

*Your
Brilliant
Career*



HOW TO ASK FOR A RAISE.

Your guide to preparing for a salary negotiation; including tracking your successes, having the conversation, and what to do if things go pear-shaped.

By Gillian Fox

*If you are worried about
the price of getting started,
you should consider the
cost of staying exactly
where you are.*



Hi, I'm Gillian Fox.

It's great to have you here. I hope this guide helps you to build the confidence to ask for a pay rise and get paid what you deserve.

I'm a business owner, author, executive coach, and women's career expert if we haven't met.

I'm also what you might call a '*serial entrepreneur*', having founded, and built several successful businesses throughout my career.

Before any of that happened, I started my career in media with a huge dose of ambition and quickly rose through the ranks. When I moved into a senior executive role in magazine publishing, I worked with many incredible people and fell in love with the buzz and glamour of working in magazines.

But I won't pretend that those early years weren't rough. There were many long hours spent at my desk. Dealing with difficult stakeholders. Office politics that would make your eyes water. Think of *The Devil Wears Prada*!

Looking back now, I can see that those years are when I learnt some of my most important career lessons. Today I draw on my own experiences, my coaching credentials, and the experiences of other women I've worked with to help talented women like you achieve the success they deserve.

This guide is one small step to thinking about your career differently. Apply the strategies outlined and acquire the salary you deserve today, and in the future.

Gillian Fox

ARE YOU READY TO RISE?

IF YOU WANT MORE FROM YOUR CAREER RIGHT NOW, TAKE A LOOK AT THE [RISE PROGRAM](#).

Here are some of the things you'll learn:

- » How to get recognised without blatant self-promotion
- » How to handle negative feedback like a pro
- » Easy tips to increase your influence and command more respect in your workplace
- » Why you need to build relationships with mentors and sponsors – and how to do it the right way
- » Foolproof methods to initiate and manage difficult conversations
- » How to successfully navigate office politics without getting dragged down
- » Strategies to build your career confidence so you can be more assertive and decisive in the workplace
- » Clever tools to help you manage difficult stakeholders and stressful work situations
- » Practical advice about how to ask for your pay increase and impress a senior stakeholder
- » Tips for how to excel at work without sacrificing a full homelife and much more!

RISE WILL CHANGE THE WAY YOU SEE YOU AND YOUR CAREER.



VIDEO: RISE Program overview

Hope to see you there!

HOW TO ASK FOR A RAISE

So, you are thinking about asking for a raise and you want to get paid what you deserve. Fantastic! But do you know what to do?

This guide is going to show you how to prepare for a successful salary negotiation, how to track your successes, how to approach the actual conversation, and what to do if the conversation goes pear-shaped. It's a valuable resource that will help you get paid what you deserve.

THINGS TO KNOW BEFORE WE DIVE IN...

If asking for a raise makes you break into a sweat, don't worry. There is a solution, and that solution is knowledge! Knowing what to do and how to approach the conversation. And it is all here in this guide.

WHY IS IT SO HARD? WHY WE STRUGGLE TO ASK FOR A PAY RISE.

One of the greatest limitations is not knowing HOW to prepare or have that conversation. This is understandable given:

- » No one teaches you, and your boss isn't going to train you on how to ask for more money.
- » It's certainly not encouraged in our early work life, and we don't have to worry about it because our initial increases and promotions are mostly given to us.
- » As women, many of us have been conditioned not to speak up or ask for things.

Of course, asking for a raise isn't that challenging if you have an incredibly supportive boss, but what about approaching the boss who doesn't like these uncomfortable asks? Or maybe you've had a bad experience in the past where you asked, and you got a NO and it left you feeling deflated.

Or maybe, it never feels like the right time. In fact, every time you consider having the conversation, another constraint is announced, be it budget, a restructure, or a pandemic! It's relentless!

If you're struggling or hesitating to ask for more money EVEN THOUGH you believe you should earn more, then this guide might just give you the PUSH you need.

ARE YOU UP FOR THE PAY RISE CHALLENGE?

Before we even dive in, I want to invite you to join my community of career minded women and participate in the ANNUAL PAY INCREASE CHALLENGE.

Please don't develop a nervous twitch. I promise this challenge will feel more available once you have the relevant information and insights to do this.

Three great reasons why asking for an ANNUAL increase is worth it.

