

# How Anyone Can Double Their Salary

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## How Anyone Can Double Their Salary

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## **How Anyone Can Double Their Salary**

### ***Introduction***

This chapter will give you the basic information and motivation about doubling your salary, why you need this and why you don't need to inform your boss about your new skills.

Here you can learn more about the author, about your benefits of using this system and your losses of not using it.

## **How Anyone Can Double Their Salary**

### **Disclaimer**

This book has been written to provide information about doubling your salary in one day without even telling your boss. It is sold with the understanding that the author and publisher are not engaged in rendering productivity, career and human resources services. If career or other expert assistance is required, the services of a competent professional should be sought.

Every effort has been made to make this book as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this book contains information on career enhancements and doubling your salary only up to the publishing date. Therefore, this book should be used as a guide – not as the ultimate source of career and productivity information.

The purpose of this book is to educate. The author and publisher do not warrant that the information contained in this book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this book.

## How Anyone Can Double Their Salary

## **How Anyone Can Double Their Salary**

### **Why I Think I Can Help You Double Your Salary?**

The answer is very simple – I have been there and done that. For the years I worked for my boss' software company as a web developer I created, tested and polished my performance system and I used the same strategies, techniques and tactics I am going to show you in this book.

I am the real proof that doubling your salary is possible.

For almost three years I have worked both for the company and for myself, splitting my day and progressively increasing my productivity and performance. Thus I managed to double and even triple my salary without even tell my boss. I was working from 9 to 5 as my colleagues but I was getting much more money than them. I was moving ahead and they were just employees.

This strategy helped me get the courage and confidence needed to quit the company and start working for myself only.

That's why I think I can help you boost your performance, double your salary and (I recommend it warmly) set yourself free becoming a self-employed entrepreneur.

### **Do You Want To Double Your Salary?**

How much money do you earn now? Can you tell that you make \$20, \$30 or \$50 dollars per hour? Do you make more than \$100 per hour?

Whatever amount of money you make you can double or triple it tomorrow (yes, tomorrow) and you don't need to tell your boss? Do you need more money? I guess you do. Do you know how to get them? I guess you don't. If you had the know-how to make extra incomes you wouldn't be reading this book. Am I right? Or, may be, you know what to do but you are not doing it?

In this short but very practical book I want to show you my proven in real life system for doubling your salary in one day. You can do it tomorrow. It works! Try it! Make twice money than today! Just do it!

### **You Don't Need Your Boss to Do It**

The sweetest thing in my system is that you do not need to go to your boss's office and beg him for promotion. You can promote yourself right now, this week.

Why is that possible? Because here - in "Double Salary System" (DSS) - you are in charge. Everything is up to you and depends on your actions, not on the generosity of your boss.

When you begin to apply this system you will need to perform simple actions. These simple actions will work together, step-by-step in order to move you on the next level of

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making money - the level of unlimited abundance.

### **The Double Salary System**

The Double Salary System (DSS) has been created and tested by me in my work and in my life. It lies on the following foundations:

- Accelerating your working speed and productivity twice.
- Maximizing your work performance and efficiency twice.
- Pretend not to have any changes in productivity when reporting to your boss.
- Use the additional free time for new money making initiatives.
- Continue working on 9-5 schedule and have enough free time for your family and yourself, but with your salary doubled or even tripled.

The main idea is that it is better for you to find and use additional streams of income than to get promoted for your increased productivity. Why is that true? Because if your boss fires you, whatever the reason is, you lose everything. But if you have one, two, five or even ten additional streams of income, when you lose one of them you are still in business, you will be able to survive and to take actions in order to obtain new streams and more money.

That's why the first thing you will do is to become faster and more efficient. This way you will free 50% of your time every day. This free time you can fill with new money making activities.

And you never ever have to tell your boss about your new performance rate because he will get you some additional tasks keeping the same money reward. Got it?

### **Who Is This System For?**

Generally the principles of Double Salary System will be useful for everyone who makes money here or abroad, employee or freelancer. But the maximum positive impact will be realized by people with the following jobs:

- Office people that does not serve to customers on desk.
- Administrative positions.

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- Sales representatives
- Advertising agents, etc.
- Managers of all levels.
- Designers
- Web designers
- Writers / Copywriters
- Home and small business entrepreneurs.

### **Your Benefits of Using the System**

If you use the Double Salary System your benefits will include the following:

- You will double your salary. That's the purpose of the system. So you will get more money.
- You will increase your performance and thus you will increase your free time to make more money.
- You will cultivate additional streams of income that will increase your lifestyle instantly.
- You will achieve time freedom.
- You will get more financial freedom.
- You will feel the happiness of being wealthy by working less (but more efficiently) than before.
- You will see the real future of you and your family. And this future is that you will achieve the greatest success you can imagine. It is up to you to make the first step.

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### **Your Losses of Not Using This System**

You are a free person and you can choose by yourself to use or not to use this system. I must tell you something about the things you will lose if you don't use Double Salary System. They are:

- You will continue to work harder and harder for the same salary as usual.
- You will lose your free time, step-by-step it will become zero.
- In fact your income will decrease, because your salary will remain the same, but the inflation, increasing the expenses and requirements of your environment will eat dime-by-dime all your salary and financial resources.
- You will get sick and tired of all that working and working but you will not able to quit because your salary is your only source of money.
- You will get more and more stress and pressure.
- You can get sick of all this work and stress.
- You will lose your sleep.
- You will lose your family's intimacy and love.
- You will lose the opportunities to take care about your health because of lack of time and energy.
- You will start hating life.

### **How to Use the System?**

This book is written with the pure intention to be 100% practical, easy to use and to guarantee you immediate results. So you can use it straight forward.

## How Anyone Can Double Their Salary

- **First.** Learn more about the system itself. This is described in the next chapter.
- **Second.** Start with the first practical step.
- **Third.** Follow the instructions exactly as they are explained. Don't think I have missed something. I have been there and done that. This system is created, tested and checked/double-checked by me. Everything is where it has to be. No exceptions.
- That's all.

***Double Salary System Overview***

The chapter contains a brief overview of the whole system. In this chapter you will find information about the main elements of the system and their place in the big picture.

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### The Big Picture

As you may guess this system is not the ultimate philosophy of life and universe. It is a step you must pass through in order to expand your life to the range of your dreams. Double Salary System is the factor that will give you the time and space to research, create, plan and achieve your goals and dreams.

So the purpose of DSS is to liberate you. If you apply the steps listed on the next pages you will be able to achieve everything you want.

I am sure you already have a plan for your life or you are working on it. But let me introduce you a simple overview of a good life strategy. This strategy is best for hard-workers and employees that want to grow but still are fixed on the desk in an office they hate.

I am following this strategy, too.

Here are the milestones of a constant growing individual...

### *Work*

Usually you start your career by working for someone else. You learn and master skills and make contacts.

### *Double Salary*

Soon you get good enough and open-eyed enough to have bigger ambitions than your boss can offer. But, unfortunately, you have to make money to survive and pay your bills. You can quit your job, take the risk and start your own business. But this is too dangerous and risky. It is too easy to fail. And this challenge is not for everyone.

I think you don't need to take such big risk. Here is the role of Double Salary System (One Job Two Salaries). Using this system you will literally double your time and will receive a half-day to research, plan and do your new businesses and develop new income streams.

### *Self-Employed*

When your additional incomes become bigger than your regular salary for 3 to 6 months, it is time to quit your day job and go ahead as a self-employed.

### *Entrepreneur*

During the months and years you develop and expand your business. Step-by-step you transform this enterprise into a system – money making automated system.

When this system is ready, fully automated and functional, it doesn't need you 24/7. Now you are going to receive the money which this system generates, but you have the time and financial freedom you need to start other businesses or have a vacation.

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### *Investor*

When your business gets big enough, you will have a lot of free money and you will be able to manage and invest them in order to make this money to work for you, generating more and more money.

As you can see, you have a long and amazing road in front of you, but you have to make the first step. There are people that live and die being employees (9-5 workers). These people have refused the opportunity to make something big with their lives and accepted the pain and despair which working for a boss generates daily.

If you want to go further and grow rich, you should make the first step and my suggestion is that this first step is to use Double Salary System and move to the next level of your freedom.

In the following sections you will find a brief overview of the DSS. The practice is close after that.

### **Monitoring and Analysis**

The first and most important part of DSS is to know where you are all the time. You have to measure your initial status, your current status, your change rate and your final status. But what are you measuring? The main factor to measure is the speed of your money, your \$/hr ratio. It is very easy to calculate – divide your monthly salary on the hours you devoted on working and making money. The results show how much money you get for one hour of your time. I used to represent my salary as a sports car and the money/time ratio could be represented as the speed of that car - \$/hr (dph) instead of miles per hour (mph). Using this metaphor is easy to understand the whole process of doubling your salary – you just have to make your money car move twice faster.

In order to measure the exact speed of your salary, you need to have more precise criteria for the money you make and the time you spend. You have to record and measure the exact time you invest in every activity and the exact money earned from that given activity. This is the only way to calculate your exact money/time ratio.

This process will be described in detail when you start working on your practical steps sequence.

### **Optimization and Additional Free Time**

The second core element of Double Salary System is to optimize activities in order to increase productivity and decrease the time you invest in every activity during the day. For the sake of this book your main goal will be to increase twice your productivity and decrease with 50% the time you use to finish your daily tasks.

The optimization has its own techniques and tricks and I will reveal them to you within the next day, when you will be on your way to double your salary.

