

HACK YOUR JOB

DISCOVER HOW I HACKED MY JOB AND RAISED MY OWN SALARY BY 84%. I USED 4 SKILLS YOU USE EVERY DAY!



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WARNING

This stuff is powerful. It works. It has the potential to place you square above your co-workers, managers, bosses and even the owners of the company.

I am not talking in terms of superiority or any of that senseless and meaningless banalities of human societies, I am talking in terms of value creation and human expansion.

THE WARNING: Be humble. Be flexible. Be Down To Earth. Help People.

...and lastly, please don't take my word for it, don't believe me, try it.

The question isn't who is going to let me;
it's who is going to stop me.

Ayn Rand

What is a Jobpreneur?

A Jobpreneur is an employee who decides to find opportunities to make more money at his/her job.
It's not a degree or a skill - it's a mindset.

In the near future, resumes and experience won't be enough. Companies will demand candidates and employees, to become Jobpreneurs to stay competitive in an ever-changing business marketplace. Employees will have to become CEOs of their jobs.

Carlos Roche

Executive Summary

Instead of writing this report, I wish I could go out on the street, walk up to you and alert you about the risks and rewards the job market holds for you. However, I know you would think I am crazy and dismiss any *hair-on-fire* warning from me.

Having a job today represents a blessing and risk for you and your family. If you have been watching the current trends in the job market, you know that jobs are facing the greatest threat in history. It's not only your co-worker who wants your position or the next promotion anymore.

Today the threats are not so easy to fight. Now, it's Artificial Intelligence, Robotics, Algorithms, outsourcing (local and abroad), mergers and acquisitions, lay-offs, sickness, cheaper employees, software, globalization, a teenage disruptor, etc.

The list is endless. Adding insult to injury is the fact that most employees –in different industries – have not gotten a salary raise in years. And when they do, it's usually to catch up with inflation. It seems that there is nothing you can do to stop the machine's attack.

You know how to act when the attack comes from an aggressor co-worker, but how can you protect your job from the inner workings of an algorithm, or software? "The best defense is a good offense," they say in sports...and it's true.

It's really amazing how, even in the most hopeless situations, we can be victorious. I can tell you that your best defense is not working more to please your boss, getting to work on time or even surrendering to the *** kissing demands of the corporate world to win favor. All that can help, but it can only take you so far.

No one can save your job from these kinds of threats - not your boss, not even your employer - because no one is safe. However, you have many options. You can get a new job, open a business, or do nothing, which is also always a choice. Regardless of your decision, it's vital to understand what your position is in the bigger picture.

What is your position? Your position is a job. A job is a limited set of tasks you do every day. That limited set of tasks determines your salary and your leverage at work. To survive (and even thrive) in the upcoming job onslaught, you *must* become a Jobpreneur. Jobpreneurs are CEOs in disguise. They are CEOs of their jobs.

They disrupt their companies from the inside out. They raise their own salaries because they know that no one is going to raise them for them. Your job has wealth in it, if you open your eyes and start HACKING. This report is about showing you how I raised my own salary at my job. This is the door - now you have to walk through it to start raising your own salary.

How Did I Do it?

I got my job in December 2016 and, by mid-March 2017, I had already convinced my boss to pay me \$25,000 to help the business attract and engage more customers. This was not luck or happenstance.

This was the result of the application of 4 specific skills that you possess and use every day. I will walk you through the 4 skills, or strategies, so that you can pick up on the main concept of becoming and acting like a jobpreneur to raise your own salary.

The First Day of Work:

The first day of work, Joanna tried to clean my desk, but I gently took the spray and cleaning rag from her hand and proceeded to clean my own desk. I was just doing what I felt was right and, without even knowing it, I was positioning myself as someone who took initiative.

Remember, I wrote the book, but I was not active on it; I didn't even read the book. It scared the living Buddha out of me. If I opened it and started to read, I immediately started editing it all over again! So the book's content was not so fresh in my mind. However, I was behaving as a Jobpreneur.

After I got hired and I started to work in the office, I started noticing a lot of opportunities to make money as a Jobpreneur, but I was too new to introduce myself as a Jobpreneur, a concept not many business owners are familiar with.

Instead of talking about my intentions, I decided to give the book to my boss as a gift and see what happened. She liked the book very much, and I asked if I could give a copy to all my co-workers. She said it was okay and I gave everyone a copy, for free.