1. Making an ask every year attunes your employer that you will ask for an increase EVERY year – that you'll be back, year after year, because **you value the work you do, the contribution you make to the business and yourself.**
2. When you make this **ask** compellingly, at a minimum, they will walk away impressed with you. They will see you differently – someone who is prepared to speak up, back themselves, and displays good business acumen in the way you've presented your case. Even if they say no – **you will have elevated yourself, and you will be on their radar and probably that of others in the business.**
3. Another reason to ask is to help other women. Australia's national gender pay gap has hovered between 13% and 19% for the past two decades. **Asking for a pay increase will pave the way for other women to do it more.**
4. Finally, **companies have real business benefits when men and women are paid the same.** It increases productivity, fosters greater innovation, and, consequently, financial returns.

So, there's not just a HUGE 'what's in it for me' when asking for a raise – it helps other women and improves organisational performance.

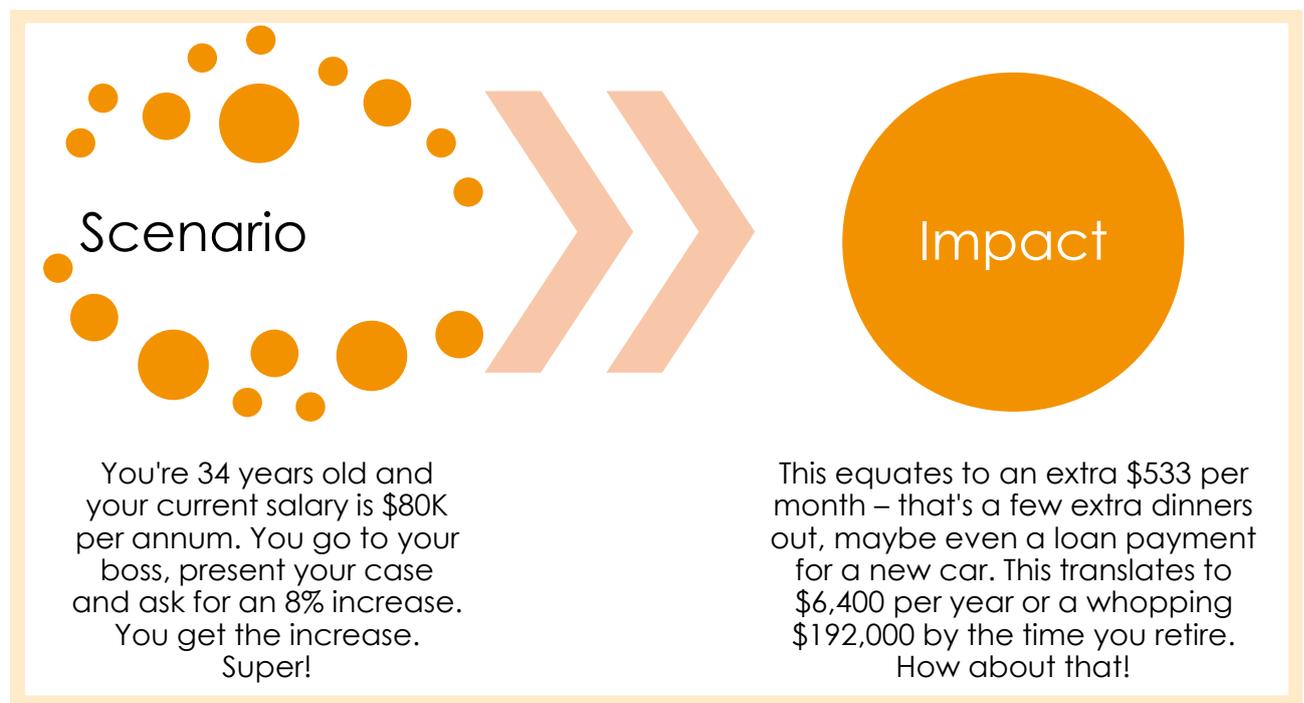
SO WHY DO WE HESITATE AND RESIST MAKING THE ASK?

This is not my assumption. A survey found that while 80% of women felt underpaid, two-thirds had never asked for more money – and those that had, described it as one of the most stressful things they'd ever done.

[Meggie Palmer](#), founder of salary negotiation company [PepTalkHer](#), believes women associate the word 'negotiation' with a negative experience. We think shark tank, or our worst teenage selves arguing with our parents – it's heated, angry and confrontational. **But the truth is... a negotiation is just a discussion.** A discussion aimed at reaching an agreement. We need to see it for what it is and put the drama aside.

The real value of asking for an increase every year.

