

Fearless Salary Negotiation A Step By Step Guide To Getting Paid What You're Worth

Get the secrets of success in this bestseller that can change life for the better. Claiming that the world is a giant negotiating table, renowned negotiator Cohen teaches the art of negotiation with dozens of concrete examples.

First, we leaned in. Now we stand up. In this "much-needed combo of real talk, confessions, and lessons learned along the way" (Chelsea Handler), Jaclyn Johnson—the founder and CEO behind Create & Cultivate, the fastest growing online platform for millennial businesswomen—offers a rallying cry for a new generation of women who are redefining the meaning of work on their own terms. Jaclyn suffered a massive blow in her early twenties. She was on an upward career climb and confidently moved across the country for a job—and then, was abruptly let go. Attempting to turn that closed door into an open window, she launched a company with a trusted business partner. Soon after, she discovered said business partner had made detrimental decisions to the company without her knowledge. Before she knew it, she was in the throes of a brutal business partner break up. She was only twenty-four. Determined to bounce back, Jaclyn overhauled the mess that was her life and by the time she was in her early thirties, she had sold a company and launched the much-buzzed about Create & Cultivate platform—and advised and invested in multiple million-dollar projects at the same time. So, how did she do it? In *WorkParty*, Jaclyn shows how she turned distrust into determination, frustration into fuel, and heartache into hard work—and how you can, too. With stories from leading female entrepreneurs including Christene Barberich (co-founder of Refinery29), Alli Webb, (creator of Drybar), Morgan Debaun (founder of Blavity), Jen Gotch of Ban.do, Rebecca Minkoff, and Kendra Scott, you will learn the tips and tricks from the best in the business while cultivating the passion and happiness you need to succeed. "This is the book you need to take your career to the next level—on your own terms" (Refinery29).

As someone in technology, you have an incredibly specialized expertise that companies desperately need. So why are you at the mercy of what a recruiter or HR feels like paying you? You don't know how to sell your labor at the best price, and you're suffering for it. The difference between struggling on an unfair rate and making thousands of extra dollars a year is all in negotiation, the critical lesson that you've never been taught. Until now. It's time to take the power back. You can and should be able to make a comfortable living off of your skillset, and I'm going to use my 20+ years experience in the industry to show you how to do just that. This book exposes all of the recruiter's dirty little tricks, the racket behind salary and benefits, and teaches you to negotiate for the best rate that you can really get.

Bestselling author, professional speaker, and former editor-in-chief of *Cosmopolitan*, Kate White shares the nine core principles gutsy women need to go bigger, bolder, and achieve the full level of success they desire. Twenty-two years ago Kate White wrote the bestselling career bible *Why Good Girls Don't Get Ahead but Gutsy Girls Do*, and helped thousands of women push their success to the next level. Now a new generation of women, still eyeing the pay gap and glass ceiling, needs its own set of rules for today's modern workplace. In *THE GUTSY GIRL HANDBOOK* White presents the nine core principles that have guided her career, offering dozens of straightforward, doable strategies for women in any field and at any stage in their professional lives. Drawing on original research, and sharing new success stories and never-before told examples from her time as the editor-in-chief of *Cosmo*, White inspires women to own their excellence, break the rules (or make their own), ask for the money and opportunities they deserve, and refuse to apologize for who they are and what they want. *THE GUTSY GIRL HANDBOOK* is a resource for women who want to build confidence, negotiate a great salary and perks, manage meetings, mansplaining, and interruptions, and create game-changing "notice me" ideas. This all-new, accessible handbook is a great gift for graduates, and a must-read for professional women of all levels.

A proactive new strategy for removing anxiety, and regaining control, throughout the job interview process "Marky Stein's book is wonderful. She gives us a thorough analysis of the whole interviewing process. *Fearless Interviewing* is clear, kind, and full of good advice.... Highly recommended." Barbara Sher, author of *Live the Life That You Love* A job interview is one of life's most stressful and challenging experiences. *Fearless Interviewing* presents a strategic approach to interviewing, one that tips the scales back in favor of the job applicant. It provides useful advice on all aspects of the interviewing process, including how to:

- Dazzle interviewers in the first 20 seconds
- Handle tough interview questions with ease
- Command a salary up to 20 percent higher