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By doing things faster and being 100% more productive, actually you win additional time into your schedule. This time could (and will be) used to make more money. I mean – to make twice more money than now.

### Keep Stable Image In Front of the Boss

Probably the most important element is the delusion. You have to delude your boss and your colleagues that there is nothing new in your working speed and productivity. Why? Because if your boss knew that you are faster than before and much more productive, what they would do? Right! They would burden you with more and more work... But guess what – your salary will remain the same or you'll get a small raise in case you get promoted because of your new image of hard-working guru.

So, be like Spiderman, keep your new skills and abilities in secret and use them to make much more money than you get with your salary, even when you are promoted.

I do not want you to think that I am preaching that you have to avoid promotions. On the contrary, you are encouraged to fight for promotion in order to get bigger salary. With your new skills it will be very easy. Just keep in secret your real strengths and use them with maximum effect.

I am an enemy of working for a boss and I will always choose the additional income instead of a promotion. But if I could get promotion with minimum effort and while keep my additional income streams, I will not reject new fresh money. It is a matter of optimization, too.

I will recommend you to focus on optimization and doubling your salary and if you get the chance to be promoted – do it. The only problem is that you now have a bigger salary to double. ☺

### Use the Additional Free Time to Make More Money

The fourth key element of Double Salary System is to use your new additional free hours to make more money.

It is totally wrong from DSS's point of view to start surfing pointlessly in the internet, go to long-long lunches and watch videos online in the additional hours in your days. Don't do that – it is a waste of time. You have “created” these “new” hours for other purposes. What could you do to make more money in your additional money-making time? You could do many-many things, but the main idea is to do them, not only plan to do them or be willing to do them. You need to take action and do money-making stuff every given day. Here are the ideas described in this book:

- **Blogging** for profit
- **eBay** selling

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- Selling **information products** – ebooks, special reports, podcasts, etc.
- **Web designing**
- **Writing** / Copywriting / Information brokerage
- **Online publishing** via print-on-demand operators as Lulu.com and Cafepress.com
- Being a **freelancer** – there are a lot of money making opportunities.

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### *Initial Analysis*

A very active and dynamic day is coming, so you have to prepare yourself a bit in order to be able to follow my instructions closely.

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### Your Real Salary

I suppose you are aware of your current salary – you know first when your paycheck is in your hands of the money are in your bank account.

But maybe you will be surprised that the things are a little bit more complicated. Below I am giving you a simple formula that will help you calculate your real salary:

$$RS = (NS - TE - FE - C)$$

Where:

- **RS** – Your **R**eal **S**alary for given month
- **NS** – Your **N**et **S**alary for given month (example: \$4,800.00)
- **TE** – **T**ransport **E**xpenses for given month (example: \$320.00)
- **FE** – **F**ood **E**xpenses for given month (example: \$930.00)
- **C** – Work Phone **C**alls from your personal mobile phone for given month (example: \$150.00)

For the example values, your real salary will be:

$$RS = \$4,800.00 - \$320.00 - \$930.00 - \$150.00 = \$3,400.00$$

Why your salary became so small? It gets smaller because you are investing not only your time while you are on your desk in the office. You get money every month or every two weeks. But you spend money too. You spend this money not because you want. You spend them because you are at work and you have to make these expenses.

When you are in the office, you have to spend extra money to buy yourself lunch, load gasoline and call customers, partners, etc. These expenses are a dead weight for you and they harm your profit as an employer.

So, as you can see, the real money you get and you can use is RS – your real salary.

### Your Time Invested

Do you know how much time you invest every day, week and month in your work? Here is the formula for that calculation:

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$$RTI = WT + TT + OT + WHT$$

As you can guess, here the legend is:

- **RTI** – **Real Time Invested** for given month
- **WT** – Your **Work Time** (ex.: 9 hrs x 22 working days = 198 hrs)
- **TT** – **Transportation Time** (how much time you spend for travelling to the office and back from work – for example: (2hrs + 2hrs) x 22 working days = 88 hrs)
- **OT** – Your **Over-Time** (example: 2 hrs x 10 days = 20 hrs)
- **WHT** – **Work at Home Time** (if you have worked or even thought about work at home, count these hours too – example: 5 evenings x 1 hr = 5 hrs)

For this example, your real time invested in a given month is:

$$RTI = 198 + 88 + 20 + 5 = 311 \text{ hrs}$$

### Your Money/Time Ratio

Now is time to calculate how much money you really make per hour – what is the price of your time.

We have two measures here – the total ratio and the real ratio.

### *Your Total Money / Time Ratio (TMTR)*

The formula is very simple:

$$TMTR = NS / (WT + OT + WHT)$$

- **TMTR** – **Total Money / Time Ratio** for the given month
- **NS** – Your **Net Salary** for the given month (example: \$4,800.00)
- **WT** – Your **Work Time** in hours for the given month (example: 198 hrs)
- **OT** – Your **Over Time** in hours for the given month (example: 20 hrs)
- **WHT** – **Work at Home Time** (example: 5 hrs)

## How Anyone Can Double Their Salary

The result with the example used is:

$$\text{TMTR} = \$4,800.00 / (198 + 20 + 5) = \$21.5/\text{hr}$$

### *Your Real Money / Time Ratio*

Here's the formula:

$$\text{RMTR} = \text{RS} / \text{RTI}$$

- **RMTR** – Real Money / Time Ratio for the given month
- **RS** – Your Real Salary for the given month (example: \$3,400.00)
- **RTI** – Your Real Time Invested for the given month (example: 311 hrs)

The result with the example used is:

$$\text{RMTR} = \$3,400.00 / 311 = \$10.90/\text{hr}$$

What a surprise! It appears that your real price is twice smaller than we thought! This is not good for you and we are going to change it as soon as possible.

### **Your Target Salary**

As you can see in the title of this book, our goal is to double your salary. In order to double your salary you just have to double your RMTR.

There are two main steps (milestone goals) you have to perform to achieve your goal:

- Decrease your RTI with 50%.
- Increase your RS with 100%.

In the following chapters I will guide you step-by-step and you will see the light!

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### *Split It!*

This chapter covers the idea of splitting your day and explains why this is a good practice in order to double your salary today.

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### The Split Daily Schedule

One of the main tools you are going to use is the Split Daily Schedule. Its idea is that you are going to split your day into two parts.

The first part is for the company. The second one is for you. I don't want to scare you, but you are going to do all the things you planned for that day in the first half of it. The second half is for researching and using strategies and methods for making additional money.

It is quite simple to make your own Split Daily Schedule, just follow the steps below:

- Get an empty white sheet of paper – letter format or A4.
- Rotate it horizontally – to be in landscape position.
- Draw a vertical line through the central axis of the sheet. This divides it into two equal parts (sub-pages). Each of these parts corresponds to one half of your day – before and after lunch.
- On the top of page write tomorrow's date and day of week (I presume that you are doing this the evening before the Doubling-Salary-Day. Otherwise – write the date of the Big Day).
- On the top of the first part write “HALFDAY 1: TODO for The Company”. Underline it.
- On the top of the second half write “HALFDAY 2: TODO for Me”. Underline it.
- In Company's half write down all the tasks you have to finish that day according to your duties and responsibilities in the company.
- In your half write the following task tags one under another – “Research (1 hr)”, “Brainstorming (1 hr)”, “Planning (1 hr)”, “Money making actions (1 hr)”.

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- The bottom part of the sheet leave blank to write your notes. You can take notes on the back of the sheet too.

### Split Your Day

The most crucial thing you will do first is splitting your day into two equal parts – The First Half and The Second Half.

For this purpose you will use the Split Daily Schedule template or you can do it by hand as described before.

Now is the time to do this. Here are the steps you should pass:

- Write the date of The Big Day.
- Fill the First Half as described in the next sections.
- Fill the second half as described in the next sections.

Why do you split your day? Here are the reasons:

- **Focus.** You will focus your action and thoughts. You will know – “The First Half is for Them, but The Second Half is for Me!”
- **Doubling your time.** You will have two time windows. If you follow the instructions and advices of this book you will really double your day/time by being more effective and by fully optimizing your working skills and actions.
- **Motivation.** The splitting of the day will decrease with 50% your deadlines for that day and you will be motivated to work efficiently and fast in order to match these deadlines.
- **Double your salary.** Actually you will quadruple your salary, but let’s talk about doubling only. How come? This is possible because you have cloned your day and you have 100% more time to research ideas, plan and make more money.

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### **The First Half is for Your Boss**

I suppose you have some tasks given from your boss to do for the week or for the day. Previously you have planned to do these tasks during the whole day.

Now I am going to make your life much harder by pushing you to do this long list in half a day – till the time for lunch.

So, in the first half of Split Daily Schedule write down your tasks and be ready for action.

### **The Second Half is For You Only**

When you are back from lunch, you have to take care about yourself and about your money. You have already made some money for your boss. Now you are going to make some more money for yourself.

If you follow all my instructions for the first half of the day, you have doubled your salary just by doing things faster and with better performance.

In the second half of the day you are going to quadruple your salary by finding ways to make money and create additional money streams coming to your pocket and bank account.

Now you are ready with splitting of your day. It is time for action. Go ahead!

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### *The First Half*

This is the half of the day devoted to the company you work for and to work for your regular salary. Use the tips and advices given below to achieve maximum performance and finish all-day-tasks in a half of the day.

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### Do It Fast and Easy

For the first half of the day you have only one goal and it is to finish all tasks listed in your Boss' half of the Split Daily Schedule. You have to finish all of them but till lunchtime.

