

EARN IT!

The Tools You Need to Earn the Money You Want

*And don't freak out ... earning more money is going to
be hard work, but you're about to learn tools that
will help you earn more money forever.*

JILL E. YOUNG

Table of Contents

Introduction

You are here! But why?	1
How to get the MOST out of this book	2
When this won't work.....	3
How to read this book	4
<u>We</u> can do this!	5
Why do you need <u>me</u> ?.....	6

Your Mindset

Myths you need to STOP believing	13
The BIG IDEA you need to <u>start</u> believing	14
Strategies that don't work!	15
What do I mean by "Producing Value?"	17
Producing MEANINGFUL work.....	20
Will you be a Producer?	21

Your Boss's Mindset

I WANT to promote you!	23
Please, make my life easier!	24
I'd rather lead than manage.	25
What will your contribution be?	25
The STAR.....	27
The PUPPY.....	28
The RATS.....	29
The TERRORIST	30
Self-Assessment	32

Your TOOLBOX and the COMPARTMENTS

Compartment 1: See It	39
TOOL: Big Picture Boot Camp.....	40
TOOL: Weekly Numbers Microscope	46
Compartment 2: Say It	51
TOOL: Same Team.....	52
TOOL: The T.A.L.K.....	55
Compartment 3: Solve It	62
TOOL: Where’s My Puzzle Piece?	63
TOOL: The Issues Solving Track™	67
Compartment 4: Serve	70
TOOL: A “GO-TO” Person	72
TOOL: Become the Patient Coach.....	74
Let’s do a TOOLBOX inventory!	77
How long does this take?.....	78
What’s next for you? An invitation	80
Appendix A: What does Jill do all day?	84
Appendix B: Jill’s Favorite Things	85
Appendix C: Assessments!	86
Appendix D: Sample Written Plan Template (also downloadable from www.earnitproducer.com)	87
Acknowledgements.....	89

Visit www.earnitproducer.com to join the Producer
Community and share your story.

SECTION 1

Your Mindset

“Whether you think you can or think you can’t, you’re right.”

—Henry Ford

Myths you need to STOP believing

Myth 1: Money can't buy happiness. (Bull crap!)

Money, used well, can support our inner happiness, provide the resources for experiences, help us create and sustain important relationships, help us to help others, and help us gain access to additional knowledge.

Money is a tool to support happiness, if you are already happy!

Many clients I coached when they were searching for a new job had “head trash” around the concept of “money is bad or corrupt.” If this is you, let it go. Money is a tool that can help you get what you want. It's not the goal, it helps you **meet** your goals. It's like gas in the car: more gas, more miles ... more miles, more experiences ... more experiences, more growth ... more growth, more satisfaction ...

Myth 2: The amount of money I can earn is determined by my position or my boss.

You live in the country that invented the term, **making money**. Ayn Rand, the famous novelist and philosopher, pointed out that a long time ago, before the free market economy was an idea, money, wealth and status were just passed down from generation to generation. She said, “No other language or nation had ever used these words [to make money] before; men had always thought of wealth as a static quantity – to be seized, begged, inherited, shared, looted or obtained as a favor. Americans were the first to understand that wealth has to be created.” America provided immigrants with the right environment. Americans were free to work, free to fight, and free to be creative with the ways they lived and exchanged goods and services. Somewhere along the line, someone thought it was clever to announce that he was “making” money, and it stuck. The same is true today. You get to **create** money for yourself. We still trade money for perceived value. Only Always!

Myth 3: There is an easy way to MAKE money.

There's not. Period.

The BIG IDEA you need to start believing

I'm a straight shooter. I'm not going to sugarcoat this for you: the ONLY way to continuously make the money you want, to lead the happy life you want, is to **produce more measurable value.**

You need to produce more AND show your boss that you have produced more.

One of America's favorite motivational icons, Zig Ziglar, is famous for saying:

"You will get what you want, if you help enough other people get what they want."

Strategies that don't work!

