

# How to ask for what you want

Negotiations start the first time they ask you about money!

You have got to do your homework and figure out what you want before they ask. If you don't, you might set the bar too low, or you might set the bar too high and make them walk away. Your time and energy are precious: don't waste time chasing jobs that will not pay you enough. And don't leave money on the table!

How to answer, "How much money do you want to make?"

7 things that do not work:

1. Focusing only on what you want
2. Naming a flat figure (instead of a range)
3. Blind trust ("I trust you to pay me market rate")
4. Underselling yourself ("I'll take whatever they give me.")
5. Overselling yourself (asking WAY above market rates)
6. Being defensive or refusing to answer
7. Asking for too many things when you negotiate the offer

What does work:

1. Base your salary request on MARKET DATA.
2. Asking for it! If you don't ask, you won't get!
3. Being open and conversational (treat it like a discussion, not a war)
4. Focusing on what they need & want first ("package" the talk)
5. Naming a *range* of what you want
6. Knowing the market – and asking for realistic pay
7. Asking for the 2-3 things that REALLY matter to you (not 4 or more)