Successful job seekers have two major skills their competitors don't: the psychological endurance to approach job opportunities fearlessly, and the ability to adapt to a variety of situations to position themselves as each interviewer's dream candidate. *Fearless Job Hunting* offers these powerful psychological techniques drawn from cognitive behavioral therapy and reveals the strategies decision makers in top corporations use to find and hire exceptional employees. This book shows you how to:

- Silence unproductive anxieties and self-limiting beliefs
- Develop the motivation and stamina to stay positive while job seeking
- Pressure-proof yourself by building confidence and cool-headedness
- Get the edge in interviews by honing your communication skills

This book has received the prestigious accolade of being included in *The Albert Ellis Tribute Book Series*—created to honor the life and work of Albert Ellis, the founder of rational emotive behavioral therapy (REBT). REBT is one of the most widely-practiced therapies throughout the world and is the foundation for cognitive-behavioral therapy and other evidence-based approaches. These books provide proven-effective treatments and tools to improve psychological well-being, while also supporting advancements in psychotherapy for the betterment of humanity.

What do Elon Musk, Warren Buffet, Marissa Mayer, and Bill Gates all have in common outside of being wildly successful? They are all introverts. In today's fast-paced, unstable workplace achieving success requires speaking up, promoting oneself and one's ideas, and taking initiative. Extroverts, fearless in tooting their own horns, naturally thrive in this environment, but introverts often stumble. If you question your ability to perform and succeed in this extroverted work culture, *The Introvert's Complete Career Guide* is custom fit for you. In this supportive, all-inclusive handbook, Jane Finkle demonstrates how to use your introverted qualities to their best advantage, then add a sprinkling of extroverted skills to round out a forceful combination for ultimate career success. Finkle shares the keys to navigating each stage of professional development—from self-assessment and job searching, to survival in a new position and career advancement. In *The Introvert's Complete Career Guide* you will learn to:

- Build confidence by evaluating your values, personality style, interests, and achievements
- Write the story of your career in resume and LinkedIn formats
- Use social media at your own comfort level to promote your career and expand your network
- Express yourself clearly and confidently in network meetings, interviews, and workplace situations
- Build strong professional relationships with colleagues and senior leaders
- Overcome fears that prevent you from embracing new challenges

Equally applicable to the real or virtual workplace, *The Introvert's Complete Career Guide* provides strategies, tools, and success stories that win you the professional respect and recognition you deserve.

Author is a leading theorist in negotiation and decision-making.

A Huffington Post columnist and women's leadership expert outlines practical skills that women can use to implement positive change, covering such topics as self-esteem and how to overcome sabotaging gender rules of conduct. 50,000 first printing.

Mastering Business Negotiation is a handy resource for any leader or manager who needs practical strategies and ideas when conducting business negotiations. Grounded in solid research, the authors - experts in the field of business

negotiation - reduce the huge volume of available information into an accessible handbook for busy executives who need to prepare for everyday negotiations as well as for more demanding and complex negotiation situations. Mastering Business Negotiation offers down-to-earth advice for learning to play the negotiation game and shows how to: Understand the game so you can better control what happens Predict the sequence of negotiation activities and move from disagreement toward agreement Identify the strategies and tactics of other players in the game. Apply the rules of the game - the "do's and don'ts" that will ultimately lead to success

From the NPR host of The Indicator and correspondent for Planet Money comes an "accessible, funny, clear-eyed, and practical" (Sarah Knight, New York Times bestselling author) guide for how women can apply the principles of 16th-century philosopher Niccolò Machiavelli to their work lives and finally shatter the glass ceiling—perfect for fans of Feminist Fight Club, Lean In, and Nice Girls Don't Get the Corner Office. Women have been making strides towards equality for decades, or so we're often told. They've been increasingly entering male-dominated areas of the workforce and consistently surpassing their male peers in grades, university attendance, and degrees. They've recently stormed the political arena with a vengeance. But despite all of this, the payoff is—quite literally—not there: the gender pay gap has held steady at about 20% since 2000. And the number of female CEOs for Fortune 500 companies has actually been declining. So why, in the age of #MeToo and #TimesUp, is the glass ceiling still holding strong? And how can we shatter it for once and for all? Stacy Vanek Smith's advice: ask Machiavelli "with this delicious look at what we have to gain by examining our relationship to power" (Sally Helgesen, New York Times bestselling author). Using The Prince as a guide and with charm and wit, Smith applies Renaissance politics to the 21st century, and demonstrates how women can take and maintain power in careers where they have long been cast as second-best. "Machiavelli For Women is the ultimate battle guide for our times. Brimming with hard-boiled strategies, laced with wit, it's a must read for every woman ready to wield power unapologetically" (Claire Shipman, coauthor of The Confidence Code).