If you are thinking about asking for a raise, please don't take advice from your "friend's friend!" If you've ever used one of these ineffective tactics I've listed below, don't fret: you can repent by using the Earn It Toolbox. But there is a chance it will take you a bit longer if you've already sinned!

Let me tell it to you straight: my clients (remember, they are bosses) have seen and heard CRAZY tactics when employees ask for raises. Everything from "lunch is expensive downstairs, I need a raise so I can afford it" to "I'm saving up for a tattoo, so can I have a raise?"

In a survey of over 100 actual bosses, here is what they said they thought about the following tactics:

The employee used:	The boss was thinking:
Fear: "I'm going to leave if I don't get more money."	"OK, leave." "Not a team player." "Not committed to his co-workers or the company." "Not loyal." "Short-sighted."
Guilt: "I've been here for two years and have not received a raise."	"But you're still doing the same amount of work." "So?" "What are you doing to better the company or yourself?"
Justification: "I do so much for this company, I should be making more."	"I feel bad I don't have more to offer her." "We all should be making more." "Does she know that I didn't pay myself last month to cover her paycheck?"

g
u
t
t
e
r

Shame: "My friend at ____ makes more than I do and works less hard."	"Then maybe you should work there, too." "I wonder if I'm a bad boss." "How does the other company do it? What other corners are they cutting?" "That's a lie."
Whining: "I need a raise because I have to pay for ____."	"We all have needs." "Is it a need or a want?" "If he can't manage his money, can he manage his job?"

The main observation I made when I dug into these "thoughts" of bosses was that they were all **defensive!** If you use words like these when asking for a raise, your boss feels like they need to defend their position, or essentially, fight back. This is the worst position to be in when you are trying to get something you want! When any human feels defensive (think back to the caveman days), his or her brain releases a chemical that triggers protective reactions and the primitive part of the brain takes control. When talking to your boss about a raise, you want her to use the logical, evolved and intelligent part of her brain: the one that can see and calculate the added value you bring.

Additionally, even if these strategies do work in the short term, notice how they set you up in the mind of your employer as weak, and not the kind of employee that can produce for the company long-term.

The tools I'm going to teach you will set you up for a lifetime of continual increases in your money making!

You'll continue to make more money because you'll consistently produce value wherever you are!

g u t t e r

What do I mean by “Producing Value?”

To understand this, let’s have a quick look at how money flows through a business.

The QDV (Quick and Dirty Version!): Let’s say the business you work for sold \$10 million worth of product in a year. After factoring in the expenses of running the business and buying all of the material needed to make the product, most companies are considered healthy if they have 10% profit, some more, some less, but we’ll stick with an average of 10% because the math is easy for me! (I don’t do math in public ... but wait, this book is pretty public, wouldn’t you say?)

What happens to all that money?

\$10,000,000	<i>Income: Cash from sales of the product</i>
-\$9,000,000	<i>Expenses: Cost of the materials, equipment and labor it takes to run the business</i>
=\$1,000,000	<i>Profit! The owner’s money, right? (WRONG)</i>

So, the profit is \$1 million. That goes in the owner’s pocket, right? WRONG! Most people think that the word “profit” means that the owner is “dancing in the dollars.”



That \$1,000,000 is now taxed, usually at a rate around 50%, so now we are down to \$500,000. If you are running a \$10 million business, the amount of your next month's expenses is probably about \$300,000, so you need to keep at LEAST that amount in the bank account to pay your bills the following month. Makes sense, right?

\$1,000,000	<i>Profit!</i>
-\$500,000	<i>Taxes :(</i>
-\$300,000	<i>Needed to pay NEXT month's bills</i>
=\$200,000	<i>This amount needs to cover emergencies, additional equipment, new growth plans, etc.</i>

Now we are down to \$200,000. That is the amount available to cover emergencies, purchase additional equipment, add or upgrade technology or vehicles, or build and maintain additional locations in order to grow the business. It is not nearly enough to stay ahead of the game, so some owners choose to take on debt or seek investors so they can continue to grow the business, which opens up an entirely new expense: interest.

You don't need any more detail than that but here's the BIG IDEA:

THE OWNER NEEDS YOU!