How to do it? Here are your guidelines:

- Start with the first one.
- Work as fast as you can.
- Work with maximum performance.
- Reject and/or postpone stupid tasks.
- Outsource everything you can.
- When you finish one of the tasks, move to the next.

Working fast and with maximum performance means just that you have to move your fingers and your mind twice faster than before and produce twice more results in order to manage all these tasks for a half-day. How is that possible?

I know that you are not a robot or a Speedy Gonzales. So, how to boost your speed? Here are the ways I prefer. They are described in detail in the next sections:

- **Your Space.** Optimize your working space – your desk, your computer's desktop. Make your environment as convenient as possible. That will make you work fast and be more productive because of increased efficiency and convenience.
- **Your Time.** The planning and time management are crucial to better performance. In one of the following sections I will give you some reality proof techniques and tactics that will help you manage your time without being forced to manage the time-management time.

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- **Your Skills.** If you are good at something you are fast and productive. This is a proven rule. If you are a web guru I guarantee you that you write your programming code very fast and you do everything very smoothly and efficiently. If you are a good typist I am sure that you write as a rocket. My point is that if you obtain some skills (listed and described in the following sections) you are going to increase dramatically your productivity and working speed. This will double your time and will give you a half-day for you financial growth.
- **The Meetings.** If you do not succeed to manage your meetings, they will manage you. I consider the meetings as the world's biggest time wasting activity ever! I hate the meetings (I mean the working/business meeting of course). When you are on a meeting you know for sure that you have already wasted your time. In one of the following sections I have given to you meeting management and approach techniques which I use in my practice to save time and be happy.
- **The Calls.** The phone is evil thing. If you have a phone near you I can tell you that no serious work will be done today. Why? The phone distracts you when you just focused on something. When you pick up the phone you have to re-tune yourself to the new problem, the new person and new situation. This takes time and effort. When the call is finished you need more time and effort to tune-back yourself to your previous work. This way you lose a lot of time and this reduces your performance and productivity very much. I will show you some techniques that will help you manage your phone calls and save time.
- **Rejecting and Postponing.** Your office is full of people who want to steal your time. They just want to ask you

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something or they have a small task for you, etc. This is not true. They are here just to waste your time. In order to increase your working speed and improve your performance you have to master the art of rejecting and putting away these time wasters. If you cannot reject some pointless task, postpone it long enough to allow some other poor guy to fix it. You will see how this is possible in the following sections of this chapter.

- **Outsourcing.** Of course you cannot outsource all of your work, because your boss is going to fire you. What I mean is to do only what is your duty and transfer all other tasks to your colleagues who are responsible for them. Do not accept any task that doesn't match your job description. That's the secret.

In the next sections I will give you the techniques and tactics I use on daily basis to boost my productivity and increase dramatically my working speed. Using these tactics it became a practice for me to work half-day for the company and half-day for me. This way of doing things allowed me to develop my own web design business at the same time I was working for a software company. After 2-3 years I felt confident enough and started to work for myself only. I recommend you the same way of getting out of 9-5 daily experience.

### Your Space

You have to master and control your working space in order to get faster and more efficient. Making your environment more convenient for you will naturally increase your productivity and working speed.

Follow the tips below to optimize to the maximum your desk and everything around it.

#### *The Perfect Desk*

You don't need all that paper on your desk, do you? You are keeping it there because you think it could be helpful for you in the future, but let me tell you something – it won't. The unnecessary papers will stand in your way on doing things faster and better. Do the things below and liberate you from the yoke of paper:

## How Anyone Can Double Their Salary

- **The Dead Projects**

- Take a box and write on it with a permanent marker: “Dead Projects”.
- Get all the papers (without putting them in order) that correspond to projects that have no activity during the last three or more months. Get these papers and put them in the box.
- If one box is not enough, get as many as you need to handle all the paper for dead projects. Write on every box – “Vol. 1”, “Vol. 2”, etc.
- Write your name on all the boxes and put them deeply in the company’s storehouse.
- Forget about these boxes. You will never need them.

- **The Projects That are Alive**

- Identify how many projects you are working on at the moment.
- Prepare a folder for every project and bind the paper in it.
- Don’t put the papers in order at this moment. Just get them sorted by project and bind them in folders. One folder for a project.
- Name every folder with the title of the project.
- Put all these folders in your cabinet and forget about them until you have a task for one of these projects.

- **Project You Are Working On At The Moment**

## How Anyone Can Double Their Salary

- The only papers you should have on your desk at any given moment are the papers corresponding to your current project.
- Put the folder with this project on your desk. Keep it closed and open it only when you have to read/write something or when you have to put new paper inside.
- When you stop working on this project (temporary or forever) remove the folder from your desk and get it back to the cabinet with the live projects or to the boxes with the dead ones.
- **Post-it!Post-it!**
  - Post-it! with tasks. Write the tasks in your task-list or calendar and throw them away.
  - Post-it! with phone numbers and addresses. Write these phones and addresses in your phone/addressbook and throw the Post-it! out.
  - Post-it! with passwords and other important information. Write this information on a sheet of paper, insert this sheet in the corresponding project's folder. Throw away the Post-it!.
  - Other sheets and Post-it!. Remove them you're your desk, your keyboard, your monitor, etc, and throw them out.
- **Your organizer**. Forget about it. Use Microsoft Outlook 2003/2007 Calendar. It is more flexible, it has reminders and you can print or email your appointments and tasks. Insert all your appointments in your Outlook Calendar and put the organizer in one of Dead Projects' boxes.

## How Anyone Can Double Their Salary

- **Your phonebook.** Use this that has been built in the Microsoft Outlook. It is easy to search or add data in it. You can synchronize it (and your calendar, too) with your smartphone and you will have access to your contacts everywhere.
- **Your card files and holders.**
  - Why do you need them when you are going to use Outlook?
  - Enter them step-by-step in your Outlook's address book or use scanning-recognition software to enter them.
- **Notebooks.**
  - You should have only one notebook to take notes from meetings, write down ideas, etc.
  - For every new day start a new page of the notebook, write the current date.
  - Write in this notebook only. For every record write the hour, set a title and write your thoughts.
  - When you finish the notebook, name it "My Notebook", write on it the number of its volume ("Vol. 1", "Vol. 2", etc.) and write the time period you used it – the first and the last dates in the notebook.
  - All old notebooks store in your cabinet.
  - The only notebook you should keep on your desk is the current one.
- **Pens and Office Accessories**

## How Anyone Can Double Their Salary

- Use one pen only. When its ink is finished, get another one.
- Keep all other accessories in your cabinet, not on your desk.

According to the tips above, the perfect desk will have the following items:

- A computer.
- One folder with the current project documents.
- One notebook.
- One pen.
- A phone.
- Nothing else.

If you succeed to keep your desk as close as possible to the perfect desk configuration it will be pleasure for you to work, you will do things with focus, ease, speed and efficiency. The stress will be decreased very much and this will immediately increase your satisfaction of work and your enthusiasm and motivation.

### *Your Computer*

I suppose you are using a computer in your daily work. As one of your major tools along with your telephone, the computer has to be tuned for maximum convenience and performance. Here you are some tips how to achieve this:

- Be sure that your computer is fast enough. If it is not request from your boss an upgrade of a new one. Your productivity depends on this.
- Be sure that you have all software products you need to do your job and they work properly.
- Remove all icons from your desktop. Leave only the Recycle Bin and My Documents (if you use MS Windows).

## How Anyone Can Double Their Salary

- For faster navigation to your most frequently used products, use the Quick Launch Bar (MS Windows).
- Do not use too much software products. Choose the best ones which you need and use them on consistent basis.
- Do not keep many windows opened on your desktop at the same time. Use only these you are working on at the moment. When you finish your work with them, close them and open the next set of windows.

### *Your Chair*

The quality and comfort of your chair is crucial for your performance. If you do not feel yourself convenient you will get tired soon and you won't be as productive as you can be. Do whatever it takes to provide a chair that meets the following requirements:

- **Wide.** Your butt has to feel free.
- **Tall back.** You have to be able to prop up your head.
- **Soft arms.** If your chair has soft and convenient arms your shoulders will not get tired and painful.

### *Your Desk*

The contemporary office equipment is designed for maximum convenience so I want to recommend you only one requirement for your desk – you should have enough space to stretch your feet under it. This is very important, believe me!

### **Your Time**

Control your time. You have only 24 hours a day. They are the most precious treasures of your life. Do not waste them. Use them well instead. If you manage your time and tasks wisely you will always be aware of what to do and how much time it will take you. This way you will not waste time for wandering and hesitation.

My experience tells me that the hesitation and the lack of time management are some of the strongest productivity killers you could meet in your career.

### *The Split Daily Schedule (SDS)*

Your basic time management tool will be the Split Daily Schedule (SDS). It presents one day of your life in the office.

I love the simplicity. The SDS is as simple as possible. Here's how to use it:

- **First Half.** Write the tasks you have to do for your company today. Do not overload yourself, because you have to do a lot of things that are more important for your future than working for your company as a slave.
- **Second Half.** It is for research, brainstorming, planning and making money. Write down the particular tasks you are going to do in order to research, brainstorm, plan and make money.
- **Meetings Section.** Here you are going to record your meetings and fixed time calls.
- **Communications Section.** This field is to record the phone calls you have to make and e-mails to be sent by you.

The SDS divides your day in two equal parts and this is the most simple but powerful enough time management technique you can use to increase your productivity.

