

"Hey! – Are You Being Paid What You Are Worth?"

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**"Hey! – Are You Being Paid What You Are Worth?"**

**By Gary Simpson**

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Are you being paid what you are worth? Has anybody ever asked you that? Have you ever asked yourself?

The answer to this question really hinges on another question: "Do you work for a boss or do you work for yourself?"

If you work for a boss the answer must be a resounding NO! You see, you cannot possibly be paid what you are worth because your boss is being paid what you are worth. He or she then pays you at a discounted rate.

For example, say your hourly rate is \$12.00. You do your job and when a profit is made, the boss looks at the business figures and realises that you are actually worth \$25.00 per hour. The boss keeps the \$13.00 "over-ride" on your services.

That is only fair as the boss is the one putting up all the money, taking all the risks and accepting all the responsibility for the viability of the business.

Going back to the above example, if you were being paid \$25.00 per hour you are unprofitable to your boss and it is pointless for him or her to retain your services. Put simply, they cannot make money from your efforts.

When it comes to occupation and employment, there are basically two types of people:

- 1 – those who are employees, and
- 2 – those who work for themselves.

Now, if you like the comfort zone of a five day, nine to five job with no responsibility for the viability of the business, that's fine. But what if you don't?

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It would seem that most people begin to question their employment and future prospects between the ages of 35 to 45. In this ten year time zone, many people get "itchy feet." They feel like they want to experience something different. Some will move on to a better or more highly paid job, still working for a boss. But others want to get into a business of their own and be their own boss. They want to "call the shots" – so to speak.

Sinking all your life savings into a business can be a very risky move. Just think – a large percentage of any savings you might have accumulated, plus any redundancy payout (if you are that fortunate) from your former employment, accrued annual leave entitlements plus a visit to your (friendly?) bank manager.

Before purchasing or developing your own business you had better be certain of one thing. Is it a

winner? Have you done your due diligence research?

Sadly, many people attempt to start a venture of their own, usually based on a hobby or interest of some sort. Often these businesses fail miserably. A large percentage of businesses fail within the first two years. This seems to be the critical time. If you can get past the first two years then the next critical time is at the five year time period. After that, most businesses will survive.

The three things critical to any business are:

- 1 – experience and knowledge
- 2 – sufficient start up capital (money) and
- 3 – sufficient back up capital

Without these three ingredients most businesses will fail. When this happens the owner becomes dejected at the failure and loss. They go back to paid employment often embittered about their loss. They have to go back to the very thing they were trying to escape from – a job.

One way to minimise business risk is to involve yourself in a reputable franchise. Depending on the funds you have at your disposal there are plenty of good opportunities available from \$20,000 to half a million dollars or more.

The one thing that a franchise has in its favour is that it is a tried and tested formula for success. The Master Franchisor has already proven his or her system over a period of time. If you are prepared to follow and work within the boundaries of an already proven system, then franchising is definitely a good option.

In reality, a proven franchise eliminates the necessity of the first of the above listed requirements (ie experience and knowledge) because you have a mentor (the Master Franchisor and his or her system) to watch over you. The Master Franchisor has a vested interest in your success because it is part of his or her success.

With respect to point two above (sufficient start up capital) obviously you will need access to the

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necessary funds to purchase the franchise package. However, the necessity to have a large source of back up capital (point three above) is reduced somewhat because of the greater chance of success you will have by following the franchise system.

Franchising is definitely a worthy option, particularly if your business knowledge and experience is limited.

Before committing yourself to any business venture, either franchised or other, always do your due diligence investigations and make sure you discuss your plans with competent legal and accounting professionals.

If you have doubts that you are being paid sufficiently for the services you provide, then consider making some changes to make yourself a more valuable commodity. Studying subjects such as motivation, self esteem and personal development will be the catalyst which will enable you to do this.

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## "Is the Internet the World's Largest Midway?"

**By Wonder Wyant**

### "Is the Internet the World's Largest Midway?" by Wonder Wyant

Why do I call the Internet the "World's Largest Midway"? I spent 16 years in the carnival business and I was pretty successful at it. If you've ever been to the fair, you might relate to some of my reasons.

Did you ever notice how they set up the good stuff, the real nifty rides, way down at the end of a long line of "joints" full of hawkers and talkers.

Yep, that's what they call those tents and trailers where

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you can "WIN" the world's largest teddy bear, "joints". If you don't want to walk by these guys to get to the good stuff, you have to go the long way around.

If you do walk by, the "jointees" or "agents", as some call 'em, are gonna be screaming at you "HEY, BUDDY" "HEY, YOU WITH THE GOOD LOOK'N MAMA!" "HEY!" to get you to come play their "game".

And, if you succumb to their calls you will find that you can "win" a prize for merely 3 or 4 times what it would cost you to buy it.

On the Internet there are lots of good rides, sites you can go to fairly easy and have a good time.

Every day, though, I get screaming emails letting me know "I WON" the chance to join another MLM or "program" where I can WIN the world's largest teddy bear, i.e. get rich beyond my wildest dreams.

And these "agents" are even slicker than my carnival buddies, some of 'em even have my phone number and can hawk right in my living room!

What you may not know, however, is that, on the midway, there are some legitimate games where you can actually win something worth much more than you invested.

Yep, you might win a forty dollar prize for your dollar game. And, yes, you do have to pay to play.

The Internet is the same way, there are legitimate offers out here where you can actually make a buck. But, like the carnival, you have to be around a while to check out the game.

You don't necessarily want to walk up to the carny screaming the loudest. Same way on the Net. Yep, just like the carnival, "YOU GOTTA PLAY TO WIN!" and, yes, you do have to pay to play.

There are at least 20 other parallels between the carnival and the Internet. But that's what MY ezine is about.

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Wonder Wyant is a retired carny and the editor of "Geeks,Freaks and Bamboozles", a free ezine about both thecarnival she retired from and the one she retired to.Subscribe free at <mailto:wondersubscribe@freeautobot.com>Or visit <http://welcometothefair.com>



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