

I WILL TEACH  
YOU TO BE RICH  
BY *Ramit Sethi*

*The Ultimate  
Guide  
to Getting  
a Raise &  
Boosting  
Your Salary*

## Are you ready to get paid what you deserve?

Did you know increasing your salary is the easiest and fastest way to make more money? It's true! Just a single raise can boost your salary by thousands of dollars.

And that's just the first year. A one-time salary increase of \$5,000 — properly invested — adds up to over \$1,300,000 by the time you retire. Talk about a Big Win.



*1-time salary increase of \$5000  
Invested and compounded after 40 years: \$1,398,905.20!*

No more frugality. No more cutting coupons. No more worrying about bills.

That single conversation can be worth enough money to spend lavishly on things you love, take that exotic trip, pay off debt, buy drinks for your friends, even retire early — and you don't even have to do any extra work.

Like I always say, there's a limit to how much you can save, but there's no limit to how much you can earn.

And with just one conversation, you can boost your income for life.



### **Who Am I?**

Hi, I'm Ramit Sethi, New York Times bestselling author of *I Will Teach You To Be Rich*. I've helped millions of readers build businesses, land their Dream Jobs, become debt-free, and master their inner psychology so they can build a Rich Life.

## **How much is one raise worth to you?**

We all love getting bonuses.

But imagine what it'd feel like to get a raise — not just one big check — but a bigger paycheck every payday for life.

It transforms how you think about things like debt, savings, vacations, and shopping — because you have more money to live a Rich Life and do the things you want.

Whether you want to travel to visit friends on the weekend, buy something extravagant you love, pay off the mortgage, or just buy drinks for your friends... I want to show you how much just one relaxed conversation with your boss could be worth to you.

So I created this calculator to show you how much you can gain from even just one raise.

## **So why is negotiating our salaries so rare?**

We all want a raise, but nobody really tells us how to get one. What do you say to your boss? What can you do to make your boss HAPPY to pay you more?

Yes, we hear woo-woo statements like, “Be yourself!” And we see blog posts that tell us, “Wear your best outfit and smile.”

With advice like that, it's no wonder most raise conversations go like this:

US: "It's been a while since I got more money, and I think I deserve to get a raise. Is that something you can do?"

BOSS: "There's no room in the budget for that. Maybe next year."

US: "Oh, okay. Thank you."

It's embarrassing and humiliating — especially because we know other people still got big raises.

**We tell ourselves things like:**

"I can't negotiate."

"The economy is terrible. My company is struggling."

"If I just work harder, my boss will notice me."

And we settle for a fraction of what we deserve.

But you don't have to be a master negotiator to boost your salary — and your company doesn't have to be raking in money.

The reason is an impolite little secret your boss doesn't want you to know:

We all want a raise, but nobody really tells us how to get one.

# **\$5,000 or \$10,000 means nothing to a company, but it means everything to you**

Here's the key: even if your boss notices you, he won't pay you more unless you ask. (After all, would you pay \$110 for something with a \$100 price tag?)

Until now, most of us never had the tools to avoid common raise-killing mistakes.

Do you make these negotiation mistakes?

The first step to boosting your salary is to STOP shooting yourself in the foot. Most hopeful negotiators walk into these well-known traps and never get out of them. This guide will walk you through each of these, but first, beware the danger...

## **The top 10 negotiation mistakes**

1. Turning down offers and burning bridges
2. Never discovering what the interviewer is REALLY asking (the question behind the question)
3. Asking weak questions (or no questions) when your boss or interviewer asks, "Do you have any questions?"
4. Giving up or rambling when the boss says, "That's out of our budget" or "Maybe next year"
5. Not knowing what to say, or when to say, "No"
6. Never asking for a raise or negotiating your salary because "I suck at interviews — I always fall apart or ramble"
7. Telling your previous salary — and instantly destroying your chances of making a significant leap

8. Not planning in advance, even though 80% of the work happens before you ever enter the room
9. Ignoring psychology. Most people tell us to just ask for a raise... but they don't realize we have to get into our boss's head AND figure out how to build our confidence and overcome nervousness
10. Fumbling through an interview — instead of knowing exactly what words to say and how to say them

## **What we really need to crack the negotiation code**

You don't need tired hacks. You don't need feel-good motivational speeches.