### *Additional Time Management Tools and Techniques*

Here are some more ideas for time management. I have listed some tools and techniques I have used during the years that could appear useful for you:

- **Microsoft Outlook Calendar.** This is a very powerful tool. With every new version Microsoft adds more and more capabilities, extras and options to it. It is perfect, but it is hard to use on more than one computer if you do not have a Pocket PC or Windows Mobile smartphone to synchronize the items.

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- **Yahoo Calendar.** It has almost all the capabilities of Microsoft Calendar with two extra features:
  - Yahoo offers a free tool that allows you to synchronize your Yahoo Calendar with your Outlook Calendar. This tool is a little buggy, but works stable enough if you have to spread your calendar on more than one computer.
  - It is online. That gives you the freedom to manage your time from everywhere.
- **Google Calendar.** It is online, it is free it is convenient and easy to use. But it has no built-in notebook and address book as Outlook Calendar and Yahoo Calendar.
- **OneNote 2007.** I love this software. It is a very smart notepad. You can use multiple notebooks with multiple sections with multiple pages with multiple sub-pages with multiple notes in every page/sub-page. This is the pure beauty. I am using it every day and my life and business are managed by it. OneNote is not money management software it is software for taking and organizing notes, but I recommend it to you very much for time management though!

### Your Skills

Your skills give you the advantage to be better, faster and more productive than other and achieve better results. If you master the top working skills you will move your work and performance to a new and much higher level. This will help you finish all your daily tasks within the first half of the day and save the second part for yourself and your financial growth.

Here are the top working skills you need in order to become a master of performance:

### *Your Operating System*

Doesn't matter what operating system you use (Windows, MacOS, Linux), you have to know it very well and to be able to perform all operations fast and with confidence. Here are the main operations you have to master until you become an expert:

- Browse files
- Search and find files
- Copy and paste operations
- Shortcut keys for the common operations – copy, paste, home, end, select+home, select+end, etc.
- Using quick launch bar to start your most frequently used applications.
- Find and add printer.
- Install software products.
- Un-install software products.

### *Browsing the World*

I suppose that you are an active user of Internet in your work. You need it for many purposes and you have to feel convenient with your browser. Here are the top skills you need to master in order to use the maximum of your browser:

- Access an URL by typing it in the address bar.
- Access an URL by using the history drop-down list.
- Favorites – add items, move, remove, organize favorites.
- Access an URL by clicking on a favorite link.
- Using browser history to access your previously accessed web sites.
- Change/set encoding of the current page loaded in the browser window.

## How Anyone Can Double Their Salary

- Change the text size.
- Set your home page.
- Delete your cookies, temporary internet files and history.

### *Document Processing Lord*

Almost 80% of office work is based on document processing. If you are not the ultimate master of word processing applications (MS Word for example) you will not be able to achieve the maximum performance and productivity you need to double your time and salary.

Every one of us thinks that they are a master of MS Word and know everything about it and word processing and formatting but my experience tells me something else. Most of the people are complete amateurs and do not use Word as professional as they could. Here the core skills and approaches that will help you to use Word as a professional:

- Proper page setup.
- Shortcut keys for the common operations – copy, paste, home, end, select+home, select+end, page break, etc.
- Using headings and styles for formatting.
- Using document map for better navigation within the document.
- Header and footer management.
- Breaks – page breaks, section breaks, columns, etc.
- Page numbers.
- Inserting symbols.
- Inserting and managing indexes and contents.
- Managing pictures in the document.
- Inserting and managing hyperlinks.

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- Working with bullets.
- Spellchecking the document.
- Word count.
- Track changes.
- Creating and managing tables.
- Mail merge.

### *Rule the Spreadsheets*

If you are working with money or numeric data of any type, you have to be a very good MS Excel user. Here are the core skills you have to master in order to be a pro:

- Managing worksheets.
- Working with Excel tables.
- Charts and graphs.
- Formulas and functions.
- Sorting and filtering data.

### *The Powerful Presentation*

In your practice you will have to perform many presentation, speeches, demonstrations, etc. You have to be able to work freely with MS PowerPoint and create presentations with professional look and feel.

Here are the things you have to know and be able to do:

- Managing slides.
- Master slides.
- Managing pictures.
- Slide layout and themes.

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- Slideshow animations and effects.
- Exporting your presentation in multiple formats.

### *E-mail is Not Rocket Science*

I know that all of are able to use e-mail, but could you:

- Add and setup e-mail accounts.
- Manage rules.
- Import and export mail.
- Address-book management.

OK, if you can do these things – you are the God of E-mail. I worship you ☺.

### *Managing Your Time and Appointments*

I have already mentioned that you can use the Split Daily Schedule to manage your day-time. But to manage your appointments and tasks for a bigger period of time you need to know Outlook Calendar very well. Here are the skills you have to fight for:

- Appointments.
- Scheduling.
- Reminders.
- Recurring appointments.
- Invitations.
- Tasks and categories.
- Taking and managing notes.

### *Business Correspondence*

You have to be able to correspond with your colleagues and your boss, your customers and partners. The basic skills are:

- Netiquette.
- Writing memos and e-mails.

## How Anyone Can Double Their Salary

- Writing and structuring reports.
- Mastering the business language.
- Business etiquette and protocol.

### *Other Skills*

Here are some additional skills you will need in order to be the master of office:

- Working and managing antivirus software.
- Burning CDs and DVDs.
- RSS feeds managing and using RSS readers.
- Drawing charts, graphs and schemes with MS Visio.
- Creating and viewing PDF files with Adobe Acrobat.

### **The Meetings**

Manage your meetings well. They are one of the biggest time wasters and mind distracters. Follow the steps and make your meetings work for you.

The only rule I will give you here is:

**Try to participate in as few meetings as possible. Try to avoid them at any price.**

Why? Because:

- Most meetings are not well organized, and the people have come to these meetings without any idea what they are going to talk about.
- Most meetings transform into an ego-battles.
- Most meetings exceed their pre-defined time limit.
- Most meetings are pointless.
- Most meetings are useless.

OK, here are some other tips:

- Agree to participate in a meeting only in extreme situation and/or your boss invited you exclusively.

## How Anyone Can Double Their Salary

- Before you are going to attend a meeting, ask the initiator to give you the agenda of this meeting and its point/goal.
- If the meeting is with colleagues of your management level or lower, in the very beginning manifest in public the exact time you can devote to this meeting. When the time comes, apologize yourself and leave the meeting.
- Be active in the discussions and try to direct the meeting for faster decisions and finishing as soon as possible.
- If you cannot avoid given meeting and if you cannot direct its discussions and ending, take with you your notebook and other materials (your laptop, PDA, etc.) and do some other tasks – brainstorming, planning, writing letters and so on. Listen to the discussions with just one of your ears to be able to be adequate in your reactions if needed.
- Choose two days of the week and mark them as meeting days. Accept only meetings that are fixed for your meeting days or change the meeting days and time to match your schedule.

Remember, the meetings are evil for you. They are going to spend your time and energy and will bring you no profit, no money, nothing.

The only meetings you should attend and perform on max are:

- Meetings with your boss.
- Meetings with customers for making sales, deals, etc.

That's all.

### **The Calls**

Control your phone calls or you will not be able to do anything that day. If you follow the simple steps of the following task list, you can consider yourself the Phone King. ☺

## How Anyone Can Double Their Salary

- **Never pick up the phone** except the one on the other side of the line is your boss. Why? Because you have to be the one to manage your phone calls and choose when to talk and when not to.
- **Turn the sound of your cell phone off** and try to switch off the sound of your office phone. Record the missed calls.
- **Choose two different hours of your day for phone calls.** 11 a.m. and 3 p.m. for example. Call back at 11 a.m. to all missed calls before that time and at 3 p.m. – to all missed calls before this hour. All calls after the second call-hour leave for tomorrow's first call hour.
- **Out of the two call-hours forget the phone.** Put your mobile in a drawer or in your case and don't think about it. Do not accept calls. Do not make calls, too.
- **Use the call-free time** to work as focused and as productive as you can.

### Rejecting and Postponing

In order to save your time you have to reject pointless tasks and things that do not bring you money or free time. Rejecting in most cases is a matter of diplomacy. It depends on what you are rejecting and who.

#### *Which tasks you shouldn't reject?*

Never reject direct requests/tasks when:

- They are set by your boss.
- They are set by your boss' boss.
- They are part of your job description.

You cannot reject these tasks, but you can postpone them. In my practice I have had cases when I was able to postpone tasks given by my boss with 4 to 6 months without any negative consequence for me and my salary. Everything is a matter of tact and good self-PR.

### *Your Job Description*

Know your job description very well. Memorize it. Have it printed on your desk along with the current project folder, the notebook and the pen.

### *The Best Reasons to Reject a Task*

Unless the task you are receiving belongs to “no-reject-list” reject it immediately. Why? Because it is not your business to do this task and you do not get paid to do this. So, let me repeat – if your task is not:

- Given by your boss.
- Given by your boss’ boss.
- Part of your job description.

Do not accept it and find a way to reject it. If you cannot reject it postpone it endlessly or as much as possible.

But it is not so simple to reject a task. You are working with people, not with robots. So you have to apply some tact and diplomacy. Here are some ideas...

### *How to Reject a Task*

You have to find a way to reject that task. The approach depends on who is the task giver. If the guy is your closer colleague and you do not want to piss him off, use some of these techniques:

- “Sorry, man, I want to help you but I am overwhelmed. I got five more projects and I cannot handle that!”
- “Henry (the boss) wants this damn report tomorrow morning, sorry, but I am not going to make it.”
- “When do you want this to be finished? I think I can start it next month. This is the closest start I can offer you.”
- “I am not the man for that, Johnny. Brian, from Marketing and Sales will do this better than me, it is his specialty.”

