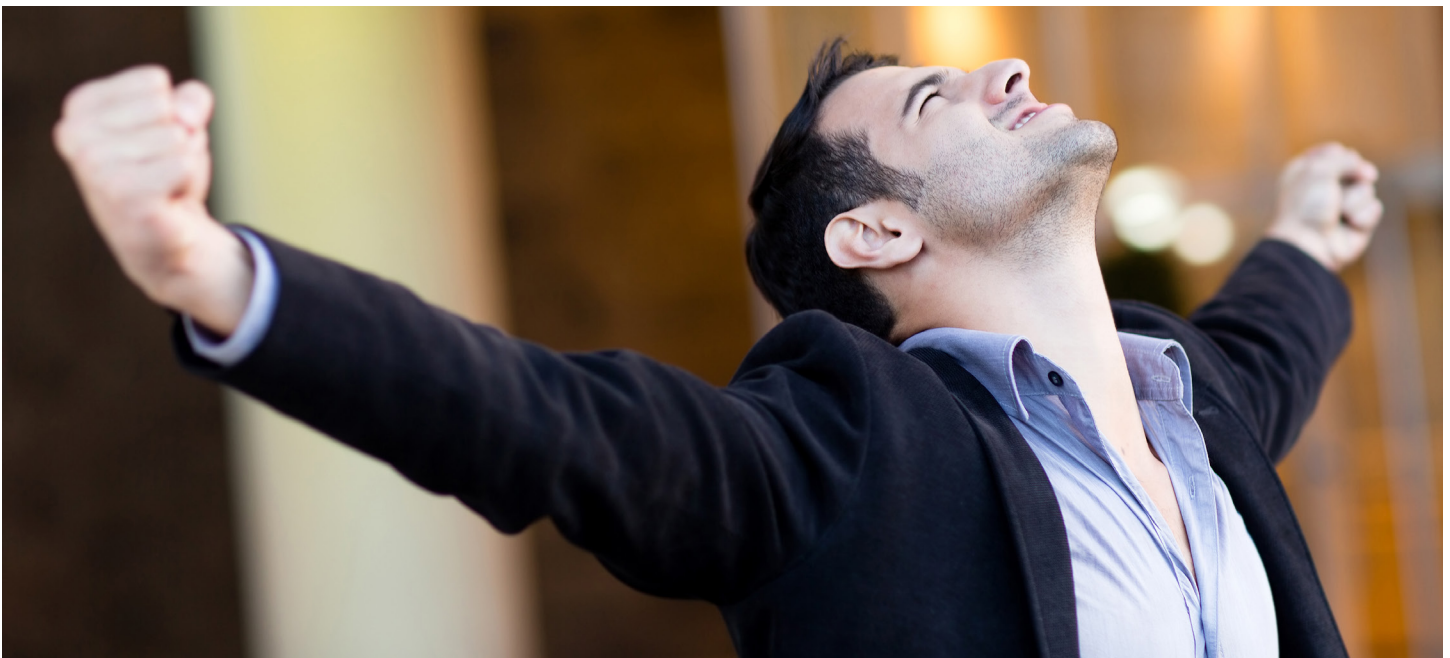
Jim Rohn said, "We all must suffer one of two things, the pain of discipline or the pain of regret."

**Congratulations on reading this eBook. Now it is time to act! You are on your way to getting the raise you want and deserve. These 25 tips are a start, and if practiced consistently, with the right mindset, your entire life will change. You can do it!**

Paradigm Life's mission is changing the way you look at life and wealth. Investing in your greatest asset, YOU, is the first and most profitable investment decision you can make. Paradigm Life's Perpetual Wealth Strategy is a proven

wealth building strategy whose origins date back more than 150 years. The financial products that make up the strategy are outside of Wall Street and the Banking System, which increases your control and decreases your risk.

It is a strategy that compounds your savings tax-free but gives you the flexibility to invest in yourself whether it be purchasing a membership, training sessions, educational conferences, formal education, or anything else that would make YOU more valuable.





# PARADIGMLIFE

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**No-obligation 30-minute consultation**

**SCHEDULE FREE APPOINTMENT**



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