

"A GREAT GUIDE FOR THOSE THAT WANT MORE OUT OF THEIR CAREERS" - SHER MACALINO

LEARNING

HOW I TRIPLED MY SALARY IN 4 STEPS

ON YOUR OWN

A DEFINITIVE AND COMPREHENSIVE
GUIDE TO ADOBE INDESIGN.

BY DARREN VEERAPA (CPA)

Before I show you the 4 steps there are a few things you need to know i.e. the background here.

Because implementing these steps will be near impossible without some context.

The example I will use is mine. But you can use this in many industries & at different levels in the corporate hierarchy. From medium businesses to the largest ones.

Because the following material is based on my observation of 4,000 people in a total of 5 unrelated industries & how I managed my own career.

In fact, once you have read the following steps, you will understand why some high achievers did what they did.

And why you (And many others) around you, missed out.

Not your fault, I think..

This is not something that comes naturally. It has to be taught. Otherwise, people unknowingly do the opposite – and harm their careers. Reducing their career prospects, whilst plateauing their income.

Without the right mentors, like I had the privilege to have, around you – **there is no way you can figure this out on your own.**

But don't worry, I am not going to tell you to go look for mentors (Although, if you don't have 5-10 high placed mentors, well, you will come in second many times).

I am going to tell you what you will find out if you had highly capable and influential mentors.

And I will tell you a real life story – about how I tripled my salary in just a few years.

It will be told in such a way that you can then implement the different steps yourself. This is a sure fire way to increase your value & therefore your salary quickly.

In minimal time too.

Also, you'll find the steps deceptively simple & they are almost 100% reliable.

It actually took years to refine them, to make them simple enough so people can understand and implement them easily.

Unemployment is falling.

It's an unofficial wave. This tactic works in all climates, but you will benefit the most if you apply the 4 steps in this sort of environment.

Act quickly on this advice. Make more money. Advance your career & help more people and businesses. Feel more satisfied with your performance – than you have probably felt in a long time.

Don't fret – the 4 steps are easy.

1. The spy program - where's the money found?

I called this the spy program because..

I don't usually admit this to people – but “market research” is a really dry term. And I could have just called this “market research”.

The first thing you want to do – that will pay off in HUGE ways, \$\$ wise .. only IF you get it right?

Also, fast track all 4 steps?

This..

You need to find out what's really in demand in your industry and at the next level up (NLU) from you.

If it's in demand, it usually pays a little (or a lot) more already. **So, you're making more \$\$ by this point.**

But .. every time I ask candidates whether they know what's in demand, next level up (NLU) from them:

- a) Either they have no idea
- b) Or they have the wrong idea

How do you find out conclusively? (By the way, NEVER EVER start a job search without doing this)

Go to monster.com or your favourite job site & find out for sure.

I will show you later the exact method I used to find out – if you need more help.

Once you have that intel, then you can move on to step 2.

2. Specialising - to move faster

In my case & my industry, I quickly established that [KPIs knowhow] was in demand. So I did some research on this. Then I wrote a quick paper on it.

If you need more help with this, ask us.

Then I looked for job ads that specifically ask for [KPI knowhow]. I applied and by passed 175 applicants & got the job.

It really is that simple, to get the NLU. But that's not all – there is plenty of more \$\$ to be had & faster career progression too.

Watch next how I leverage this for my clients and myself.

3. Branding – so they give you a shot

That's right. Branding. If you don't understand concepts of personal branding.. I heard good things about this book, "the road to recognition" by Seth Price.

But I didn't read it..

Instead I did this.

Armed with what I knew was definitely in demand, I went back to the job ads.

And I looked for the *biggest/baddest/sought after employers* out there, that were advertising for this skill.

Remember, your initial research would have shown you skills in demand anyway.. so there'll be plenty.

And I applied.

In my case, I went from zero experience - into a market leader that had 120,000 employees in one step.

Branding.. personal branding?

That's all it is, folks – working for big names in the corporate world or your niche – gives you ample personal branding.

Think Google if you want to go digital and so on.. this approach will nail it good. And quick.

But it will work in any industry.

Want to know why?

Simple.

All industries have a leader. If you've worked for that leader, anyone else will work with you.

Everyone else looks up to & sucks up to that leader. *Like they are some kind of god or something.*
I am serious.

The best part – no one else is taking that approach – except for readers of this document i.e. YOU.

Anyone else, in that industry, will now employ you. And that's the next step.

4. Brand liquidation – how to build even more speed in your career move upwards

Think of yourself as a yoyo – a spinner on a string.

So, if ACME is your industry leader, you go in there as an assistant to a manager.

You can then go for that manager's role in a business that is slightly smaller than ACME – because the slightly-smaller business will look up to ACME.

Let's call that one ENRON (yes, I have a strange sense of humour).

But now, you are a manager at ENRON.

Next, apply to work as manager for ACME. Funny thing is .. a) you worked there b) you have experience as a manager in a business that's not that different from them i.e. ENRON, that they know of.

You can see how your personal brand has improved. Your salary has improved.

If you don't want to stop there, you have two choices.

Start the process from step 1 & write a paper on what's in demand by the NLU.

A.K.A. The yoyo



Or, re-do step 4 a few times over, every time getting your job title to be better.

Now.. if life gives you lemons, you make..

That's right. Both work. Evidently.

So, folks are staying in jobs an average of 12 months. (that's official)

Which means, you can enact any of these steps every 12 months and fly under the radar.

Hey, I never said I fought fair.

BUT....

I did say, (I think) I made "director" from a junior position in 1.5 years

&

I did say I tripled my salary in 5 years.

Want to see if we can make this work for you too?

[**Click here and find out.**](#)