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If you don't care about the guy who is trying to give you a task, you can afford the luxury to be a little bit ruder:

- “Sorry, James, you better talk to HR.”
- “Today I am on meetings all the time. Ask Chris to do that, please.”

If you succeed to master the rejection, you will be able to boost your productivity and use your time to increase your performance and make additional money during that day.

### **Outsourcing**

When you receive a task which you cannot reject or postpone, you have to do it. But you still are able to save much time by outsourcing this task to other people within your company.

Outsourcing and delegating tasks is one of the top priorities of a manager. Even if you are not on a management position you have to start thinking and acting as a manager and leader, because those are the people that are going to win the largest amount of money. If you are employee or you are thinking as an employee you are on the loser's side of the equation. So, become a manager and a leader in your mind, your thoughts and actions and soon you will become de facto leader and manager, too.

One of the key elements of being productive and achieve your maximum is the ability to delegate, outsource and manage tasks. Of course, not all tasks can be outsourced or delegated, but you have to be able to recognize them and outsource/delegate them immediately.

### *Which tasks to outsource?*

The requirements that have to be met by a task to outsource it are:

- It is part of your job description. (If you have accepted this task I presume that it is part of it.)
- You have the right to ask for co-operation for completing this task or...
- You have your own inferiors who you can delegate this task.

### *How to delegate and manage a task?*

Follow these steps to delegate and manage tasks properly:

## How Anyone Can Double Their Salary

- Know what exactly has to be done and when.
- Know who you can delegate this task to.
- Set the task's title.
- Set the task's description – what has to be done?
- Set the task's success conditions – when you will consider this task successfully done.
- Set the task's deadline for your inferiors. This deadline has to be at least 30% shorter than the deadline given to you for this task.
- Duly delegate the task to your inferior or colleague by clearly stating the goal, requirements and the deadline.
- Monitor the completion of this task.
- Be sure when the task is finished you will get the acknowledgement of your boss.
- Thank to your colleague(s)/inferior(s) who did the task, give them the praise they deserve, because you are going to use them again and again for further delegations and outsourcing.

By outsourcing your tasks as massive as possible you will gain much time to work for yourself and plan your brilliant financial future.

***The Art of Self-PR***

This chapter will show you how to establish a rock-solid image for yourself in your company and in the eyes of your boss.

## How Anyone Can Double Their Salary

### Your Target Image

Before I tell you some tips and rules, let's set your image goal. You need to know clearly what image you want to have. I suggest you build and keep the image of someone who is:

- Good looking and elegant.
- Smart.
- Busy and Hard-working.
- Fair and Reliable.
- Active, pro-active.
- Creative.
- A leader.
- Resourceful.
- Very bad if someone bothers them.
- Powerful.
- Communicative.
- With sense of humor.

In other words you have to:

- **Respect** them.
- Make them **like** you a little.
- **Scare** them when they are trying to play games with you.
- Let them **rely** on you.
- Make them **believe** you.

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- Pretend to be very **busy** and **hard-working**.

That's "all". Let me give you some tips about how to get yourself to that point.

### The Respect

#### *The Respect of Your Boss*

To have the respect of your boss:

- Don't be toady with him.
- Think and show him that you can think and have your own opinion.
- Listen to him very carefully when he is talking. Remember (and write down) the key-points of his tasks to you and his ideas. You will need them, believe me.
- Do not interrupt him while he is talking. Listen to all he has to say. Then express your opinion.
- Be pro-active, but not too much.
- Respect his time and don't waste it with stupid questions or foolish and not-measured ideas (When I told you to listen carefully, I meant it!)
- When you are with him do not show fear, discomfort or embarrassment. Talk and behave with respect, but do not put yourself in lower position. Preserve your dignity all the time – whatever it takes.
- Think twice before every word you are saying. Don't speak just to hear your own voice. Your statements should always have a goal.
- Do not contradict them in public. If you need you can first harmonize your ideas, discuss the next meeting, but when it starts, you have to act as a team and you

## How Anyone Can Double Their Salary

should be on their side. Let them know that you know that and you are serious about it.

- Defend your boss. When he says something stupid or makes a mistake, be tactful enough, use the situation and take the responsibility for his mistakes in proper way. He will appreciate your gesture. But don't act too "suicidal" – you are trying to get his respect in order to be easy for you to work for yourself. You don't want to destroy your life to defend your boss.
- Keep your word. Always do what you have promised. Always. No exceptions. It is up to you what are you promising.
- Show loyalty in all situations. Do not machinate and do not talk behind his back bullshit then kiss his ass when you are face-to-face.

### *The Respect of Other People – Colleagues, Partners, Customers*

Here are some tips about how to gain other people's respect.

- Decide fast.
- Be restrained when promising.
- Keep your word when you have promised something.
- Be polite, but reserved enough. Do not enter their inner spaces and do not allow them to enter yours.
- Do not date colleagues. Do not get involved in any kind of personal relationships with people you are working with. OK, drink beer together, but do not meet them with your family, don't tell them your bank account balance, don't... I thing you have got it.

## How Anyone Can Double Their Salary

- Do not tell bad things about your colleagues / partners / customers to other colleagues / partners / customers – the truth will get out and will strike your face when you don't expect it.

### Do They Like You?

The first and the most important thing I want to tell you is that you will never succeed to get all people's affections. And you don't need it. You should get the affections of people you care about and you depend on. Who are they? These people are:

- Your boss.
- Your boss' boss
- Your customers
- Your colleagues you directly work with (you do not need them to like you all the time – only while you work together, during this co-operation)

### *How to Get Your Boss to Like You?*

Here I will not give you detailed tips, since the situations could be quite different, but I am going to tell you what your bosses need and what they desire. If you succeed to satisfy these needs/desires by your behavior, you will make them like you. Your bosses (your boss and their boss) wants/needs:

- **Respect.** They want you to respect them, and others to respect them.
- **Power and supremacy.** Over other bosses and people.
- **More money.** Promotion, more sales' commissions, etc.
- **Popularity.** They also want others to like them.
- **Smoothness.** They do not like problems, delays. They want to hear only good and pleasant things. If you make their lives easier, they will like you more.

## How Anyone Can Double Their Salary

### *How to Get the Affections of Your Colleagues?*

Give them what they need, but consider that they are not with the highest priority. Your colleagues need:

- You to smile.
- You to be polite and stand up for their dignity.
- You to keep your word.

### *What Do Your Customers Want?*

In order to like you, your customers want to have your:

- Attention.
- Honesty.
- Professionalism.
- Advice.
- Smile.
- Regard.

It is as simple as it is.

### **The Art of Frightening**

In order to preserve your independence and prestige, you need to scare others a little bit. You have to scare your boss though. How to do that? Put the following tips in practice:

- Never ever show weakness.
- Never ever show hesitation.
- Never ever show negative emotions.
- Never ever show un-controlled positive emotions.
- Never smile too much.
- Never ever surrender.

## How Anyone Can Double Their Salary

- Never bet on defense. Attack all the time. Know that attack is the better defense strategy.

### Do They Consider You Reliable?

If you want to appear reliable, you have to show the following qualities and practices:

- **Professionalism and Experience.** Show clearly that you have the skills and knowledge needed for your job and protect your prestige and image.
- **Principles.** Show others that you have a strong and stable values system. Protect and follow your principles and values with no exceptions.
- **Keeping your word.** Promise and do it. Do not promise things you cannot do or cannot do in the time you are going to promise.
- **Respect the deadlines.** Never overdue any deadline. Never. Do whatever it takes to make it in time and let others know that you are ready in time.

### How to Create and Keep Their Trust?

- Make your decisions fast.
- Change them only if there is no other way.
- Keep your word.
- Be honest – with others and with yourself.

### Do You Look Busy and Hard-Working Enough?

The purpose of this book is to help you make money for yourself, not to make career here. So you would like no one to bother you and waste your valuable time. Nobody will bother you if:

- You look busy and hard-working.

## How Anyone Can Double Their Salary

- They know you are busy/hard-working because of a direct order/task by a person higher in the company hierarchy than them. (Your colleagues should think you have tasks from your/their boss. Your boss should see that you have tasks set by him or by his boss directly).

How to achieve such level of business? Follow these strategies (some of them might look funny to you, but they work, believe me):

- Don't tell anybody what exactly you are working on and what your duties are. Your boss should know this. Others? It is not their business.
- When you are walking from one point in the office to other, never do this with empty hands. Always hold folder, sheets of paper or your laptop. This will show to all that you are overloaded with work.
- Always do the things as fast as you can. This will make others think that you are in a hurry to adhere your very busy schedule.
- When you have to send your boss reports about what you have done always be as detailed as possible.
- Always hold your cell phone in your hand and let others see you often while talking.
- When a meeting starts state in public (except if you are on a meeting with your boss) how much time you can devote to this meeting and don't wait for approval. When the time is up, apologize and leave the meeting.
- Never allow others (especially your boss) to find out if you have nothing to do or you are not working on tasks related to your company. Never. Present yourself busy all the time – busy with the company's business.

## **How Anyone Can Double Their Salary**

- Never accept meeting at first ask. Always insist to consult with your calendar and offer new time and place, which are in compliance with YOUR schedule.

### ***Take a Break***

It is time for lunch. Do not forget that you need to rest and get some energy.

