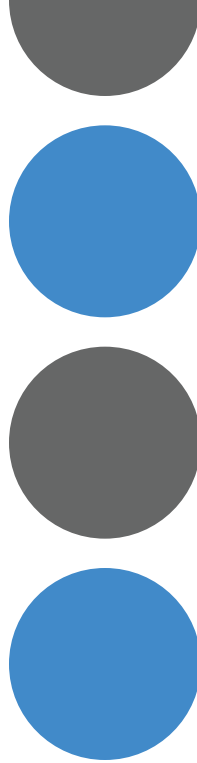


GET PAID WHAT YOU ARE  
**worth** JOURNAL™



**IT'S TIME TO GET PAID  
WHAT YOU ARE WORTH**



EDUCATE. PREPARE. MANAGE.

GET PAID WHAT YOU ARE  
**worth** JOURNAL™

## Get Paid What You Are Worth in Action:

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**YOU WORK HARD.** You know you're not being paid what you're worth and that needs to change. You likely feel frustrated even as you read this right now...



## SUSAN'S STORY:

Susan was working hard, putting in long hours, and achieving every goal her company asked. Yet she knew she was not earning her worth and felt underpaid. 5 simple steps changed that and led her to get the biggest raise she ever had.

**Now we are sharing them with you.**

GET PAID WHAT YOU ARE

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STEP **1** **Decide what you want to happen.**

STEP **2** **Why you want this to happen.**

STEP **3** **Get honest about what is at stake.**

STEP **4** **How you earn your worth.**

STEP **5** **Communicate your worth.**



# your worth

STEP

1

## Decide what you want to happen.

**STEP 1** is where you turn the feeling into a number. A title. A date. Something specific enough that you'd know without question whether you got it.

"I want a 12% raise by my March review."

"I want to be promoted to Senior Director by Q2 2027."

"I want \$15,000 more in base and an additional week of PTO."

Write it down. Say it out loud. Put it where you see it every morning.

You cannot negotiate for something you haven't defined. And your manager, no matter how well-intentioned, is not going to do this work for you.

The clearer you are about what you want, the harder it is for anyone (including you!) to talk you out of it.

**Most people skip this step.**

**They know they should be getting paid more. They feel it every payday. But ask them what they actually want and they shrug and say "more."**

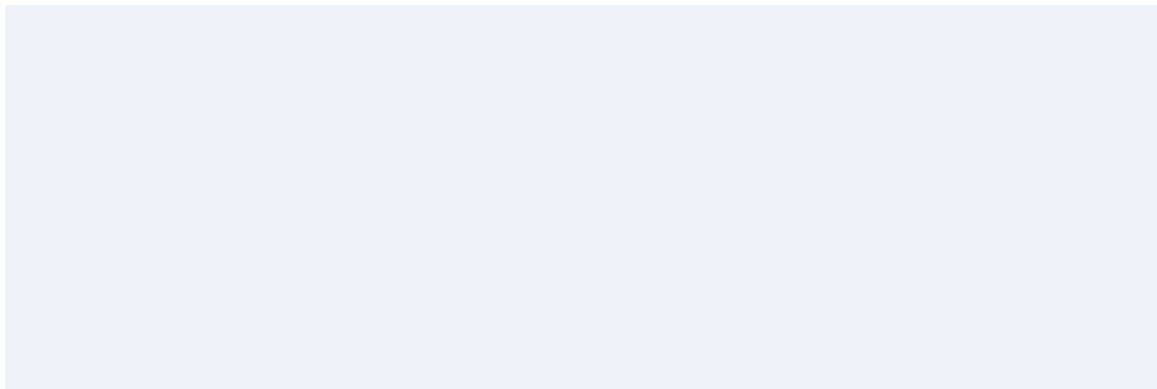
**MORE ISN'T A GOAL.**

**MORE IS A FEELING.**



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## FINANCIAL GOAL:



### How this affects your Personal and Career goals.

Your paycheck is not just a paycheck.

It is the fuel behind the vacation you keep putting off, the memories you want to make with your kids, and the Freedom Fund™, our custom-tailored strategy that gives you options when work stops working for you.

When you get paid what you are worth, your personal life gets more room to breathe and your career gets more room to grow. One feeds the other. Ignore either side and the whole thing stalls.

**This goal is not about the money. It is about what the money makes possible.**

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## PERSONAL GOAL:



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## CAREER GOAL:



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## WHEN I ACCOMPLISH THESE GOALS, I WILL FEEL:



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### **CLOSE YOUR EYES FOR A SECOND.**

You just walked out of the review. You got the raise. You got the title.  
You got everything you wrote down on page one of this journal.

How do you feel?

Write it down in your own words. Confident. Respected. Relieved. Proud.  
Whatever shows up, capture it.

Because this is the feeling you are working toward all year. And on the  
days the work feels heavy, this is the page you come back to.

# your worth

## STEP 2

### Why you want this to happen.

**STEP 1 GAVE YOU THE WHAT. STEP 2** is where you get honest about the why.

Not the polished answer you would give in a performance review. The real one.

Maybe you are tired of watching people with half your output get paid more than you. Maybe you want to build a Freedom Fund™ so big that the next time your company reorgs, you are the one with options.

Whatever it is, name it.