Fearless Salary Negotiation is a collection of Josh Doody's most valuable salary negotiation strategies and tactics from the Fearless Salary Negotiation website, where you can learn more about salary negotiation and career coaching, video courses, and other products. "Salary negotiation doesn't have to be scary - it's a skill you can learn, practice, and improve. Read Fearless Salary Negotiation, take notes, then follow Josh Doody's step-by-step negotiation process. Your future self will thank you."

In his highly anticipated follow up to the bestselling "Getting to Yes: Negotiation Agreement Without Giving", Harvard University's world renowned negotiation expert William Ury provides the definitive guide to attaining success at work and at home.

This effortless and unapologetic approach to self-promotion will manage your anxiety and allow you to champion yourself. Does talking about your accomplishments feel scary or icky because you're worried people will think you're "obnoxious"? Does it feel more natural to "put your head down and do the work"? Are you tired of watching the loudest people in your industry get disproportionate praise and rewards? If you answered "yes" to any of the above, you might be self-sabotaging. You need to learn to Brag Better. Meredith Fineman has built a career working with "The Qualified Quiet": smart people who struggle to talk about themselves and thus go underestimated or unrecognized. Now, she shares the surefire and anxiety-proof strategies that have helped her clients effectively communicate their achievements and skillsets to others. Bragging Better doesn't require false bravado, talking over people, or pretending to be more qualified than you are. Instead, Fineman advocates finding quiet confidence in your opinions, abilities, and background, and then turning up the volume. In this book, you will learn the career-changing tools she's developed over the past decade that make bragging feel easy, including: • Get remembered by focusing your personal brand and voice on key adjectives (like "effective, subtle, and edgy") • Practice explaining what you do in simple, sticky terms to earn respect and recognition from the public and people at work. • Eliminate words that undermine your work and find better ones--like your bio saying you're "trying" or "attempting" to do something instead that you ARE doing it. If you're ready to begin Bragging Better--to telling the truth about your accomplishments with grace and confidence--this book is for you.

Think about what kind of leader you could be if you knew, with absolute certainty, that you were the best person for the job. Now, think about all the reasons you can't be that leader. The stories you carry, your failures, the realities of your organization--everything that's in your way. The truth? You can be the strong, inspirational leader you imagine by leading authentically. But you have to peel back the facade and get naked. Many books tout the benefits of authenticity, but none explains exactly how to lead authentically or detail the rewards and risks of that choice. Naked at Work does both, making the case for authentic leadership and detailing the proven, step-by-step process used in elite executive coaching. This book will embolden you to own your unique story and use that real, imperfect experience to drive your personal and team performance. Using real examples from executives in large companies, the latest leadership theory and data, and her own track record of spectacular failures, Danessa Knaupp shows leaders how to get brave, get naked, and be the leaders they've always imagined.

As someone in technology, you have an incredibly specialized expertise that companies desperately need. So why are you at the mercy of what a recruiter or HR feels like paying you? You don't know how to sell your labor at the best price, and you're suffering for it. The difference between struggling on an unfair rate and making thousands of extra dollars a year is all in negotiation, the critical lesson that you've never been taught. Until now. ?It's time to take the power back. You can and should be able to make a comfortable living off of your skillset, and I'm going to use my 20+ years experience in the industry to show you how to do just that. This book exposes all of the recruiter's dirty little tricks, the racket behind salary and benefits, and teaches you to negotiate for the best rate that you can really get.