You just need the exact systems, mindsets, and negotiation strategies that are proven to make your boss loosen the purse strings.

I studied every major book and course on asking for a raise, then I worked with world-class negotiators and social skills coaches to refine my system. My team invested thousands of hours testing over 100 different approaches to asking for a raise. And I flew leading experts to the studio to record in-depth video sessions for you.

And I'm revealing the exact systems, word-for-word scripts, and video case studies thousands of students have used to ask for a raise and get a bigger paycheck every payday.

Nobody else will tell you about the psychology behind negotiation. Nobody else will share case studies of how people really

boosted their income year after year. And nobody else will give you the word-for-word scripts and insights you need to ask for a raise and win.

All this is my gift to you because I give away 98% of my material and I want you to become a student for life.

Besides, you're going to work anyway — why not get paid what you're worth?

## **In this guide you'll learn:**

### **How to negotiate your salary**

The step-by-step process for negotiating a raise — plus word-for-word scripts you can use.

### **Overcome your weaknesses**

Don't let psychological triggers or social mistakes hold you back.

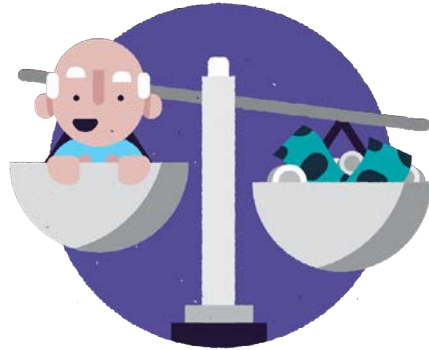
### **Negotiations in action**

Video case studies and practice negotiations.

### **What's next?**

At this point, you'll have learned some of the systems and strategies to ask for a raise and boost your salary for LIFE. In Part 5, I'll share even more of my best material on establishing a salary range, getting additional vacation days, or overcoming your boss's most common objections.





## **Part 2: How to get paid what you deserve**

Alright, let's dive into the nitty-gritty. I want to show you how to land a raise that could be worth thousands of dollars a year — and hundreds of thousands of dollars over your lifetime, or more.

I've helped tens of thousands of students like you get raises or find their Dream Jobs. And I've discovered most of us have the same questions — so I went to the studio to clear up these problems for you once and for all.

### **In the videos below, you'll discover how to**

- Get a raise or crush a salary negotiation using an easy-to-follow, stress-free approach
- Multiply your success with tested, word-for-word scripts
- Build confidence and instantly connect with your boss
- Eliminate your fears using powerful psychological levers

**Negotiating your salary WILL take work — but with the right system, you can do it in days or weeks.**

## **How to negotiate your salary and win — even if you're inexperienced, nervous, or in a stagnant industry**

Here's the fastest, most-effective approach to get a raise and make more money for life: Meet Justin, one of the best negotiators I've ever met. He's so good, I flew him into the studio just to break down exactly how the best negotiators think and speak during a negotiation.

The powerful word-for-word scripts in this behind-the-scenes interview will show you precisely what to say to negotiate your salary and open the door for more raises in the future.

[Click here to watch the video](#)

## **Avoid this trap: How to negotiate when they tell you there's "no flexibility"**

Companies often use this scare tactic to make us settle for less than we deserve... and pocket the money that should've been ours.

But with this trick — and my word-for-word scripts — you'll command their respect and make them excited to pay you what you're worth.

[Click here to watch the video](#)

## **How to explain an employment gap in just 3 sentences**

Most of us are terrified of explaining employment gaps — whether from layoffs or personal reasons such as mental health. Answer these questions wrong, and almost nobody will hire us, let alone pay us what we deserve.

But it doesn't have to be that way if you know exactly what to say. Here's the word-for-word script to turn raise - and negotiation-killing questions about your employment history.

[Click here to watch the video](#)

## **How to prepare your boss for giving you a raise**

The extra work it takes to get noticed is difficult — chances are, you're already doing it.

We think, "If my boss really cared, she'd recognize how much I'm helping and pay me more."