Check out the salary calculator at [PepTalkHer](#) to truly appreciate why it is worth asking for an increase every year.



I know there may be variables to this, but it is still a powerful example illustrating the **importance and financial gains of consistently asking for a salary increase.** What could this mean for you over the course of your career?

Maybe jump in and do your own calculations [right now](#).

I hope, at this point, you have developed an interest in participating in the ANNUAL PAY INCREASE CHALLENGE, **BUT FIRST READ ON!**

Our 4 step plan to asking for an increase

STEP ONE: KNOWING YOUR VALUE

You'll have a view of what your salary should be, but is it substantiated? This is **something you NEED to know** and let me explain why.

None of us – despite how talented we might be – can simply ask for a pay rise. It's imperative you demonstrate your value. You need to have a case, an argument to present because no one hands out money these days and tenure counts for nothing, so you need to be prepared.

HOW TO DETERMINE YOUR VALUE

The question that emerges for most women is – **how do I know how much I am worth?** It's a good question and you do need to know the answer.

When you know your worth and it's validated by a credible source, you can ask for that salary with more confidence. It's not your personal opinion, it's the market and its substantiated.

When my coaching participants do this on the [RISE program](#), they tell me that they immediately feel better about asking for more money. Why? For them, it feels less personal, it's a market rate, not their perception. It allows them to own that figure and that's what we want. I want you to be confident in owning your figure, so you know your value and can make the ask.

Many experts on the web suggest the best way to know your value is to use the salary calculators. There are plenty if you do a search. [Hays salary checker](#) is an easy tool that can help you understand typical salaries and your potential earnings, based on your job details and location.



But it's not enough. A better and proven approach is to speak with a recruiter and gain their insights on your earning potential and marketability. Recruiters are in touch with the market so will give you an informed opinion of your worth.

The great thing about recruiters is that they are privy to information that you won't be. Salaries are always changing, and recruiters have their finger on the pulse. It's their job to know what's happening.

I know...I know... you might be cringing already, thinking I don't know a recruiter that specialises in my industry AND I don't know what to say when I call. So, let's clear this up quickly!

YOU can find a recruiter by asking a few people that you trust. They do not need to be your immediate work colleagues. They might be an old friend, an exercise buddy, an ex-work colleague. **You will have people in your network that would be happy to share a recommendation.**

You could even find a recruiter on [LinkedIn](#). It's all there – the recruiters WANT you to find them.

If you've managed to buy a fabulous pair of boots online by searching different shopping apps, you can do this! You can find a recruiter – it's no harder. Promise!

When you contact the recruiter, you simply introduce yourself and explain that you're interested in:

- » Understanding the market
- » The current opportunities
- » Your market value.

The recruiter is not going to get excited by a call that simply states – what's my value – you need to have an expanded conversation.

You don't have to hand over your CV. It's a discussion and may lead to them approaching you for other roles, but hey, that's not a bad thing. It might be a great opportunity and if not, it keeps YOU informed about the market and opportunities available.

[Meggie Palmer](#) advocates speaking to recruiters too. She also talks about **attracting a small, trusted group of people that you can collaborate with about salaries.**

A group that you can check in with and say – Hey, what are you and others being paid for that role right now?

Imagine having a group of smart, career minded women that you can plug into and ask – “what is the salary of this or that?” Maybe you're recruiting someone for your team, and you want to know what a reasonable salary is for a marketing coordinator. You can consult your trusted group.

So good. It's the sisterhood at its best. What's not to love about helping other women earn more money. We all benefit.

STEP TWO – BUILDING YOUR BUSINESS CASE

So you want to ask for more money... aside from knowing your value... what's your argument going to be? What's your justification for wanting more money?

When you ask for anything in business you have to demonstrate your value and build a business case that explains why.

You get nothing for nothing.

Consider asking for an extra headcount – you can't just say I need an additional person in my team. Requests for extra headcounts often go to the top, so naturally, leaders want to know the ROI and the business impact of having the additional person versus not having them.

Asking for an increase is not that different – **you have to present the facts, the data, the story to support your business case.**

HOW TO MAKE YOUR REQUEST FOR MORE MONEY SOUND COMPELLING.

When you ask for your salary increase, you want your message to be:



COMPELLING

CLEAR

CREDIBLE

To pull off the three C's, you need to prepare.

Meggie poses this question... **how would you feel if you had twenty minutes to prepare for your pay increase conversation?**

That's right. If you had to go in twenty minutes from now and pitch your case for a pay increase, how would that make you feel? Think about that for a moment.