The tools you need to maximize success in any negotiation, at any level With Negotiate Without Fear: Strategies and Tools to Maximize Your Outcomes, master negotiator, Kellogg professor, and accomplished CEO Victoria Medvec delivers an authoritative

and practical resource for eliminating the fear that impedes success in negotiation. In this book, readers will discover unique and proprietary negotiation strategies honed over decades advising Fortune 500 clients on high-stakes, complex negotiations. Negotiate Without Fear provides readers at all levels of negotiation skill the ability to increase their negotiating confidence and maximize their negotiation success. You'll learn how to: Put the right issues on the table by defining your objectives for the negotiation Analyze the issues being negotiated with an Issue Matrix to ensure you have the right issues to secure what you want Establish ambitious goals using a proprietary tool to identify the weaknesses in the other side's best outside alternative (BATNA) Leverage a unique architecture for creating and delivering Multiple Equivalent Simultaneous Offers (MESOs) Negotiate Without Fear belongs on the bookshelves of executives and all the dealmakers who work for them. Additionally, specific advice is provided in every chapter for individuals who are negotiating for themselves and in the everyday world. This book is an invaluable guide for anyone who hopes to sharpen their negotiating skills and achieve success in any arena.

Networking is the art of building and maintaining connections for shared positive outcomes. This field guide begins by politely examining, and then shattering to pieces, traditional networking truisms.

"Jam packed with insights from women in the field," this is an invaluable career guide for the aspiring or experienced female tech professional (Forbes) As the CEO of a startup, Tarah Wheeler is all too familiar with the challenges female tech professionals face on a daily basis. That's why she's teamed up with other high-achieving women within the field—from entrepreneurs and analysts to elite hackers and gamers—to provide a roadmap for women looking to jump-start, or further develop, their tech career. In an effort to dismantle the unconscious social bias against women in the industry, Wheeler interviews professionals like Brianna Wu (founder, Giant Spacekat), Angie Chang (founder, Women 2.0), Keren Elazari (TED speaker and cybersecurity expert), Katie Cunningham (Python educator and developer), and Miah Johnson (senior systems administrator) about the obstacles they have overcome to do what they love. Their inspiring personal stories are interspersed with tech-focused career advice. Readers will learn:

- The secrets of salary negotiation
- The best format for tech resumes
- How to ace a tech interview
- The perks of both contracting (W-9) and salaried full-time work
- The secrets of mentorship
- How to start your own company
- And much more

BONUS CONTENT: Perfect for its audience of hackers and coders, Women in Tech also contains puzzles and codes throughout—created by Mike Selinker (Lone Shark Games), Gabby Weidling (Lone Shark Games), and cryptographer Ryan "LostboY" Clarke—that are love letters to women in the industry. A distinguished anonymous contributor created the Python code for the cover of the book, which references the mother of computer science, Ada Lovelace. Run the code to see what it does! An edition expanded with more than 100 pages of new content offers a blueprint for a better life, whether one's dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management or just living more and working less.

Describes a method of negotiation that isolates problems, focuses on interests, creates new options, and uses objective criteria to help two parties reach an agreement

Job hunters need this information now because the biggest mistakes happen in the beginning, well before the negotiating interview.

Written by bestselling author and salary negotiation expert, Lewis C. Lin, Five Minutes to a Higher Salary reveals how you can get a higher salary in five minutes or less. Easily get higher salary outcomes by using the book's scripted email and phone templates for over 60 negotiation scenarios. Unlike other negotiation books, you will never be left guessing how to apply a negotiation theory or principle. The book tells how to phrase your negotiation request, including the exact words to use. Scenarios covered include negotiating: Raises Base salaries Bonuses Stock options Early review More vacation time Flexible hours Relocation assistance Tuition reimbursement Severance package Visa sponsorship Special BONUSSES include: The magical ONE MINUTE salary negotiation script Frequently asked questions about the negotiation process, including common mistakes and SECRET tactics Six bonus email and phone scripts for RECRUITERS and HIRING MANAGERS to close candidates

: In this remarkably inspired collection of poems and musings, author Victoria Erickson calls us to the heart of our own aliveness with an invitation to inhabit a life fiercely lived. Weaving words like a vivid tapestry, Erickson reaches into the soul and invites us to swim in an ocean of hope, choosing love and aliveness over fear and resistance. Equal parts old soul and starry-eyed child, she encourages us to find the depth and meaning within our everyday lives, reminding us to stay true to our own paths while embracing both the pain and the beauty at the heart of reality. Keep this book close as a timeless reminder that wonder is everywhere. Your daily cup of universe.