If you can help the business either increase income or decrease expenses, you will produce more value for the business.

If you were able to increase the sales by \$50,000 or reduce the expenses by \$50,000, you've produced additional value. That's what every company is trying to do: increase sales, decrease costs. If you wrap your head around that, you'll know what it means to produce value. Most business owners **want** to pay you more when you produce more.

Consider Greg's story:

"He never asked; he just produced great results. Changes were afoot. Some people in the company were just there for a paycheck and consistently producing

results well below the target, but Greg's results were above the target. The owners of the firm were consistently able to bill 80% of his hours worked when the target was 65%. Being a salaried employee, Greg consistently produced more value for the company than they paid him for. When his manager looked at the history, this had been happening for eight months! The manager gave Greg a raise he didn't ask for and everyone was happy."

Sounds like a great story, right? After you learn the "Earn It! way," come back to this story and think about what Greg could have done to make this happen sooner.

Producing MEANINGFUL work

Somebody somewhere will want me to mention that money isn't everything, and they are right. Many employee engagement studies show that experiencing meaningful work is at least as important as a paycheck. In his book, *Start with WHY*, Simon Sinek (one of my favorites!) explains that it's not what we do or how we do it that's important, it's WHY we do it. So ... what is your "WHY?" Why do you go to work every day? Remember, money is the tool; why do you need or want that tool? (Do an internet search for: "Simon Sinek Start with Why," then watch the 18-minute TED Talk for inspiration.)

My WHY

Aha moment: Your WHY makes your work *meaningful* to you.

When I see the words "meaningful work," I immediately think: productivity! No matter what "meaningful" means to you, it indicates that you are producing value for someone else. As an exercise, see if you can think of what the following jobs **produce** as "meaningful work." Think big and think deep. What are they producing? I've done the first few for you.

- Trash collector - a clean city
- A roofer - a warm, dry house
- Cashier at a movie theatre _____
- Shelf stocker at a grocery store _____
- Assembly line worker in a steel factory _____
- Cable TV installer _____
- Swimming pool salesperson _____
- A marketing assistant _____
- An accountant _____
- Your position _____

Will you be a Producer?

There are two types of people (and we are all both of these types during different parts of our day). Today, I worked with a team for nine hours in a long, tough session, and **produced** results for them. Now, I'm sitting on a plane headed back to Texas **consuming** the services of Southwest Airlines (I love them, by the way!). The key to becoming and claiming that you are a producer is to be conscious of it. Commit to being more of a producer than a consumer. This mindset applies not just within the economy; it works with energy, too.

Do you know anyone at work who consistently PRODUCES energy?

When they are around, people just get more done! These people have a way of activating others to move. Maybe they make the day go by faster by adding laughter or maybe their presence makes the workplace a little happier. Maybe it's just their own personal work ethic that is a good example for others.

How about the opposite: *Do you know someone at work who CONSUMES energy?*

They sap the energy of those around them and things get done a little slower! Often times, they can be found gossiping, complaining, coming to work late or not at all ... you get me?

Commit to being aware of when you are producing and when you are consuming for the next week. Then, think about how it **feels** to be a producer, to be the one that's driving to "get it done" for the rest of the team. It feels awesome 100% of the time!

Do this quick exercise to get you thinking about how to perform like a producer.

I'm a Producer when I...	I'm a Consumer when I...
How does it feel? _____	How does it feel? _____

Producers like to surround themselves with (hire) other producers (of results and energy). Read what some of my clients have said about this:

"I'll pay someone a thousand dollars a day if they can sell \$5000 a day!"

"You can work as many hours as you want. I have an endless list of projects I need done that I can't get around to."

"I'd love to pay my hard-working employees more, in fact, one of our company's long-term goals is for our employees to be the highest paid in the industry. We'll only get there if everyone is producing."

"One guy in our office has a contagious laugh, it seems like everyone just gets more done when he's around."

BIG IDEA: People who are producers of results and energy **WILL** get paid more.

And now...

Let's get into the head of your boss!

g
u
t
t
e
r