But working harder isn't enough to get most of us a raise.

We have to ask for it — and prepare our bosses ahead of time. In this video, you'll learn exactly how to set yourself up for raise after raise.

[Click here to watch the video](#)

## **The secret technique that makes bosses say “Yes!” to raises**

It's easy to tell the boss you've done great work.

But when you actually prove it – and explain how your work translates into more profit or savings for the company – you'll instantly grab your boss's attention.

The secret is SHOW, DON'T TELL.

By making the presentation about your boss and offering proof that you're driving the metrics that matter to her, you'll show you're a great investment — and be in a great position to land a raise.

This principle is called the Briefcase Technique, and it's helped IWT students amaze employers and earn hundreds of thousands of dollars.

Here's how you can use it right away.

[Click here to watch the video](#)

## **The top 7 mistakes keeping you from your Dream Job... and how to fix them**

Most of the questions I get about finding a Dream Job are tactical and focused minor steps that should come later in the Dream Job process.

I'm talking about questions like, “How should I format my resume?” and “What should I say about my last job if I didn't like it?”

These are good questions when you're ready to create your resume or interview for a job, BUT most job seekers make so many mistakes before that point that they never get interviews and it doesn't matter how flawless their resume is.

I've spent the better part of a decade mastering how to land a Dream Job. I tested the steps on myself and received job offers from top companies like Google and Intuit. And I've tested the steps on friends who've used my system to land their Dream Jobs and score \$10,000 raises at the same time.

The system works. I've mapped out the exact steps you should take to figure out what your Dream Job is, find unadvertised jobs, make your network work for you, land job interviews, get job offers, and negotiate your benefits.

I've ALSO learned what steps you should AVOID at all costs. Mistakes so harmful I like to call them “Dream Job Killers.”

Unfortunately, these lessons aren't common knowledge. I was reminded of that when I offered a full scholarship to my Dream Job Elite program and couldn't pick one — not a single applicant — because they all shot themselves in the foot with one or more of these mistakes.

Over 1 million people read my blog every month, and out of that pool, no one applying for the scholarship avoided the “Dream Job Killers.” I tell you this to point out how prevalent these mistakes are and how much of a leg up you'll have once you learn to identify and avoid them.

That's what this presentation is all about.

When you're done watching it, you'll be able to stop sabotaging your own job search efforts and start focusing on how to really fast-track your career.

[Click here to get access to the video](#)



## **Part 3: Psychological triggers that multiply your success**

The first time I negotiated my salary, I stumbled through it... and bombed. It wasn't that I was a bad employee or undeserving. What killed me was how I asked for a raise and the mental barriers that caused that uncertainty.

Here are some of my most powerful strategies and tactics to multiply your confidence and your chances of getting a raise.

### **How top performers get a job**

Have you ever seen someone who's less qualified absolutely nail a presentation or talk with your boss — and wondered how they did it?

Their secret was Competence Triggers — subtle psychological signs that demonstrate to other people that we're worthy of respect, attention, and the income we deserve.

And because we're all hard-wired to react to these triggers, they transform how people look at us.

In this video, you'll learn some of my favorite Competence Triggers, from how to project competence to the ONLY way to answer tricky questions about your salary.

[Click here to watch the video](#)

## **How to stop being shy**

Shyness can hold us back in everything from social situations to the negotiating table.

But fortunately, for most of us, there are psychological systems you can quickly put to use to overcome this barrier.

This isn't about changing who you are or becoming the life of the party.

Instead, it's about building your ability to communicate with your boss, eliminate stress and nervousness, and build a Rich Life. And it's easier than you think.

[Click here to watch the video](#)



## **Smiling too much: Social skills teardown**

Like bad breath, this is a problem nobody will tell us about — but everybody will notice.

I never smile, so this isn't an issue for me.

But while friendliness is good, some people smile too much — and send the message that they aren't serious or a worthy candidate for a raise.

If we smile too much, it isn't our fault.

And luckily, there's a simple way to become aware of this... fix it... and regain confidence and respect.