You'll learn how two of the best heads-up tournament players think through every decision in more than 600 hands as they battle their way to the final round in the prestigious NBC Heads-Up Championship. You'll see their cards and hear their thoughts through twelve matches as they devise masterful strategies to defeat world-class opponents. Annie Duke and Vanessa Rousso give you a powerful mix of the practice, theory, and strategies for heads-up tournaments—where you must risk chips on every hand you're dealt—and show you what they did to beat the best players in the world. You'll see what works and what doesn't as amazing bluffs and poorly executed tactics are deconstructed. You'll learn how to design a game plan for each opponent, how to adjust your plan as the match progresses, how to play against pros and amateurs alike, and how to get the best of it against superior opponents. Their detailed analysis of when to change your strategy due to fluctuating chip counts, the flow of the match, and dynamic maneuvers make this book the bible of heads-up play.

The authors of Women's Don't Ask present an innovative approach to negotiation that explains how women can identify important goals, takes them step by step through the entire planning and preparation process, and offers strategic advice on the negotiation stage, with tips on managing emotions, confidence building, and an effective collaborative style.

Reprint. 20,000 first printing.

This powerfully intimate, plain-spoken memoir about fathers and sons, fortitude, and football from the face and voice of college football—Kirk Herbstreit—is not just “a window into the game, but also a peek into what makes him special: his heart” (David Shaw, head coach, Stanford University). Kirk Herbstreit is a reflection of the sport he loves, a reflection of his football-crazed home state of Ohio, where he was a high school star and Ohio State captain, and a reflection of another Ohio State football captain thirty-two years earlier: his dad Jim, who battled Alzheimer's disease until his death

in 2016. In *Out of the Pocket*, Herbstreit does what his father did for him: takes you inside the locker rooms, to the practice fields, to the meeting rooms, to the stadiums. Herbstreit describes how a combination of hard work, perseverance, and a little luck landed him on the set of ESPN's iconic *College GameDay* show, surrounded by tens of thousands of fans who treat their Saturdays like a football Mardi Gras. He takes you into the television production meetings, on to the *GameDay* set, and into the broadcast booth. You'll live his life during a football season, see the things he sees, experience every chaotic twist and turn as the year unfolds. Not to mention the relationships he's established and the insights he's learned from the likes of coaches and players such as Nick Saban, Tim Tebow, Dabo Swinney, and Peyton Manning, as well as his colleagues, including Chris Fowler, Rece Davis, and his "second dad," the beloved Coach Lee Corso. Yes, Kirk Herbstreit is the undeniable face and voice of college football—but he's also a survivor. He's the quiet kid who withstood the collapse of his parents' marriage. The boy who endured too many overbearing stepdads and stepmoms. The painfully shy student who always chose the last desk in the last row of the classroom. The young man who persevered through a frustrating Ohio State playing career. The new college graduate who turned down a lucrative sales job after college to pursue a "no way you'll make it" dream career in broadcasting. Inspiring and powerful, *Out of the Pocket* "proves the importance of perseverance and family" (Peyton Manning). Some negotiations are easy. Others are more difficult. And then there are situations that seem completely hopeless. Conflict is escalating, people are getting aggressive, and no one is willing to back down. And to top it off, you have little power or other resources to work with. Harvard professor and negotiation adviser Deepak Malhotra shows how to defuse even the most potentially explosive situations and to find success when things seem impossible. Malhotra identifies three broad approaches for breaking deadlocks and resolving conflicts, and draws out scores of actionable lessons using behind-the-scenes stories of fascinating real-life negotiations, including drafting of the US Constitution, resolving the Cuban Missile Crisis, ending bitter disputes in the NFL and NHL, and beating the odds in complex business situations. But he also shows how these same principles and tactics can be applied in everyday life, whether you are making corporate deals, negotiating job offers, resolving business disputes, tackling obstacles in personal relationships, or even negotiating with children. As Malhotra reminds us, regardless of the context or which issues are on the table, negotiation is always, fundamentally, about human interaction. No matter how high the stakes or how protracted the dispute, the object of negotiation is to engage with other human beings in a way that leads to better understandings and agreements. The principles and strategies in this book will help you do this more effectively in every situation.

This guide to job hunting teaches readers: how to become a powerful candidate by looking beyond the job description; how to use the four questions to distinguish a right interview from a wrong one; how trying to get a job can land you in the wrong job; where and how to gain the inside edge needed to interview confidently and convincingly; how to control the interview to one's advantage; how to make the prospective employer see the applicant as the solution to his/her problems; and how to win the job by doing the job.