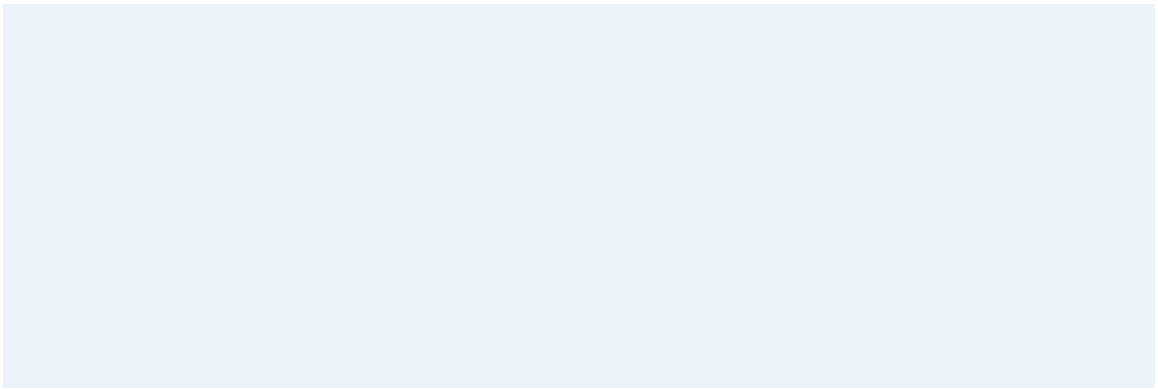
When the conversation gets hard, and it will get hard, your why is the only thing that keeps you in the chair. Strategy gets you to the table. Your why keeps you from folding at the table.

Write it down in the rawest, most honest language you can find. Nobody else has to read it. You just have to mean it.



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## WHY DO YOU WANT TO GET PAID MORE?:



**Making the best choices  
to live your best life.**



# your worth

## STEP 3

**IF YOU DO NOT DO THIS,  
WHAT DOES NEXT YEAR  
LOOK LIKE?**



### **What is at stake.**

#### **SAME PAYCHECK. SAME FRUSTRATION.**

Same Sunday night knot in your stomach. Another year of telling yourself you will do it next review cycle.

Every year you accept less than you are worth, you are not just losing that year's money.

The cost compounds. Five years of silence can cost you six figures.

But the real cost is not the money.

It is the slow erosion of how you see yourself. It is walking into work a little more checked out every Monday. It is the resentment you carry home to the people who had nothing to do with it.

Staying silent feels safe. It is the most expensive thing you will ever do.

This is the cost of staying quiet.

Doing nothing is a decision. Make sure it is one you can live with.

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## WHAT'S AT STAKE:



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## ANTI-GOAL:



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# your worth

STEP

4

## How you earn your worth.

### HERE IS WHERE MOST PEOPLE GET IT WRONG.

They walk into the raise conversation armed with how hard they work. How many hours they put in. How loyal they have been.

None of that moves the needle.

Your company does not pay you for effort. It pays you for impact. The sooner you stop pitching effort and start pitching impact, the sooner the conversation changes.

So start tracking. Revenue you brought in. Costs you cut. Problems you solved before anyone noticed. Clients you kept from walking. Put a number next to each one whenever you can.

This is not bragging. This is bookkeeping.

The person paid what they are worth is not always the hardest worker in the room. It is the one with a plan.

Show up with receipts and the conversation stops being a negotiation. It becomes confirmation.

**When you sit down for that conversation, you will not remember what you did in February. You will remember last week. And last week is never enough to justify what you are asking for.**



## ACCOMPLISHMENT:



## IMPACT:



## LARGEST TAKEAWAY:



## MONTHLY REFLECTION:



## ACCOMPLISHMENT:



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## IMPACT:



A light blue rectangular box for writing the impact.

## LARGEST TAKEAWAY:



A light blue rectangular box for writing the largest takeaway.

## MONTHLY REFLECTION:



A light blue rectangular box for writing the monthly reflection.



## ACCOMPLISHMENT:



Light blue rectangular box for writing the accomplishment.

## IMPACT:



Light blue rectangular box for writing the impact.

## LARGEST TAKEAWAY:



Light blue rectangular box for writing the largest takeaway.

## MONTHLY REFLECTION:



Light blue rectangular box for writing the monthly reflection.



# your worth

## STEP 5

### **Communicate your worth.**

#### **NOW YOU HAVE TO SPEAK UP.**

This is where most people lose it. They never actually say what they want.

Start a month before your review. Send your manager a clean summary of your year.

Accomplishments, impact, numbers. The same receipts you have been tracking in this journal, packaged up and ready to go.

This allows your manager to advocate for a higher salary on your behalf to HR or senior leadership. They can fight for you without doing the homework themselves. Then comes the conversation itself.

Be clear about what you want. Be concise about why you earned it. Be confident in both.

“Based on the impact I delivered this year, I believe a 12% raise and a promotion to Senior Director reflects the value I bring to this team.”

No hedging. No apologizing. Say it. Then stop talking.

**Silence is not your enemy.**

**It is your leverage.**

**Let them respond.**


**You did the work.**

**You tracked the impact.**

**Now let the room do  
the rest.**



# your worth



**Once you know, you can stop guessing and start moving toward the next chapter where the work you do and the pay you receive finally line up.**



## **Are you ready to start getting paid what you are worth?**

You have the framework. Five steps. Twelve months of receipts and you'll get first three here.

But here is the part nobody tells you. Sometimes you do everything right and the answer is still no.

You sit across from your manager, you say the words, and the answer comes back: "Not this year."

I have been there. That drop in your chest. The quiet drive home. The temptation to tell yourself next year will be different.

It will not be different unless you are.

A "no" is not the end of the conversation. It is information. But information is only useful if you know how to use it.

Once you know, you can stop guessing and start moving towards the next chapter. The one where your pay finally matches your worth, so you can build real assets, retire on your terms and make work optional.

That is the work I do with my clients every day.

If you are ready to **get paid more, retire earlier,** and **make work optional,** my team and I are here. **Let's talk.**