This is how I introduced myself softly as a Jobpreneur without causing too much disruption in my new job with this new concept. I suggest you do the same. Introduce yourself as a Jobpreneur, but do it softly. Don't make a fuss. There are big egos in the corporate world. Don't scare them.

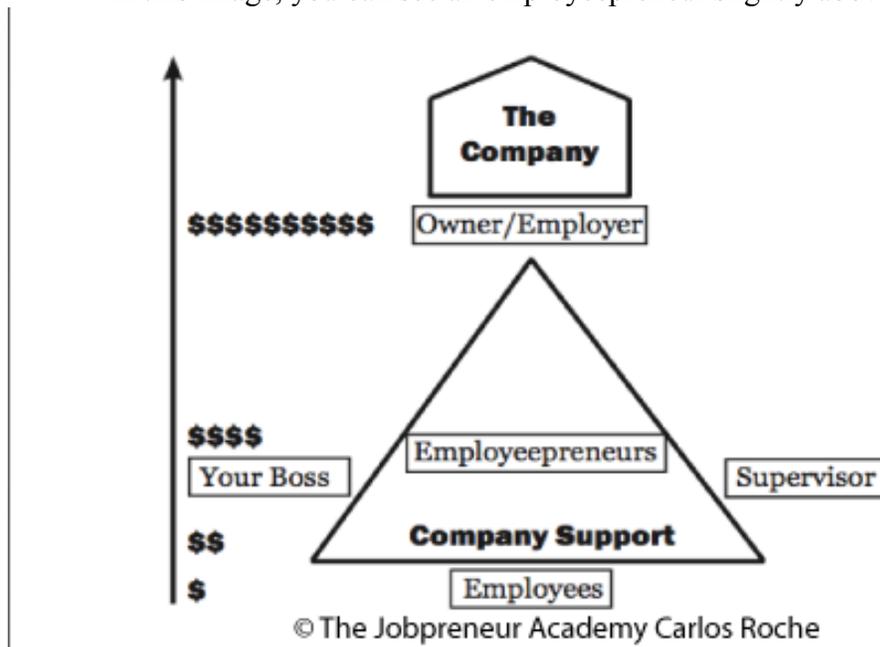
It can be as simple as saying to your boss/employer: "I am reading an article about being a Jobpreneur... a Jobpreneur is an employee who decides to help his employer to _____." "What's your take on that?" Then listen as if your life depended on what she'll say next.

Okay, back to my story: From the moment I started working there, I wanted to become a resource for everyone. Some of my co-workers read the book and told me they liked it and some didn't read it. But it didn't matter if they read it or not - the important thing is to contribute to the growth of others (as I'll explain later in this report).

I started working as an employee and then transitioned into a Jobpreneur. The difference between the two is the value you bring as one or the other. Obviously, a Jobpreneur brings more value to the table. As a Jobpreneur, you elevate yourself to the unofficial position of CEO.

Think about it. A CEO's job is to use all resources available in the company to increase profits, and, as a Jobpreneur, you would do the same. In the early developing stages of this concept, I used the word Employeepreneur to define what I call today a Jobpreneur.

In this image, you can see an employeepreneur slightly above the boss.



There are three major areas you can help your employer/company increase profits:

1- Helping The Company Increase Profits

If getting more sales or customers is not in your job description, this could be an area where you could increase your salary. Trust me; your boss doesn't know everything. Most companies today are terrified of the future. Today, any 15-year old teenager can disrupt or destroy an industry, let alone your company. This is how I increased my salary - by presenting my boss with a project to get more customers.

2- Reducing Operation or Overhead Costs

Any employee can help the company reduce costs if they keep their eyes open. Let me tell you a little story about saving money for the company. An employee from the matches company Swan saw an opportunity to save money for the company and also to make some money for himself.

He approached management and said: "If I can show you a way to save millions of dollars and it works, would you give me a portion of the savings?" The company said, "Yes," so he organized a meeting with the company's management and his lawyer and introduced his idea. Protect yourself, always.

He told them: "You're spending a lot of money by putting the sand paper on both sides of the box of matches. Put it only on one side." This simple idea saved the company millions over the years and helped this employee increase his salary beyond his wildest imagination.

3- Creating New Products And Services

The company you work for right now was once a simple idea. Don't let the expensive suits or shiny shoes your boss and CEO wear fool you. That little idea supports their life style. You have many ideas every day. Your ideas could increase the company's bottom-line and you could increase your salary, if you become a Jobpreneur, without causing friction among your co-workers and superiors.