[Click here to watch the video](#)

## **60-min Master Class on social psychology and finding your Dream Job**

A while back, I held a live Q&A with my mentor, Stanford psychologist BJ Fogg. He's the father of the field of Persuasive Technology — and he taught me most of what I learned in psychology and persuasion early on.

**In this 60-minute webcast, you'll learn:**

- Why is it so hard to motivate yourself to change behaviors?
- How 3 psychology experiments change the way we think about persuasion

- What's more effective than "more information"? Learn about persuasion triggers you can use to change behavior
- One of the most famous examples of self-persuasion from WWII — and how you can use it yourself
- Unconventional approaches BJ has used to help people get Dream Jobs, get speaking engagements, and get national recognition
- How to get a Dream Job that's not on ANY job board
- How to carve out a niche for yourself where you're the world's best person — and you can command the according respect and rates

**I've put together the full 1-hour recording for you, along with a transcript and recommended book list.**



## **Part 4: In the hot seat: Watch salary negotiations in action**

Learning from other people's success is the fastest way to improve.

That's why I tested hundreds of different negotiation approaches, gathered over 50,000 data points, and flew students across the country into our studio to practice.

In this negotiation teardown and case study, you'll see actual students negotiate on video, so you can see where they go RIGHT and WRONG. Then, I'll do a master-level analysis that you can instantly adapt to your communication style.

### **Practice negotiation: Face-to-face with your boss (How to ask for a raise)**

Dave was meeting with his boss soon, and he was nervous about how to negotiate a raise.

**In this practice session, you'll learn:**

- Which simple tactic instantly demonstrates that you're prepared and confident
- How to prepare so when you ask for a raise, you're almost guaranteed to get it
- Exact scripts to persuade your boss — even if they say, “Times are tough” or “Maybe next year”
- The Would You Agree Technique that gets your boss nodding her head with you and puts you at an advantage

[Click here to watch the video](#)

## **Negotiation case study: How Karen got a \$10,000 raise**

When Karen started salary negotiations, she was worried her employer would find out about her previous salary (she was making \$13/hour).

You'll discover her uncommon approach, and find out which techniques and strategies she used to negotiate a huge salary increase. And you'll learn some of the word-for-word scripts that turned her interview into a \$10,000/year raise.

[Click here to watch the video](#)

## High performance, high pay

You've learned how practice negotiations can help you prepare and be confident in your abilities. And you've seen the case study on how an uncommon approach to salary negotiation can pay off big.

If you want to learn more, I have another series of videos that goes into even more detail.

You can use the strategies, tactics, and scripts in these videos TODAY to rocket your career forward. Are you ready to enjoy the life of a top performer?

### **You'll learn:**

- How to get a huge raise when you're very good at your job
- How to negotiate your salary if you're underpaid
- Three bonus tips on master negotiating, and the fastest way to improve your negotiating skills
- How to double how much you get done in a day and set yourself up for a huge raise

**Remember, information without action is useless, so watch this video series if you're ready to put the skills you learn into practice.**



## Part 5: What's next

You've learned some of the systems and strategies to ask for a raise and boost your salary for LIFE — in as little as a few weeks.

Now, I want you to have even more of my best material to ask for a raise or negotiate your salary, stress-free, including:

- A near-foolproof way to establish a salary range, so you don't leave money on the table or get disqualified for being too expensive
- Unconventional tactics to get stock options, additional vacation days, and other compensation in addition to your raise
- Exactly what to say to the trickiest and most common objections your boss brings up

**Plus, I want to give you the tools to land the best leverage you can have in any salary negotiation — having MULTIPLE JOB OFFERS from different companies.**

*"Ramit, thanks for the extra \$10K, 5+ weeks of vacation and 6% 401(k)."*

**-Justin R.**

*"11% salary increase, plus a bonus worth \$2,000"*

**-Jacqueline V.**

*“I used what I learned [to]...negotiate a raise while salaries were frozen at my job... I was able to secure an increase over 10%. Thanks!”*

**-Brian P.**

*“Using one tip alone, negotiated my salary by \$30,000.”*

**-Jeff B.**

**YES, I want to get a raise and earn what I'm worth.**

**I Will Teach You**  
*To Be Rich*

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