



**GET PAID
MORE**

AND

**PROMOTED
FASTER**

**21 GREAT WAYS TO
GET AHEAD IN YOUR CAREER**

BRIAN TRACY

An Excerpt From

***Get Paid More and Promoted Faster:
21 Great Ways to Get Ahead in Your Career***

by Brian Tracy

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Preface

This book is for anyone who wants to take full control over his or her career. If you feel that you are deserving of far more than you are receiving today, you are probably right. This book will show you how to get it. The twenty-one ideas you are about to learn will give you a series of practical, proven techniques that you can implement immediately to move upward and onward more rapidly in any company or job.

These strategies have been distilled and condensed from my more than thirty years of experience in the world of work, at every level, from the most menial job all the way up to the executive suite. I started as a dishwasher and then was a stock boy in a department store. I worked my way through more than twenty different jobs in varying industries and different countries, learning these principles the hard way as I struggled forward.

Throughout my career, I was continually looking around me and asking, “Why is it that some people are more successful than others?” Specifically, why

do some people get paid more and promoted faster at work and others not?

Over the years, I rose from laboring jobs through sales and into management, eventually becoming the chief operating officer of a \$265 million company. Today, I consult with the executives of some of the biggest companies in the world on the subjects of career development and personal success.

In my various positions, I have hired, trained, advised, appraised, promoted, and fired countless people, from junior staff up to company presidents. I have designed and conducted seminars for thousands of ambitious men and women who wanted to get ahead more rapidly.

In my advanced personal coaching programs, I work with successful executives and entrepreneurs to help them to strategize and reorganize themselves to do more of the right things, in the right way, so they can increase their incomes at a faster rate than ever before.

These ideas apply to you, whatever you are doing today. The fact is that you are probably worth twice as much as you are earning right now. You may be worth five or ten times as much. But it is completely up to you to take the necessary actions to maximize your potential at work.

You are in charge. You are the architect of your own career. You largely determine everything that happens to you, especially in the long term. Your chief

responsibility to yourself in your work is to increase your ROE, your “return on energy.” Your main goal should be to get the highest return on the part of your life that you invest in your job. Your aim should be to get paid the very most possible for the amount of time you spend.

It takes just as many years to be a big success in your field as to be average. And the truth is that you are not average. You probably have the capacity to be extraordinary in some way, and possibly in many ways. You almost certainly have within you, at this very moment, untapped talents and abilities that you have never fully utilized. Your job is to identify your special talents and then to apply them to getting the very most out of yourself and your career.

This book has one single focus: career success. It is not about balance, quality of life, or the importance of personal relationships. These vital subjects are better dealt with in another place.

The twenty-one great ideas in this book are aimed solely at helping you fulfill your desire to do as well as you possibly can in your chosen field. These principles are based on the fact that you are in charge of your own career and your own future. You are not a passive agent waiting and hoping for good things to happen to you. Rather, you are the primary creative force in your own life. You are a creator of circumstances, not simply a creature of circumstance.

Every idea, method, strategy, and technique you are about to learn has been tested and proven in the crucible of practical experience. Thousands of men and women are applying these principles every day to dramatically improve their results at work. Regular use of these “twenty-one great ways” will save you years of hard work in reaching the same level of income and success. And there are no real limits on what you can accomplish except for the limits you place on yourself.

BRIAN TRACY

Solana Beach, California

April 2001

Introduction: Taking Charge of Your Career and Your Future

This is a wonderful time in human history to be alive. There have never been more opportunities and possibilities for ambitious people to achieve their career and life goals than exist today.

Your responsibility to yourself and your world is to take full advantage of the doors opening all around you. Your duty is to participate with all your talents and abilities in what many economists are calling “the Golden Age of mankind.” This book will show you how to do it.

In the coming pages, you will learn a series of practical, proven, simple, and effective ways to get paid more money for what you do. You will learn how to get promoted faster to higher levels of authority and responsibility. You will learn how to supercharge your career and put yourself onto the fast track at work.

These methods and techniques are used by the highest paid and most successful people in our society. When you begin to practice them yourself, you

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will put your foot onto the accelerator of your life and begin racing ahead in your career. You will make more progress in the next couple of years than the average person makes in ten or twenty years of just plodding along with the crowd.

We have moved from an era of lifelong employment to an era of lifelong employability. This means that from now on, you are completely responsible for every part of your work and personal life. One of the biggest mistakes you can ever make is to think that you work for anyone but yourself. No matter who signs your paycheck, you are always your own boss. You are always self-employed. In the long run, you determine how much you get paid, how fast you get promoted, and everything else that happens to you. You are responsible.