You know what your company offers; you know the products and services. If you happen to go on vacation and you meet a great potential buyer, ask your boss: "Hey, if an employee brings in a million dollar buyer, can he get a commission on the deal?" But! Before you do that, please test the waters. Corporations behave like if you belonged to them... that would include your ideas.

This is why asking a casual question, or making a casual comment about reading an article or I saw this book title, like my book for example: Job, Inc., is always a good idea. Pay attention to what is going on with your industry. Products and services spring from the needs of people, not from the directives of executives.

Ideas are free! Well, that's not true, it takes a little effort, but it's worth it. You're reading this report, I'm certain you know that.

Okay, now that I briefly introduced you to the main ways to make more money at your job, let me show you the 4 skills or strategies I used to increase my salary at my job. These skills are natural in all of us and they can work for or against us. It all depends on how we use them.

Okay, here we go:

Skill #1: Your Ego

We hear people talk about the ego all the time but few people ever talk about the feeding mechanism our ego uses to grow and get stronger every day. I thought about it and I realized that our ego is created from our senses. Think about it.

The simplest way to explain the Ego is by saying that the Ego is a sense of SELF. How do we create our sense of self? Through information. How do we capture that information that creates our social-selves? Using our senses!

Namely: Sight, Smell, Touch, Taste and Hearing. This is a system of search. This system is always in search mode. The search is named: **WIIFM or What's in it for me?**

This is the way our ego is created. This is how we form our sense of identity; it's through our senses. This is the mechanism that protects us and alerts us of any imminent danger. It's always scanning the environment for what's useful for us. However, its original purpose was to sniff dangerous predators in the jungle, it's original use is ineffective today.

Okay, now, **how did I use this skill to raise my salary?** Well, this is the way to start becoming a Jobpreneur without causing friction.

All we have to do is simply flip the function of the Ego from WIIFM to **WIIFT, or What's In It For Them?** The core foundation of this concept is knowing that there's no lack in the universe. If you can fix in your mind that wealth comes ONLY from three places: 1) people 2) nature and 3) ideas, then you will understand that *you are value and that there's no lack in the universe.* .

I flipped my Ego (WIIFM) by simply helping anyone I met to grow two inches before they left my presence. Believe me, it's easier than you think. **All you can give someone is information.** Information became my most precious gift to give to people with whom I came in contact. Whenever I helped someone grow two inches, I grew 6, 12, 20. Whatever you put out into the universe comes back to you multiplied.

So many people are suffering because they lack simple knowledge of the mind, so I would help them with simple stuff like: "Your thoughts are only visitors requesting a meeting with you, don't be afraid of them." I am a student of metaphysics and the power of the mind and subconscious. It just fascinates me!

So, there you have it, strategy #1. Please don't believe or disbelieve me - use it! I flipped my Ego and used its ability for the benefit of my co-workers and customers. It's a natural tendency that you just have to redirect. Simple.

Skill #2: Wealth Consciousness

You are wealth. You are aware of wealth; however, if you're not experiencing wealth at this moment, it's because you are more aware of something else: *Lack of wealth Consciousness*.

Please understand this, the systems of society of the world are built on a lack of consciousness. The economists create lack of resources. The school system creates lack of initiative, creativity and self-esteem. The job system creates and perpetuates lack of prosperity. The health system creates lack of health consciousness. The news creates lack of peace and harmony. Everything around you creates lack of, lack of wealth and this way your value (and my value) creation is diminished systematically.

However, we are children of light. I am not talking God or religion here. I am talking science. I am talking Quantum Physics. This is all documented knowledge about not who we are, but what we are. What we are is more important than who we are. Who we are is just a bundle of emotions and information. What we are is power and God-like divinity (please replace God with Buddha, Allah or whatever god name you prefer).

So, our societies force us into lack of consciousness; however, we feel a natural and powerful inclination towards wealth consciousness but we have forgotten because all we see is lack. If you start practicing wealth consciousness - flipping your Ego, for example - you will start to see value or wealth everywhere. This is why step #1 is so important. Don't believe that if you help someone at your job with some information you're going to lose or not get what you desire - there's enough for everyone.

So, practicing wealth consciousness is simply being aware of wealth. It's knowing that it's everywhere you look. You can see it in your own house, you can see it on the street, you can see it in people, in nature and in your ideas. Please don't let society confuse you when it comes to wealth and money. Money is nothing more than a reflection, a tiny aspect of wealth. Wealth is the real deal. Wealth is the core center where you want to operate from everyday of your life.