Understand the context of negotiations to achieve better results Negotiation has always been at the heart of solving problems at work. Yet today, when people in organizations are asked to do more with less, be responsive 24/7, and manage in rapidly changing environments, negotiation is more essential than ever. What has been missed in much of the literature of the past 30 years is that negotiations in organizations always take place within a context—of organizational culture, of prior negotiations, of power relationships—that dictates which issues are negotiable and by whom. When we negotiate for new opportunities or increased flexibility, we never do it in a vacuum. We challenge the status quo and we build out the path for others to negotiate those issues after us. In this way, negotiating for ourselves at work can create small wins that can grow into something bigger, for ourselves and our organizations. Seen in this way, negotiation becomes a tool for addressing ineffective practices and outdated assumptions, and for creating change. *Negotiating at Work* offers practical advice for managing your own workplace negotiations: how to get opportunities, promotions, flexibility, buy-in, support, and credit for your work. It does so within the context of organizational dynamics, recognizing that to negotiate with someone who has more power adds a level of complexity. This is true when we negotiate with our superiors, and also true for individuals currently underrepresented in senior leadership roles, whose managers may not recognize certain issues as barriers or obstacles. *Negotiating at Work* is rooted in real-life cases of professionals from a wide range of industries and organizations, both national and international. Strategies to get the other person to the table and engage in creative problem solving, even when they are reluctant to do so Tips on how to recognize opportunities to negotiate, bolster your confidence prior to the negotiation, turn 'asks' into a negotiation, and advance negotiations that get "stuck" A rich examination of research on negotiation, conflict management, and gender By using these strategies, you can negotiate successfully for your job and your career; in a larger field, you can also alter organizational practices and policies that impact others.

Failure is inevitable and a postmortem analysis, conducted in an open, blameless way, is the best way for IT techs and managers to learn from outages and near-misses. But when the "root cause" is determined to be "human error" (or worse, particular humans), the real causes and conditions are lost. In this insightful book, IT veteran Dave Zwieback shows you an approach for making postmortems blameless, so you can focus instead on addressing areas of fragility within systems and organizations. If you're involved with assessing why something goes wrong on a project or at your company—as a system administrator, developer, team manager, or executive—the concrete steps in this guide will help you find a real solution that works. Recognize and mitigate the effects of stress during outages Learn how to communicate effectively in a charged, high-stakes postmortem conversation Collect the necessary data before the postmortem begins Focus on determining the actual causes and conditions of an outage Learn techniques for writing up a postmortem for either internal or external use

You may not realize it but simple, irrelevant factors can have profound consequences on your decisions and behavior,

often diverting you from your original plans and desires. Sidetracked will help you identify and avoid these influences so the decisions you make do stick—and you finally reach your intended goals. Psychologist and Harvard Business School professor Francesca Gino has long studied the factors at play when judgment and decision making collide with the results of our choices in real life. In this book she explores inconsistent decisions played out in a wide range of circumstances—from our roles as consumers and employees (what we buy, how we manage others) to the choices that we make more broadly as human beings (who we date, how we deal with friendships). From Gino's research, we see when a mismatch is most likely to occur between what we want and what we end up doing. What factors are likely to sway our decisions in directions we did not initially consider? And what can we do to correct for the subtle influences that derail our decisions? The answers to these and similar questions will help you negotiate similar factors when faced with them in the real world. For fans of Dan Ariely and Daniel Kahneman, this book will help you better understand the nuances of your decisions and how they get derailed—so you have more control over keeping them on track.