## **How Anyone Can Double Their Salary**

The first half of the day has finished. It is time for lunch. Get out of the office for half an hour or an hour. Don't think about work. Get yourself a good lunch. Relax your body and your mind. Feed the squirrels in the park. Look at the nice girls crossing the street. Read the newspaper.

Make yourself a small gift.

And get ready for the second half. Here you are going to lay the foundations of your future and wealth.

***Hurray!***

Congratulations! You made it! You just doubled your salary. Why? You have finished your full-day work and tasks for just half of the time!

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I want to congratulate you on your today's success. You did a lot of work. You were fast, productive and presented yourself as a busy, reliable and reputable person and professional.

You gave your contribution to the company's success and... you just doubled your salary. How could I know that? It is too simple to get in deep detail, but I will do it in order to prove your unlimited potential to yourself.

Yesterday you finished your tasks and gained your day's wage. Yesterday you made \$X/hr this is your hourly salary.

Today you finished your tasks, gained your full day's wage but did it for half of the time. So, today you made \$X for  $\frac{1}{2}$  of the time which is  $\$X / \frac{1}{2} \text{ hr} = 2\$X/\text{hr}$ . Your money / time ratio just doubled.

And you still have a half day to make more money – for you only. This way you can double your salary again, triple it, and quadruple it. The limits are only in your imagination.

Follow me closely and use the second half of the day for setting the foundations of your wealth and prosperity.

### *The Second Half*

The time has come. Now you are going to find some ways to make more money in your new free-on-desk time.

## How Anyone Can Double Their Salary

### How to Choose Your Money Making Strategy?

Now you are going to face a very important dilemma. You have the free time to make more money, but you cannot do anything you want, because you are in the office of your company.

Many of the money making opportunities and business ideas will not be suitable for you to do on your desk. So we have to brainstorm a little and choose your money making strategy.

What you cannot do in the office? Here is a small list. Some of its items may depend of the company policy, terms and conditions of your contract, etc. In general you should not:

- Meet your personal customers in the rooms and halls of your company.
- Use the office phones for your personal business.
- Use company consumables and other material resources for your business.
- Talk in public about your activities.
- Reveal your Salary Doubling strategy and actions to anyone – neither to your boss, nor to your colleagues nor your customers and partners.
- Use the office or other company's premises as a warehouses or storage centers.
- Use company cars for your business.
- Your business activities should not compete with your company's activities.
- You should not use the name or brand of your company or represent yourself as an official representative of your company doing your personal business activities.

**Please, consider the legal issues and be sure you are not under the penalty of any legislation documents. This book doesn't have as purpose to educate in the**

## How Anyone Can Double Their Salary

area of human resources legislation, so it SHOULD NOT be used as an up to date legislation information resource.

So, keeping in mind these limitations let us define the perfect on-desk money making opportunity.

- You don't need to talk to phone.
- You don't need storage or it is located remotely.
- You don't need to meet your customers or you could do this out of office.
- You have little or no use of paper and other office stationery.
- Your business has nothing to do with your company activities.
- Your payments and communication could be conducted remotely, via e-mail or in other discreet manner.

As you are looking at these requirements, could you guess which is the best business medium for your additional money making activities?

Congratulations! You guessed the correct answer! Yes, Internet is the key for you in order to quadruple your salary or increase it even more.

### The Sweetness of Online Money Making

Why Internet is the best answer for you? Here are my suggestions:

- You don't need to talk on the phone – you have e-mail, chats, forums, blogs, etc. to communicate.
- You don't need storage – you are going to sell services and information products or drop-shipped goods.
- You don't need to meet your customers, because you will meet them online.

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- You have little or no use of paper and other office consumables, because much of the documents, texts, memos, etc. will be stored online as e-mails, or as Google spreadsheets and documents.
- You have a lot of business and money making options, so it will be relatively easy to choose a non-competitive one toward your company business idea.
- You can make all your payments and receive all your earnings online – via PayPal, 2checkout, CCNow, etc.
- You can set your incomes to be location independent. This way you will be able to make money from your office, from your home or while you are on vacation.
- You can manage your incomes to become passive income. They will continue to roll into your accounts and you won't have to do anything or very little to help them roll-in.
- You have access to the whole world. Can you even imagine? There are more than 6 BILLION people you have access to. You can communicate with them! You can sell everything to them!
- Your business can expand overnight and starting as a half-day freelancer/sole entrepreneur at evening you can wake up in the morning with a multimillion business under your command!
- You can use all online income sources simultaneously, i.e. make your incomes a multiple streams of income money making system.

I made my research and according to this information and to my almost 8 year Internet-related practice I prepared a list of money making opportunities that I think will be most suitable for you to start and do in the office. Below is the bulleted list and after that you will find more information about these business opportunities. Here's the list:

## How Anyone Can Double Their Salary

- **Blogging** for profit
- **eBay** selling
- Selling **information products** – ebooks, special reports, podcasts, etc.
- **Web designing**
- **Writing** / Copywriting / Information brokerage
- **Online publishing** via print-on-demand operators as Lulu.com and Cafepress.com
- Being a **freelancer** – there is a lot of money making opportunities.

Now, let me introduce you to some potential moneymakers in detail...

### Simple Business Models

The Simple Cash Blog is a website that reveals step-by-step business models you can apply that are 100% via the internet to generate an extra income every month.

It only costs \$27 per month for tuition. You can access it here:

>> <http://SimpleCashBlog.com>

### EBay Sales

[Ebay.com](http://Ebay.com) is the biggest online marketplace in the world. Millions of people are selling their products and services or just their garbage. Other millions and millions of people are hanging in this site looking for a bargain and they are buying and buying.

## How Anyone Can Double Their Salary

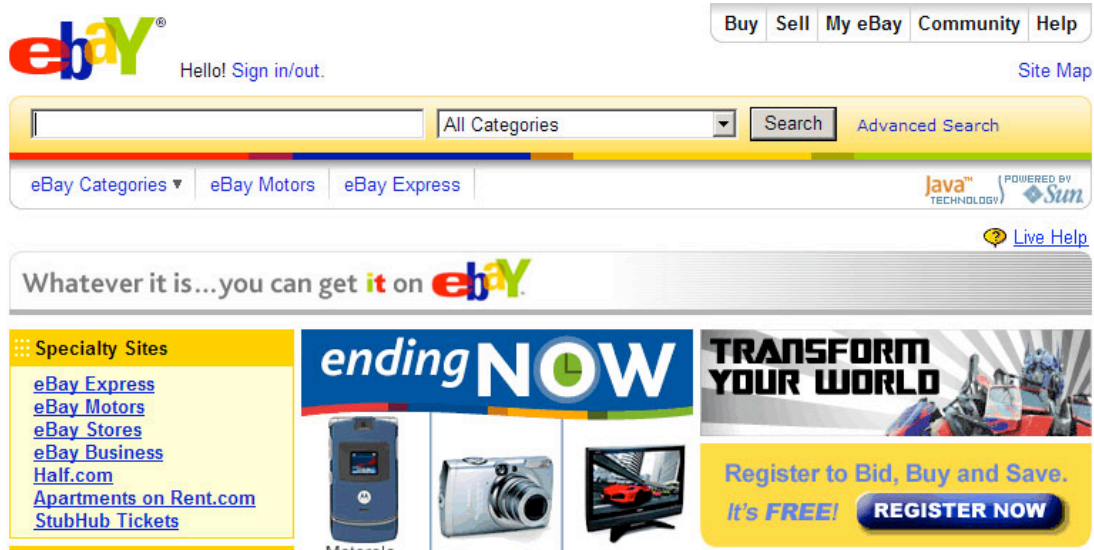


Figure 1. Ebay.com - the biggest online marketplace

Hundreds of thousands people consider Ebay as their main money making source. You can do the same and earn a good income online.

What is the idea? Here are the main steps to get in Ebay's business:

- Create an account.
- Configure your profile by entering your contact and payment details.
- Choose what to sell.
- Take some pictures of it.
- Start a new sales pitch.
- Enter information about what are you selling, its price, etc.
- Pay for the ad, but it's nothing – a dollar or two-three depending on what options you have checked.
- Publish your ad – the sales pitch.
- Wait for bids.
- Sell the item to the auction's winner.

## How Anyone Can Double Their Salary

### Web Design

That's how I have started. First I got one simple project through a friend of mine and got a very small amount of money. Then the customer liked my work and gave me a three times bigger project for three times more money. After the second project this customer offered me to sign a permanent contract and I got a good amount of money monthly along with my regular salary in the company I have worked.

After a very precise and politically delicate operation, I have quit the first company and I have signed another contract with them – not as an employee (such was my old contract), but as a B2B contractor. This way I have gained two stable streams of income every month which I have been receiving for making websites and online applications.