Would it make you feel excited, ready to roll... or worried, anxious, frustrated because, let's face it, you wouldn't be sufficiently prepared. You would be relying on your memory and winging it.

To build a solid business case, you need to prepare, and ideally months ahead.

Yep, the more prep, the more amazing you'll be. But here's the good news – it's not complicated or high maintenance.

The mission is to gather your supporting evidence for your salary increase. To be successful, you need to show your boss why you deserve a raise. It's not enough to say the cost of living is increasing or that you're generally doing a good job. You must have specific and quantifiable evidence to present.

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While it might feel like your workload or recent increase in workload, speaks for itself – assume nothing.

You know yourself as a busy professional, you overlook things. You don't notice everything. Your boss is no different and they may not recognise your efforts in the way you want them to. I'm not saying this is acceptable – it's just the truth.

THERE ARE A FEW WAYS TO PREPARE AND GATHER YOUR EVIDENCE FOR THIS IMPORTANT CONVERSATION.

Both are effective... but different. Let's start with the SUPER FUN one.



THE TA DA METHOD

If you've listened to my podcast [Your Brilliant Career](#), you may have heard my interview with Briony Benjamin called [Careers are tough but so are you](#).

[Briony](#) is one of my favourite people. She just sparkles and she shares some incredible tips on getting through the tough stuff – and [all good careers have their tough moments!](#)

In the podcast, Briony talks about her Ta Da list. She describes it like an achievement list. A list that includes everything she has done. She'd complete it on a Friday



afternoon. She'd quickly jot down what she'd gotten through that week, what she'd achieved. So over time, she accumulated this log of achievements.

So when she went in for her first six month review at her role at Mamamia, **she blew herself and her manager away because there was so much great work to showcase. One fabulous TA DA moment after another.**

Her manager was like "Oh my goodness, how have you done all this?" and as Briony said in that episode... [if you don't tell your story and you don't advocate, then no one's going to do it for you.](#)

I've always been a fan of writing down a list of your achievements, so you have a record. It's great preparation for the pay conversation – but I really love this concept because the Ta Da list brings so much joy to the process. Its playful and fun... yet also tracks your success.

So, you could quickly start your own Ta Da list. All you need is an exercise book, or I would personally buy a lovely notebook, so it feels a bit special... and get to work. [The Ta Da approach is ideal for people who like a creative process or writing things down.](#) Good old pen to paper!