"I've made over \$100,000 from the funnels that Keith helped me set up." - Josh Doody, *Fearless Salary Negotiation Finally*, a top-down guide that walks you through every step of setting up and optimizing your automated marketing funnels. Effectively building and optimizing your marketing campaigns is straightforward, but rarely easy. Marketing is a process of continuous improvement, and the key is to focus on understanding the entire flow of your campaign, but measure improvement on individual blocks, and not try to fix everything at once. When running a business, you have to make hard decisions about where to invest your time and effort. The same is true in marketing -- when you try to focus on everything at once, you'll end up not being able to focus on anything at all. In marketing, there are a lot of moving parts, even through a relatively simple campaign, and it's tempting to just look at those top-line KPIs. That might be fine in the short run, but it's the outliers -- both the good and bad -- that help you improve your marketing, and grow your business. My mission is to empower you. To help you transition from the big "launch" model that drains your resources and energy for 3 months at a time every year, and instead move into a more scalable and leveraged model using automated marketing funnels. I'm here to tell you it's more than possible to build an evergreen marketing system that you can plug into paid traffic, and turn those leads into cold hard cash for your business. That's how you scale. That's how you become far more profitable, while working LESS and having the time to actually work ON your business. So grab a seat... get comfy... and get ready to completely transform your business for the better. From the Forward by Josh Doody: I've made over \$100,000 from the funnels that Keith helped me set up. If that doesn't get your attention, I don't know what will. A few years ago, I started building my Fearless Salary Negotiation business: I wrote the book, started building a mailing list, set up the website, and made video courses to help people get what they needed quickly since salary negotiations tend to sneak up on people. I also started working on SEO so more people could find my work when they needed help with job interviews or negotiating job offers. And it worked! More and more people came to my site and read the articles I had published there. But something was missing. I wasn't selling anything to all those visitors. So I reached out to Keith and asked for his help. I knew he had worked with some really big businesses and I figured if he could help them, he could probably help me. "Let's look at your funnels from top to bottom," he said. And we did. We started with better lead magnets, better Calls To Action (CTAs), better Thank You pages, better nurturing sequences, better sales sequences, better sales pages, and better upsells. The result? BETTER SALES. To the tune of more than \$100,000 and counting. That's what funnels are for, right? And when I read *The 90-Minute Guide to Building Marketing Funnels That Convert*, I saw everything Keith had helped me do with my funnels, distilled into a short little book. It's all there. Don't let the length fool you: This is the real deal. It's not watered down or "lite" - it's exactly what Keith helped me do to build funnels that turned all that traffic into sales. Do yourself and your business a favor and read this book. Your business will thank you. - Josh Doody FearlessSalaryNegotiation.com

In this New York Times bestseller, Isaac Lidsky draws on his experience of achieving immense success, joy, and fulfillment while losing his sight to a blinding disease to show us that it isn't external circumstances, but how we perceive and respond to them, that governs our reality. Fear has a tendency to give us tunnel vision—we fill the unknown with our worst imaginings and cling to what's familiar. But when confronted with new challenges, we need to think more broadly and adapt. When Isaac Lidsky learned that he was beginning to go blind at age thirteen, eventually losing his sight entirely by the time he was twenty-five, he initially thought that blindness would mean an end to his early success and his hopes for the future. Paradoxically, losing his sight gave him the vision to take responsibility for his reality and thrive. Lidsky graduated from Harvard College at age nineteen, served as a Supreme Court law clerk, fathered four children, and turned a failing construction subcontractor into a highly profitable business. Whether we're blind or not, our vision is limited by our past experiences, biases, and emotions. Lidsky shows us how we can overcome paralyzing fears, avoid falling prey to our own assumptions and faulty leaps of logic, silence our inner critic, harness our strength, and live with open hearts and minds. In sharing his hard-won insights, Lidsky shows us how we too can confront life's trials with initiative, humor, and grace.

Ninety percent of business problems are actually recruiting problems in disguise. If you're filling your company's vacant positions with B-Players, you're playing with fire. Instead, hire Rockstars to build an organization with limitless potential. *Recruit Rockstars* shows you how to find, hire, and keep the best of the best. Top-tier executive recruiter Jeff Hyman has hired more than three thousand people over the course of his career. Now, he reveals his bulletproof 10-step method for landing the very best talent, based on data instead of gut feel. From sourcing and interviewing to closing and onboarding, you'll learn how to attract winners like a magnet and avoid the mistakes that result in bad hires. Assembling a team of driven and innovative Rockstars is the most powerful competitive advantage you can have in today's ever-changing business world. *Recruit Rockstars* will help you nail your numbers, impress your investors, and crush your competitors.