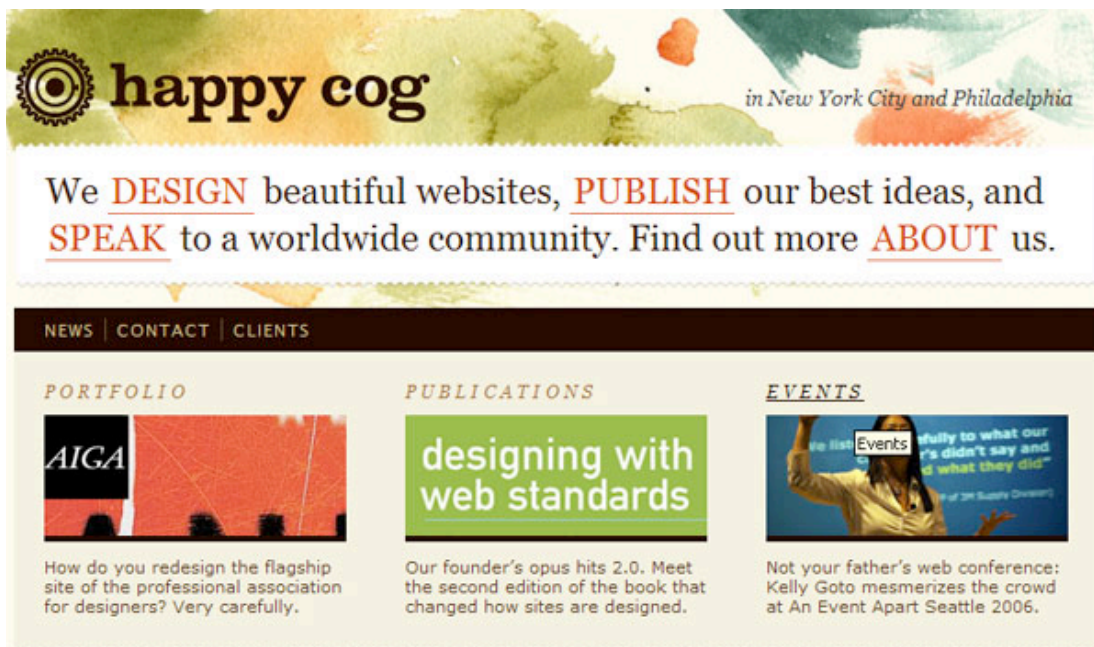


Figure 2. Happy Cog

This way – in just a week – I have nearly tripled my previous income and become a real entrepreneur. In fact, I have been a very small entrepreneur – but an entrepreneur, not an employee. In spite of the small scale of my monthly earnings I was paying less tax and had much more money than I would expected.

If you have strong web design skills or web development knowledge and experience, you could do web design in your free on-desk time, as I did. If you are a beginner, but you want to become a real web designer with a profitable web design business enterprise, you have to get some knowledge and skills first. Here is the short list (you need these requirements/skills to be matched):

- HTTP, [TCP IP](#)
- [HTML](#), [XHTML](#), [XML](#)
- [Cascading style Sheets](#) (CSS)

## How Anyone Can Double Their Salary

- [Web standards](#)
- [PHP programming language](#)
- Graphical and Web design concepts
- [Adobe Photoshop](#)
- [Corel Draw](#) or Adobe Illustrator
- SQL and Databases ([MySQL](#) is the most popular)
- Content Management Systems – [Joomla](#), [WordPress](#), etc.
- Project management

As you can see web design is not a piece of cake. I recommend you this money making method only if you are serious in your intention to become a very good and profitable web designer. If you don't have enough passion, enthusiasm and tenacity, don't get into all this.

### Writing for Money

If you have strong language and writing skills you can make good money with writing for others as information broker, copywriter, ghost author, etc.

#### *Information Broker*

According to Wikipedia the Information broker is

"...a person or business that researches information for clients. Common uses for information brokers include market research and patent searches, but can include practically any type of information research ..."

(Wikipedia)

You can take writing jobs at sites like Guru.com, eLance.com and more.

#### *Copywriter*

Copywriting for money could be a very profitable source of money if you are good at it and you know how to market your services. I suppose you can write (otherwise you could choose another money making option).

## How Anyone Can Double Their Salary



Figure 3. Copyblogger.com - one of the most important copywriting tips website

If you go to Wikipedia you will see that “copywriting” means:

Copywriting is the process of writing the words that promote a person, business, opinion, or idea. It may be used as plain text, as a radio or television advertisement, or in a variety of other media. The main purpose of writing this marketing copy, or promotional text, is to persuade the listener or reader to act – to buy a product or subscribe to a certain viewpoint, for instance. Alternatively, copy might also be intended to dissuade a reader from a particular belief or action.

Copywriting can include body copy, slogans, headlines, direct mail pieces, taglines, jingle lyrics, World Wide Web and Internet content, television or radio commercial scripts, press releases, white papers, and other written material incorporated into advertising media. Copywriters can contribute words and ideas to print ads, mail-order catalogs, billboards, commercials, brochures, postcards, online sites, e-mail, letters and other advertising media.

On websites, copywriting may also refer to the methods of writing and wording used to achieve higher rankings in search engines. Often referred to as content writing, it includes the strategic placement and repetition of keywords and keyword phrases on webpages. As search-engine algorithms get smarter every day, this Search engine optimization (SEO) copywriting is more and more about writing for human visitors as well as for search engines, about offering fluent and readable content written in a SEO-wise manner.

## How Anyone Can Double Their Salary

(Wikipedia)

Here are some ideas of marketing your copywriting and writing services:

- Create a web site with your own domain name. Describe your services and prices. Show samples of your work. Publish recommendations from satisfied customers and do some online marketing to promote your website.
- Register in all freelancing websites – [Guru.com](http://Guru.com), [Elance.com](http://Elance.com), etc. and bait for new customers. The more satisfied customers you have the more new ones will come.
- Advertise your services on [YouTube](http://YouTube), [Ebay.com](http://Ebay.com), [Craig's list](http://Craig's list), [Ezine Articles](http://Ezine Articles) and use all other opportunities for advertising and promotion.
- Ask all your customers for reference and written recommendation.
- Along with your official web site start a blog with useful tips, news, tricks and information on topic which is interesting for your potential customer and use this blog as a marketing tool for your services.

### Lulu.com and Cafepress.com

Print-on-demand means that you have to prepare your design and/or texts, audio files, etc. and an online or offline service provider will get your files and print them on media you have chosen.

There are a lot of print-on-demand operators out there, but I use mainly two of them and I like them the most. They are [Lulu.com](http://Lulu.com) and [Cafepress.com](http://Cafepress.com). Below you can find short presentations of both sites and how you can make money with them.

## How Anyone Can Double Their Salary

Lulu.com

**Publish and Sell Worldwide**

Lulu is fast, easy and free

Publish and sell easily within minutes.  
No set-up fees. No minimum order.  
Keep control of the rights. set your own price.  
Each product is printed as it is ordered.  
No excess inventory.

**Start Publishing**

<a href="#">Paperback Books</a>	<a href="#">Music Downloads</a>
<a href="#">Hardcover Books</a>	<a href="#">File Downloads</a>
<a href="#">Photo Books</a>	<a href="#">E-books</a>
<a href="#">Calendars</a>	<a href="#">Images</a>
<a href="#">Brochures</a>	<a href="#">CDs</a>
<a href="#">Dissertations</a>	<a href="#">DVDs</a>
<a href="#">Yearbooks</a>	<a href="#">Artwork</a>

[Take a Tour of Lulu](#)

Figure 4. Lulu.com

Here's what they are saying for themselves:

Founded in 2002, Lulu is the web's premier independent publishing marketplace for digital do-it-yourselfers. It's the only place on the web where you can publish, sell and buy any and all things digital – books, music, comics, photographs, movies and well, you get the idea. We simply provide the tools that leave control of content in the hands of the people who created the content. You see, Lulu is a technology company, not a publisher. So you can use Lulu to publish and sell any kind of digital content, and no one here is going to ask you to change anything. Ever. Your vision is entirely YOURS.

There is no set-up fee and no minimum order to publish and sell on Lulu. We manage the online business, including printing, delivery and customer service. You set your own creator revenue for each piece of content, and at the end of each quarter, we'll mail you a check for the creator revenues your content generates. Lulu makes a small percentage from each transaction, which means that we only make money if you succeed in selling your work.

Lulu was founded by Bob Young, who was also the co-founder of Red Hat, the world's leading open source company. We mention this only because, like Lulu, open

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source software is based on putting users in control of technology. In much the same way, Lulu believes in putting authors and independent publishers in control of their digital content, from content creation to pricing to royalties. Lulu simply brings creative content to the world and gives our talented publishers and web visitors the venue to buy and sell independent works. Publishing through Lulu leaves control of content in the hands of the people who created it. Pretty revolutionary, really.

### What's In a Name?

For goodness sake, what is a lulu? Well it's not your grandmother's kitty, that's for sure. Ever hear the phrase "Boy, that's a real lulu"? Well, even if you haven't, we think of the word lulu as an old-fashioned term for a remarkable person, object or idea. And quite frankly, that's exactly what Lulu, the company, is. Think of us as an open marketplace for digital content. The web's version of a fresh air market. An on-demand publishing tool for books, e-books, music, artwork, movies and calendars. A remarkable idea, person or place. Most importantly, Lulu is you.

[Lulu.com](http://Lulu.com)

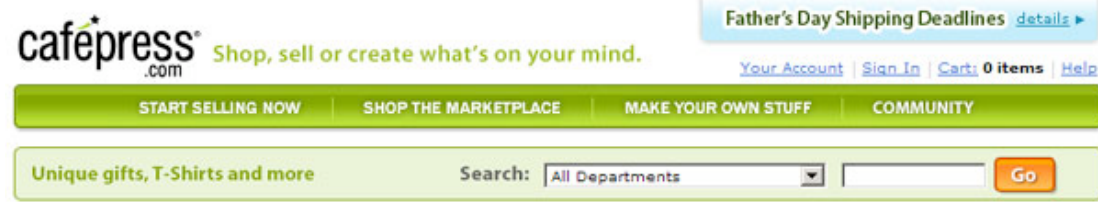
If you want to become a Lulu publisher you have to:

- Create your product – a book, an e-book, audio tape/CD, video, etc.
- [Create a Lulu.com account.](#)
- Publish your work.
- Set up your storefront.
- Start selling your product.