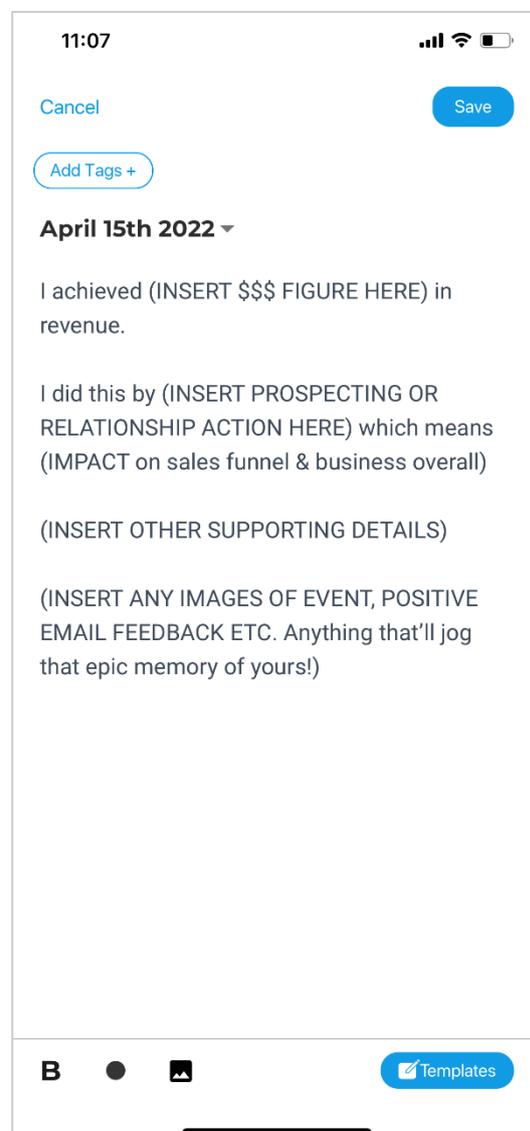
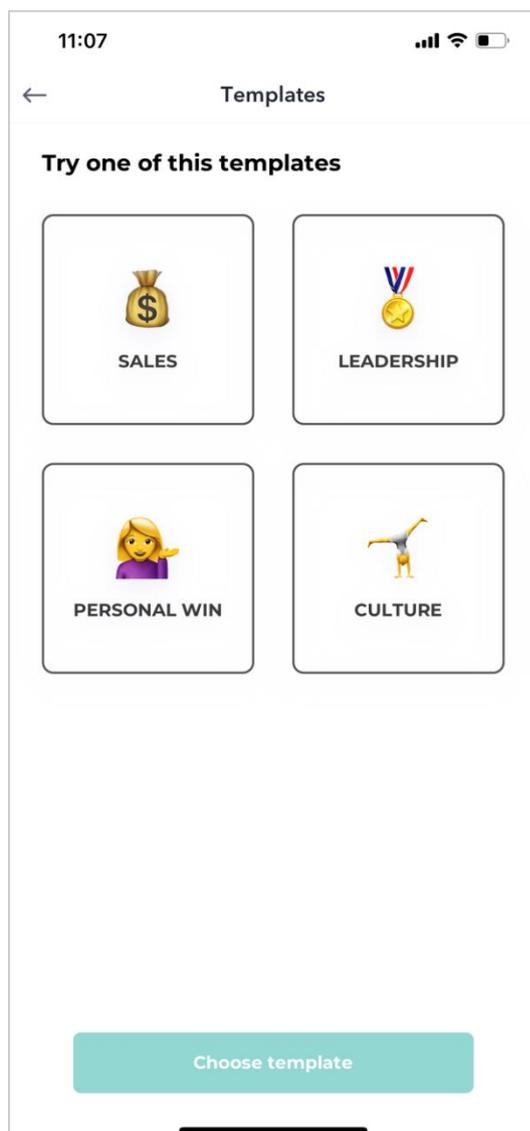
PEPTALKHER

This method of tracking your success and building your business case is quite different. [PepTalkHer](#) is a place to track your success in an app and it's the most brilliant tool.

You can go into the app store on your phone and look up [PepTalkHer](#). Make sure it has 'her' at the end because there is a Peptalk app and it's not going to help you get an increase!

Once you've signed up... you're in and you can start tracking your success. It helps track your everyday career wins. You simply type text, and you can even upload photos of your successes and it's all saved. How simple is that!

I particularly like the prepopulated templates and you can see how this helps you articulate the business benefits of that success because that's how you need to present it.



I recommend using the templates for your top 5 achievements. It will help you build out your case and **ultimately sound more sophisticated and compelling.**

But don't stop there, capture all your achievements as they happen.

- ✓ Did you start a conversation on how to improve something in the business?
- ✓ Did you organise the end of year drinks at the pub?
- ✓ Were you included in any important projects?
- ✓ Did you receive positive feedback?

All those examples are worthy. And if you can include a dollar figure or percentage improvements, do that – even better.

The app is great because you will accumulate a really cool list of your contributions and what makes them special. What makes you special!!!!

Your boss will want to know what **specific value have you added? And you will have the answers – and they'll all be accessible because you've tracked your success.**

Why is it important to do this consistently? Because we forget. Even if we dedicated the whole weekend to preparing for our pay rise conversation, do you really think we'd remember all our achievements over twelve months. There is no way!

Put simply, too much happens. I can't even remember what I did last weekend, let alone my proudest achievements three months ago. Your boss isn't going to remember – as good as they might be – as they will not be invested in you the same way you are invested in you. **No one is going to care more about this than you.**

Imagine reading back over a few months – how good will you feel about yourself – seeing all those incredible achievements.

**Yes!! It's an authentic reminder of how good you really are.
And you know what... that increased self-belief is going help
you have a better pay conversation.**



STEP THREE – WHAT TO SAY WHEN YOU ASK FOR MORE MONEY

This is the conversation and the part that people fear the most. The good news is that this is where you get to use the data and examples you have collected.

So, let's start from the top. Consider the appropriate time to have the pay conversation. I think you can make a good judgement call on this without my tips.

Then you need to get in there and have the conversation. The secret is to keep it clear, concise, and structured.

Here's some helpful tips:

Start by saying, *"Thank you for taking the time to meet with me today. I'd like to talk about my contribution to the business over the past twelve months and my salary."* Note your intention is set at the front end of the conversation.