The top 3 percent of Americans in terms of pay and promotion view themselves as self-employed, no matter where they work or whom they work for. This attitude of self-employment, of taking complete responsibility for results, makes them more valuable to their companies and to themselves. As a result, more doors open for them. They get paid more and promoted faster.

From now on, see yourself as the president of a company with one employee—yourself. See yourself as responsible for selling one product into a competitive marketplace—your personal services. See your-

self as a consultant to your existing company who is determined to justify the amount you are paid every hour of every day.

Then, begin implementing the twenty-one great ways to get paid more and promoted faster that all fast-trackers use to move ahead more rapidly in their careers. You will never look back.

1

Decide Exactly What You Want

The world has a habit of making room for the man whose words and actions show that he knows where he is going.

—NAPOLEON HILL

This is the “giant step” in personal success and achievement. Decide what you really want from your career. Take the time to analyze your personal talents and abilities. Look deep into yourself to determine what you really enjoy doing. Identify the tasks and activities that most interest you and hold your attention. Think back over your past jobs. What have been your most satisfying experiences and your most enjoyable moments?

You are nature’s greatest miracle. You are the end result of millions of years of evolution. There never has been, nor ever will be, anyone exactly like you. In your genetic code, you have been programmed with

remarkable potential abilities that you can develop to perform certain tasks extraordinarily well.

You have been engineered for success from birth. You have within you deep reservoirs of talent and potential skill that you have not yet tapped into. You have the capacity to be, do, and have virtually anything that you put your mind to. But you must first accept the responsibility of deciding exactly what you really want and then dedicate yourself wholeheartedly to becoming everything you are capable of becoming.

In deciding what you really want, practice the process of *idealization* in your career. Project yourself forward five years and imagine that you were doing the ideal job, with the ideal people, at the ideal salary, and under the ideal conditions. What would it look like? Define your ideal clearly and then determine what you would have to do, starting today, to make it a reality.

Imagine for a moment that you could have any job at all. Imagine that all jobs and positions are open to you. Imagine that there is a job that you would really enjoy doing, hour after hour and day after day.

One of the greatest of all success secrets is for you to decide what you really enjoy doing and then find a way to make a good living doing just that. And this is up to you. No one else can do it for you. You are responsible.

You will almost always be paid more and promoted faster when you are doing something that you

enjoy, something that you find interesting and challenging and that stimulates and motivates you. The fact is that unless you really enjoy your work, you will never be able to develop the commitment, enthusiasm, and dedication necessary to rise above and push through the difficulties, challenges, and setbacks that every job or career contains.

To clarify your thinking, practice *zero-based thinking* regularly in your career and in your personal life. This method of analysis is a key thinking skill that comes from zero-based accounting and is one of the most powerful thinking techniques that you can learn and practice.

The way it works is simple. In zero-based accounting, you look at every expense and ask, "If we were not now engaged in this expenditure, knowing what we now know, would we begin it again today?"

Zero-based thinking is similar. Consider all of your previous decisions and ask yourself this question: "Is there anything in my life that I am doing today that, knowing what I now know, I wouldn't get into again today if I had to do it over?"

This is one of the most helpful questions you can ever ask and answer. *Is there anything in your life that you are doing today that, knowing what you now know, you wouldn't get into again today if you had to do it over?*

The fact is that in times of turbulence and rapid change such as today, and probably for the rest of

your career, you will always be able to say yes to that question regarding some area of your life or work.

Apply zero-based thinking to your current job. Knowing what you now know, would you take this job again on the same terms and conditions that you are now working under? Would you take this job working for this particular boss? Would you go to work for this company? In this industry? At this salary? Or in this position? Yes or no?

If the answer is no, your next question is, "How do I change this situation, and how fast can I do it?" You are responsible.

You may have to invest a lot of effort and make a lot of false starts before your ideal career. But it all begins with your sitting down and deciding what you really want in a job, as well as what you don't want, and then taking action to achieve that goal.

**TAKE ACTION NOW!**

Make up a “dream list” for your ideal job or position. Begin by imagining that you have no limitations on what you could do. Imagine that all possibilities are open to you. Imagine that you have all the education, all the knowledge, all the experience, all the contacts, and all the time and money you need. What job would you choose if you could have any job at all?

Think in terms of specific actions that you could take immediately. What could you do right now to begin preparing yourself and moving toward the exact job or position you really want? Whatever your answer, do something, do anything, but get started. You are responsible.

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