I suggest you first read the [Lulu's official help and FAQ](#). It is very good and complete.

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*Cafepress.com*



*Figure 5. Cafepress.com*

CafePress.com is an online marketplace that offers sellers complete e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Launched in 1999, CafePress.com has empowered individuals, organizations and businesses to create, buy and sell customized merchandise online using the company's unique print-on-demand and e-commerce services. Today, CafePress.com is a growing network of over 2.5 million members who have unleashed their creativity to transform their artwork and ideas into unique gifts and new revenue streams.

[CafePress.com](http://CafePress.com)

The principles are the same as in Lulu.com but here the focus is not on the information products, but on advertising stuff, such as (including the information products, of course):

- Apparel
- Stickers, Buttons, Fridge Magnets
- House-wares
- Prints and Cards
- Hats and Bags
- Books
- Audio and Data CDs

I suggest you create your design, prepare it in appropriate formats and then publish in both Cafepress and Lulu.

Then start the marketing. This will boost your sales.

## How Anyone Can Double Their Salary

### Freelance Money Making Opportunities

There are many freelance marketplaces that give you the opportunity to make money online with your skills working on outsourced projects.

The biggest online marketplaces for freelancers are [Guru.com](http://Guru.com) and [Elance.com](http://Elance.com).

I suggest you take the following steps:

- Register in both sites as professional.
- Create the best resume / portfolio you are able to.
- Start bidding for projects.
- When you win your first project, do the work as perfect as you can and ask your customer for reference and recommendation. Do the same with EVERY project that will come after the first one.
- Try all paid services and test their impact on the number of contracts you are getting.
- Improve your professional skills continuously, all the time.

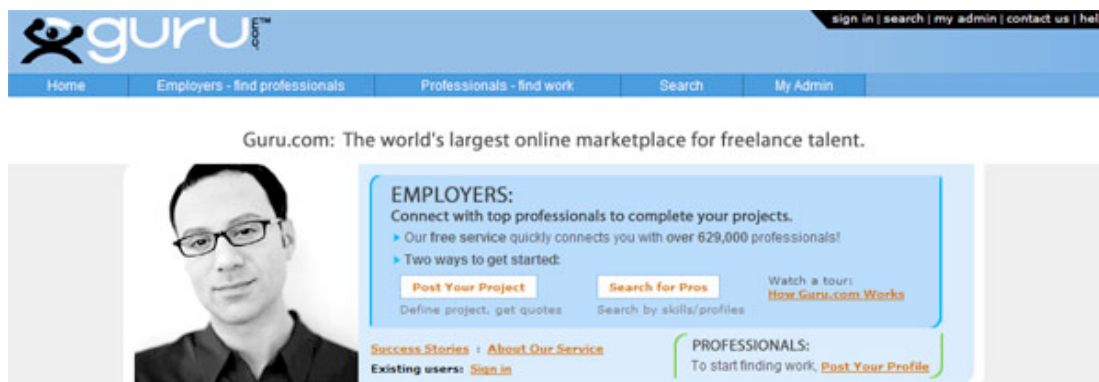


Figure 6. Guru.com

## How Anyone Can Double Their Salary

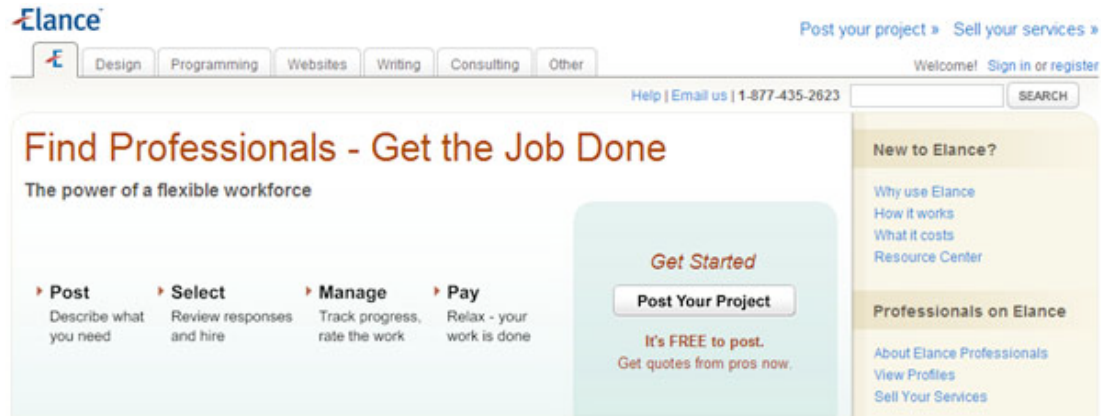


Figure 7. Elance.com

### *Exceptions*

Break your split-day-scheme and work on the company's task in the day-half devoted to making additional money only in the cases mentioned in this chapter.

## How Anyone Can Double Their Salary

There are only three exceptions of the rules mentioned in this book. You should follow close your split daily schedule – first half is for your boss and the second is for yourself. But there are cases you have to be a little bit more flexible. These cases are:

### **Urged by Your Boss**

If at 3 p.m., when you are in the middle of making your online money, your boss calls you and asks you to do something, don't tell him – "I'll do it tomorrow, Man!" You should follow my Self-PR tips. According to these tips, you should tell him with the best self-controlled voice and intonation you can "I'll do it now, Mr. Boss, and I'll call you to inform you when I'm done!" This is the right answer.

When you finish that task, continue with your money making activities.

### **You Are Revealed**

If somebody – your colleague or your boss – reveals your double game and money making strategies, you are dead. I mean you could be fired. In the very beginning you should make the decision whether to take the risk or not. I took the risk and I have succeeded. You are free to make your choice. Don't blame on me for your failures (please, read the **Disclaimer** again).

Look, I have got fired once for my being a double entrepreneur. But I have manage things better than before, used my tact and diplomacy and after few months the employer who fired me have become my customer and I have made at least five web sites for him within a year.

**So, make your decision, take the risk (if you choose so) and hit the road. Don't look back. Take action and dare to win!**

Before this moment, try to stay in the shadows and make your money silently.

### ***A Fairytale: The Map of Your Life***

Read this inspiring story about the magic land you are living in now and its landscapes, areas and countries.

## How Anyone Can Double Their Salary

### The Livion

Imagine that you are living in a special kingdom called **Livion**. This kingdom has three main provinces you can live in. They are:

- The Valley of Pain
- The Country of Good Living
- The Wonderland

The provinces are separated from each other by two big and dangerous rivers.

### The River of Sorrow

**The River of Sorrow** separates The Valley of Pain from The Country of Good Living. This river is narrow but deep with lots of sunken rocks, insidious undercurrents and deadly waterfalls. You cannot pass it just swimming.

### The River of Illusions

**The River of Illusions** separates The Country of Good Living from the Wonderland. It is wide, still and easy. It has very beautiful meanders and views, but it is very dangerous too. It is full of hostile predators and beasts – piranhas, alligators, hippopotamuses with a nasty temper and evil pirates. There are a lot of magical creatures that want to steal your soul.

These two rivers are the borders between the three provinces. You could be born in any of them, but most of us are in The Valley of Pain.

### The Valley of Pain

The Valley is a dark and dangerous place. It is crowded with people of all kinds and races, all crafts and languages. The resources are limited or appear to be so. The skies are grey and it rains all the time. There are a lot of cursed woods with strange beast and evil creatures in them.

The people here live in instant fear and they could never get the security and peace they want and dream of. Every day here is a fight for survival and you have to be aggressive, strong and merciless if you want to live out the day and get back home at the evening. Even at night you have to sleep with a gun under your pillow.

## **How Anyone Can Double Their Salary**

### **The Country of Good Living**

The Country is completely different. Here you can find blue skies with small, white and fluffy tiny clouds. The hills are green and covered with beautiful flowers. The rivers and streamlets are clear, still and full of fish.

People here live in big, spacious, beautiful houses that have vast yards with blue pools, meadows, forests and brooklets. Everybody is kind to each other. They smile and laugh a lot. There are underground fights, competition and intrigues too, but everything is channeled, cultivated and filled with mutual respect.

If you live here you are peaceful, anxiety-free, happy and satisfied of your life. You feel secure and in harmony with your relatives, your community and with the nature.

### **The Wonderland**

You don't need a rabbit hole to get to Wonderland. You need to cross The River of Illusions which is much harder. But if you succeed you will find yourself in a land where everything is possible and every day is full of miracles. Here you could be whoever and whatever you want. You could do everything. You are very close to being a god. You don't need to think about your survival, because you are almost almighty and unbreakable. You don't have to think about the daily routines, because you have an army of servants that are here to carry out every wish you can imagine.

Here you can dedicate to your hobbies, pleasures, self-development or whatever you love to do. There are no limitations and boundaries for you and your imagination. Here you can be completely happy.

### **What Province Would You Like To Live In?**

Everybody wants to live in Wonderland, but most people live in the Valley. It is hard to cross the two dangerous rivers and very few people have the courage and tenacity to do that.

I offer you first to try to get to The Country of Good Living. Get some rest, enjoy life and take time to think about crossing The River of Illusions and settle in Wonderland.

You have already made the first step – you doubled your income. Now it is up to you to triple, quadruple them or even more.

You are on your way to get on the green grass under the blue sky of the Country of Good Living. Just keep walking!

## **How Anyone Can Double Their Salary**

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