Next is the chance to share your successes. You get to use your achievements and where you can, how they align to the business. If you can include a dollar figure or percentage improvements, do that too.

What follows is the precise request for the salary increase. This means you ask for a specific amount. Avoid kicking off with... *"I think I deserve this because of... these successes"* because that's not assertive enough. Instead, say, *"I feel 8% is appropriate". Or "I feel this amount is commensurate with the value that I've been bringing to the business"*.

You might also add that the proposed salary is equal to salaries for roles similar to yours in companies of the same size.

And then be comfortable with what I call the three-second-long pause. That's the pause where you desperately want to fill in the gaps because you're uncomfortable with the silence.

Give them space to think and respond – they will – they might say they will come back to you with some feedback, and that's okay. They might say yes, I'd like to see what we can do.

Can you see if you practise this conversation EVERY year, how damn good you're going to get at this? It's an exciting prospect, right!

If you need some extra support preparing, think about joining us on the [RISE program, our 4 month women's career program](#). We've helped many women prepare their conversation, so they do it exceptionally well. You have the fundamentals once you've got one good run under your belt. And you can repeat it.

STEP FOUR – WHEN THE CONVERSATION GOES PEAR-SHAPED

Despite the best prep, we also know that these conversations can go pear-shaped. We also know we tend to get a bit nervous at these moments, and it's easy to wobble. So, we need to have a Plan B thought through.

What makes most people feel the conversation went pear-shaped is that they received a NO.

If you've really made an effort, this can be hugely disappointing. Your natural response in that moment might be to RUN. Get the hell out of there. Remove yourself from this awkward situation.

But hold tight. It's unfinished business.

There are two common NO scenarios, so let's consider both.

1. The first is they say no because they don't believe you've achieved enough. There is a skill or performance gap that might be letting you down. Don't fret as this is good to know and with this knowledge, you will be better equipped next year.

While it might be disruptive hearing this feedback, don't let the conversation go off track at this point. Stay focused by asking them - **What specifically do I need to do in the next 6-12 months to acquire the increase?** We want to know exactly what you need to pull off to get the raise next year when you come back and ask again. (Thank you ANNUAL PAY INCREASE CHALLENGE! 😊)

What I love about this question is that it makes your boss or the decision maker think more deeply... and be more accountable too.

2. The more common NO is "we have no budget". Sound familiar!! If they say there isn't any money, don't pull up stumps there. **Be prepared to ask for something else.** It might be more super, fewer work hours, trips interstate to see your family, training and development. Join us at [RISE](#) – we even give the wording on [how to ask your boss to join](#).

What have you got to lose here? Nothing. Worst case scenario is that they still say no. You have done a stellar job articulating your case and presenting yourself in a positive light.

Thinking through these scenarios is helpful. You need to plan and prepare as things can go pear-shaped. It feels like a lot of work, but here's the thing... **you are building a new skill set and once you do this... it is going to get easier and easier.**

Knowing how to ask for a pay increase will set you up for success for the rest of your career.

Join us on the ANNUAL PAY INCREASE CHALLENGE

So to recap

1. **Understand your value** – This is an awesome place to start. It will build your confidence and get you moving. So go find a recruiter and/or your tribe of professionals to lean on when you need salary advice.
2. **Build your business case** – Hopefully, you can see how important – yet uncomplicated – it is to track your success. You want to be compelling, clear and credible when you present your argument, and you can do that when you have the facts and data to back you up.
3. **How to ask for more money** – Making the **Ask** for a raise is simpler than you ever expected. The secret is about being **clear, direct, unapologetic, and showcasing that data and value.**
4. **When things go pear-shaped** – And finally, if you get a no, hang in there. Don't pull up stumps yet! **Ask what you need to do to get the increase next time** or propose other compensation options. Be ready for that part of the conversation... because they won't be!!!

REMEMBER

You can do this. You are more capable than you think, so give it a go and get paid what you deserve. I know you won't be sorry.

**It's been a pleasure sharing these tips and hopefully inspiring you to take on the
ANNUAL PAY INCREASE CHALLENGE.**

No one will advocate for your financial worth more than you. It's not enough to ask for and automatically expect a pay rise. You need to prepare a solid business case demonstrating your value and benefits back to the business.

**For further support and to continue your career journey,
[register](#) for the next RISE Program.**

JOIN A COMMUNITY OF
LIKE-MINDED WOMEN... AND
STAY CONNECTED!



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