Wealth is:

Feeling healthy from a vegan diet or balanced eating
 Having a lot of money to cover your needs and beyond
 Loving someone feeling loved by (that) someone
 A beautiful and soul elevating sunset
 A shiny and luminous sunrise
 A beautiful song you enjoy listening to
 A nice trip with friends or family
 A happy moment regardless of what's going on
 A great idea to improve other people's lives
 A nice dinner at a nice restaurant

A beautiful show on Broadway or any other theater strip
 Being able to buy nice things for your wife, husband, girl/boyfriend

All this is wealth. Wealth is all the enjoyment you can derive from any activity. Sometimes money is necessary; sometimes it's not. Wealth is you. My kids and I always have discussions about price, value and products and services. I always tell them that nothing has price, nothing is expensive or cheap; things have value or they don't. Price is irrelevant, value is everything.

Price has nothing to do with value. We give value to things and then we pay for them in the agreed price. We are the value. My younger son Carlitos, he loves Lamborghinis. Sometimes he says, "Wow, they're expensive!" and I am always quick to jump in and say: "Compared to what?"

I always tell him comparative stories about someone having to exchange his Lamborghini for a quarter to call his daughter because of an accident or eat a meal because she can't eat the car. This wakes him up to the fact that everything is based on value, not on price. So, create insane value for you and everyone around you - it's free. You don't have to pay for it. It's in the air, like Nikola Tesla driving his car in New York with electricity from the ether, the air.

Capture value from people, nature and your ideas. Take it. Use it. Give plentiful to everyone around you and it will come back to you multiplied. Flip your Ego; it's the fastest way to go directly into wealth consciousness because the Ego is always looking for things you can use. The thing is that you can't pay yourself for the things that you find. You need people to pay you with the currency we use in society: money. When you make them grow 2 inches, you're adding real value to someone's life, value that someone will be willing to pay for, eventually.

I made sure that everyone with whom I came in contact walked away two inches taller: customer or co-worker. You don't have to be a genius. If you're reading a book and you find something amazing, give it away. If you have an insight about the job you do, share it. Never stop giving. I have some books left from my book selling days on Amazon, and I have this beautiful book for little girls (by the way, if you have a daughter - below 15 - and you're in New York and you want one, just let me know)...anyway, I digress.

I gave these books to my customers and co-workers for their nephews, nieces and/or daughters. Become a giver and people will give back to you. This attitude helped me gain the trust and good will of everyone at my job. Please understand: this is not acting. If you don't genuinely like people and helping them grow, don't waste your time with this information. It's not going to help you.

Also, please understand that you have to grow as a person. Reading is the best way to acquire new information quickly. Watch videos on websites like Fora.tv, Tedx, trendhunter.com, YouTube and many others. Do something original. I, for example, started reading and walking in my neighborhood (and other areas) whenever I needed

to run an errand, or go take the train to pick up my kids from school. I've read entire books doing this, people look at me weird and sometimes comment, but I don't care.

I am using my walking time to learn. You may not be as extreme as I am, however, find your own corner, claim your own identity and defend it. Be weird a positive way, in a magical way. Create your own little world of learning and testing lab. These ideas, if you're not familiar with them, are expanding your mind into a new way to look at your job, embrace it and don't let go.

Skill #3: Positioning

Positioning! Wow! This is pure power. Positioning is who you are in the hearts and minds of people. If you think about it for a second, you'd realize that you're always positioning yourself with everyone you meet on a daily basis.

Think about great personalities of history: Mandela, Kennedy, Jesus Christ, Martin Luther King Jr., Nikola Tesla and Gandhi. All these great people positioned themselves as leaders of their different areas and people came to know them and accept them as consistent, inspiring, giving and, most of all, brave. No one asks you if that is really your positioning when you're acting in society. They just see, act and understand that that's who you are, that's the way you are, that's you.

Companies all over the world spend billions of dollars every year protecting, enhancing or embellishing their brands. Why do you think that is? It's all about perception. It's all about how you are seen in the minds and hearts of the people you want to influence. There's a famous phrase that goes like this: "There's no second chance for a first impression." It's true.

What most people don't know (including me, years back) is that we can engineer that first impression without any fraud, or misleading the people with whom we want to interact. If you are not truthful and genuine in that first impression, your true self is going to come out later on in your behavior. You can't escape yourself for very long.

You can let your positioning be random when you interact with people, or you can take control of it. You can be intentional about it, deliberate or just casual. Either way, you are going to get a result. Create your positioning. How do you want people to see you? I wanted people to see me as a resource at my job and I accomplished that by giving nonstop. When you position yourself like that, you become a 'sweet' person to be around.