"Makes a provocative case that you should put customers second, close open offices, and ditch performance appraisals."—Adam Grant, best-selling author of *Originals* "Under New Management is a lively, provocative must-read."—Whitney Johnson, author of *Disrupt Yourself*. Why accepted management practices don't work—and how innovative companies are changing the rules Should your employees know each other's salaries? Is your vacation policy harming productivity? Does your hiring process undermine your team? David Burkus argues that the traditional management playbook is full of outdated, counterproductive practices, and he reveals how the alternative management revolution has already started at companies like Netflix, Zappos, Google, and others. Burkus investigates behind their office doors to show how these companies are reevaluating and reinventing the most basic management principles, like hiring, firing, vacation policy, and even office floor plan, and enhancing their business's success as a

result. "Is your company ready for a radical departure from twentieth-century management standards? David Burkus has collected the stories of dozens of companies that are standing the old rules on their heads. Even better, Burkus shows how you can do it, too."—Daniel H. Pink, best-selling author of *Drive* and *To Sell Is Human* ? "If you are going to read one book on being a better manager in the next year, start here. David Burkus has assembled the most practical research and provocative ideas into an incredibly quick read."—Tom Rath, best-selling author of *StrengthsFinder 2.0*

Value Negotiation: How to Finally Get the Win-Win Right examines the complicated world of negotiation and provides a simple and practical approach in helping negotiators learn how to consistently deliver the highest possible value at the lowest possible risk in the widest range of situations. The textbook consists of three parts: in *Become a Negotiator*, challenge yourself to rethink your foundations and assumptions about negotiation, in *Prepare for Negotiation*, find out how to choose a negotiation goal and strategy, and anticipate critical moments during negotiation and in *Negotiate!*, uncover how you can connect with negotiating parties, work towards gaining mutual value, and finally, make the best possible decision. In each part, a wide variety of dialogues, scenarios, discussion questions and exercises have been specially designed to prepare you for commonly experienced situations and settings in negotiation. For university professors, adopting the *Value Negotiation* book entitles you to request a comprehensive Instructor's Package that includes an Instructor's Manual and a set of teaching slides.

Fearless Salary Negotiation A Step-By-step Guide to Getting Paid What You're Worth Negotiate Without Fear Strategies and Tools to Maximize Your Outcomes John Wiley & Sons

Imagine you could develop a customer-focused culture so powerful that your employees always seem to do the right thing. They encourage each other, proactively solve problems, and constantly look for ways to go the extra mile. In short, imagine a workplace culture where employees were absolutely obsessed with customer service. *The Service Culture Handbook* is a step-by-step guide to help you develop a customer-focused culture in your company, department, or location. Whether you're just beginning your journey, or have been working on culture for years, this handbook will prepare you to take the next step. You'll receive actionable advice, straightforward exercises, and proven tools you can utilize immediately. Learn the one thing that forms the foundation of every great culture. Discover what customer-focused companies do differently to engage their employees. And explore ways to strategically align every facet of your organization with outstanding service. Creating and sustaining a customer-focused culture is a never-ending journey that takes hard work, dedication, and commitment. *The Service Culture Handbook* is an indispensable resource to help you and your employees stay headed in the right direction. Praise for *The Service Culture Handbook*: "The *Service Culture Handbook* provides the poignant inspiration and practical instruction for the difficult work of transforming a service culture into one that is distinctive, successful, and permanent." -Chip R. Bell, author of *Kaleidoscope: Delivering Innovative Service That Sparkles* "Though research continues to uncover the astonishing impact of customer-focused cultures on customer loyalty and business results, few organizations know how to get there. Jeff Toister unlocks that mystery through this practical (and fun to read!) guide to developing a culture that really works." -Brad Cleveland, founding partner and former CEO, International Customer Management Institute

Learn what you need to succeed as a developer beyond the code. The lessons in this book will supercharge your career by sharing lessons and mistakes from real developers. Wouldn't it be nice to learn from others' career mistakes? "Soft" skills are crucial to success, but are haphazardly picked up on the job or, worse, never learned. Understanding these competencies and how to improve them will make you a more effective team member and a more attractive hire. This book will teach you the key skills you need, including how to ask questions, how and when to use common tools, and how to interact with other team members. Each will be presented in context and from multiple perspectives so you'll be able to integrate them and apply them to your own career quickly. *What You'll Learn* Know when the best code is no code Understand what to do in the first month of your job See the surprising number of developers who can't program Avoid the pitfalls of working alone Who This Book Is For Anyone who is curious about software development as a career choice. You have zero to five years of software development experience and want to learn non-technical skills that can help your career. It is also suitable for teachers and mentors who want to provide guidance to their students and/or mentees.

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