People want to be around you; they want to be part of what you do. They know that you mean well; they trust you. They see you as transparent. No agenda. Never expect anything in return from the person you give to.

These strategies work; however, if no one likes you at your job, they will withhold information from you. They will not be as helpful with you as you expect and your idea may not go anywhere. Position yourself as a learning leader. Always say, I am a learning leader, I can only teach what I learn and practice myself. I am an advancing woman. I am an advancing man. I help everyone I meet grow 2 inches. I leave them better than when I met them. I am a force of nature for good in the lives of others, my own and my loved ones.

Skill #4: Becoming a Jobpreneur

Have you ever wondered: Why are we employees? Why are we forced to wake up early in the morning and spend eight or ten hours stuck in an office or other location doing things that we might love but, most likely, we hate? Remember schools, they are just the forerunners to jobs.

Millions of people from all over the world go to work every day. Many of these people love what they do, many dislike what they do. Some jobs are boring; other jobs are interesting. Regardless of people's opinions, there's wealth in those jobs because you can find the three things that create wealth: people, ideas and nature.

Okay, we got that part clear. Now, how do you become a Jobpreneur? Simple. It's a mind-shift. You decide to become one. It's like being happy. You just decide to be happy and then all sorts of happy memories start to flow through your mind or exciting activities start to pop up in your head. Things you can do to continue to be happy; however, happiness started within you, without you needing anything from the outside.

Okay, but what is it that you decide to do? You decide to start looking at your job as a place where you can create value beyond your job requirements: remember - the three areas to add value to your employers' company so that you can make more money:

- 1- Helping the company increase profits
- 2- Reducing operation or overhead costs
- 3- Creating new products or services

These are the areas that you start looking at, just like the CEO of the company. You don't need permission; however, you need to clear the way. You need to test the waters and see how the company feels about that. They need your help and your co-workers help. They won't tell you because of pride or hierarchical crap, but they need your help like never before.

Remember, your raw material is ideas. You have ideas all day long. All you need is a system and this report has put one in your hands. You have also joined our community of Jobpreneurs to stay in the loop; that's good. If you start writing ideas, combinations of ideas, concepts, etc., you could come up with an idea that could potentially save your company, or make you a millionaire. **How cool would that be?!**

Here are some tips to help you along the way:

When your co-workers complain about something, listen, take mental notes, scribble down whatever ideas may come out of that complaint. Think solutions!

Think about specific problems the company has and put your subconscious mind to work. Companies are recognizing the warning signs, so to speak. Many companies are even outsourcing their R&D (Research and Development) departments. If you visit a website named: www.innocentive.com. You'll find many companies that can't solve their problems internally and go to this open source problem solving website to find help. Did you read that? Read it again! That's proof that you have a great opportunity in your hands if you use these principles I am presenting to you today.

There are many new technologies your employers may not know about. They don't know everything. You might even find products or services from other industries that might enhance your company's products or competitiveness in the marketplace. There's no limit to the possibilities when you open your mind to the concept of being a Jobpreneur.

Please Note:

These strategies and concepts are only as good as your relationship with people. These are people's strategies, not technology or techniques. They don't work if there's no trust, integrity and honesty.

As you can see, these skills or strategies are natural to us. We use them all on a daily basis; it's just a matter of redirecting their use or learning a few concepts.

Positioning: you do it everyday. Now all you need to do is become deliberately aware and position yourself.

Your Ego: Redirect its natural inclination. Trust me on this; you'll thank me later. You do the Ego thing every day, too. It just doesn't serve you well when all its focus is on you. You don't have to run away from predators anymore. Upgrade your ego!

Wealth Consciousness: You are nothing but wealth, value and pure potentiality to create wealth. Become conscious of it! Stop looking at lack!

Becoming a Jobpreneur: It's all about thinking, which you do every day, too. Find new ways to use your mind, it helps to get into the Jobpreneur mindset. Remember, being a Jobpreneur is a mindset.

So, there you have it. Use me as a resource to grow. Allow me to help you grow 2 inches or more. Email me anytime with your questions.



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If you'd like to learn more details about applying this strategy at your job, then head over to **www.hackyourjobtoday.com**. See what we are doing. I put together program that shows you how I used these skills to raise my salary.

If you liked this report, please share our website with your friends so that they can also get it and plug into the support system we have put in place for you and your friends. Send them to: www.thejobpreneuracademy.com