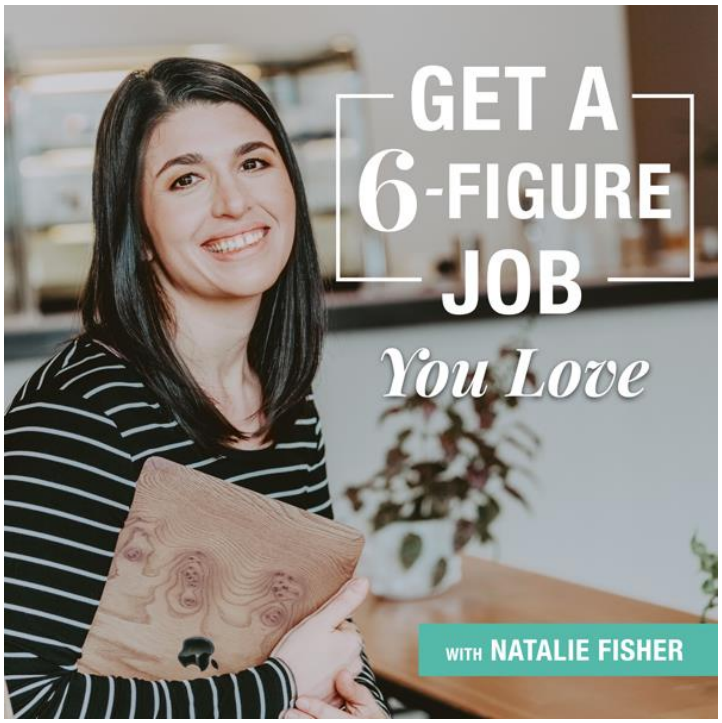
BONUS: How Isa Went from Not Negotiating for 8 Years to Becoming a Top Earner in Her Industry



Full Episode Transcript

With Your Host

Natalie Fisher

Get a 6-Figure Job You Love with Natalie Fisher

Welcome back to the Get a 6-Figure Job You Love podcast. This is a very special bonus episode. We're talking to one of my curriculum clients, her name's Isa. And she's going to talk to us about how she went from not negotiating for eight years in her career to joining the program and becoming one of the top earners in her industry. So stay tuned.

Hey there. Welcome to the Get a 6-Figure Job You Love podcast. I'm your host, Natalie Fisher. I'm a certified career mindset coach who also happens to want to skip all the BS and get to what it really takes to create real results for you in your career. On this podcast, you will create real mindset shifts that will lead to big results and big changes in your career and your income. No fluff here. If you want to get a 6-figure job you love and create real concrete results in your industry and make a real impact, you're in the right place. Are you ready? Let's go.

All right. Welcome everyone to the podcast. This week we have a very special guest on, Isa, one of my amazing clients who just recently went through the 6-figure curriculum. Very excited to talk to her about her recent success and progress throughout the program. Isa, would you please tell us a little bit about yourself, your background and yeah, take it away.

Hey Natalie. Yes, super excited to be here. So I have over now eight years of experience, I graduated college with an environmental science degree, I consider myself a science nerd. And after I finished college, one of the things is that I knew I wanted to go and work in the industry. Not necessarily much like be a professor or work in a lab. I was like, "I want to work in the industry." But I didn't knew that many people that did that around me. So I started consulting.

So in Texas, I worked three years for a consulting firm. Then I moved to another state and I started working at the public sector, working like for the state. And then, at that point in my career, I was like, "Okay, I'm still curious. I want to keep growing." So I went back to the private sector and that's where I was last before joining your program. In this last job opportunity, I had the experience to go into management, which was great.

And then just the beginning of the year, I was like, "Okay, I'm ready for the next level." And I started looking for what that next level looked like. But as I was navigating that, I guess that path, all the doubt that haven't come in so many years just came all at me. Especially after being like a new manager, lots of mistakes, which that was one of the biggest things that we coach on. So I had like all this self-doubt and if I was going to be able to find something. But I did, I did.

Yeah. So tell us a little bit about like that self-doubt and how it kind of showed up in your brain. Because I'm sure it shows up the same in a lot of other people's brains and to hear you express it would be helpful. So, what thoughts did you have about yourself before?

It was like a mixture of things. So the main thing was, okay, I have years of experience. I knew that. And then I knew I had potential within me. But then I also had ... and this is something we talk very during our session, which is, but I have all this baggage of things I've done wrong. Right?

Yeah.

Because I'm learning. And for me was like my baggage of mistakes. So basically it's being in a position where I put myself basically, I said, "I accepted to a manager role not having done it before." And things didn't went as planned. Like, in the last year, I go had tons of feedback, how I could improve. And in my mind, everything, all this, was mistakes. It was like so many mistakes. And I was showing that way to the interview process with a lot of trying to ... what's the word? Like trying just to don't talk about it or being kind of embarrassed about certain things.

Yeah, trying to avoid it. Being like-

Absolutely.

Like hide the mistakes instead of using them as the experience which we'll get into. So thank you for sharing that. Awesome.

And so you were feeling that way and then you had some shifts, which we'll get into. But as far as your belief in being able to do what you wanted to do with what you had, where would you say that was when you started? Like you're like, intellectually, I know I have this. But there's something getting in the way and I'm going to interviews and I'm showing up with low confidence. Where did you think your belief was at that point?

I think I was like at a six.

Yeah. Okay.

Very shaky.

Yeah, yeah, yeah. So, yeah. And we'll talk kind of throughout the interview, how you changed that and turned that around. But I think it's really helpful for people to hear that because people listening are experiencing the same thing. They're like, "Oh, I did a whole bunch of stuff wrong. I had this experience, but it doesn't really count because I messed this up." Like this is very common and if you're listening, you're not alone on this, as you can tell. So how do you look at those challenges now differently now that you've gone through the process?

So this was the biggest shift for me was, what information I know ... so let's say I didn't get the outcome that I wanted. Let's say we were talking about this example where I was tasked to do some training and there was a misunderstanding through that process with my direct supervisor. And in my head, felt like the worst mistake ever. And I wanted to hide it and so on.

But after that, I saw it as, oh, okay. Now I know all the things that can go wrong. And now moving forward, I ... and this is something that I communicated throughout my interviews. Like I was very upfront, like, I understand what type of problems this type of projects go through. I have made some and learned from those. And even like speaking to that, how I was like, "Yep, I've done couple, but also how I problem solve for those." So that was the biggest shift to kind of take into those mistakes and turning them into, "Oh, now I know one way how things could go wrong and also how you can overcome those."

Yeah. Yeah. And that experience was worth so much. I remember we were reframing that and like, now you're so well equipped to go work for this other company. And have this heads up and know what's going to happen now, with all this experience that you've had. Yeah. And then, from this new mindset, you went and interviewed and you got the job.

Yes. And I'll have to say that it was a mixture of this mindset. And also the first module that's in your program. Which talks about confidence and also having that on the side, like the value. And how valuable those mistakes can be, because it's like real world experience, really what I'm bringing to the table. It's not theory, it's real world experience.

Yes. Listen people, but real mistakes are more valuable than like a theoretical test that you took. Totally. So, what do you think was the biggest fear that you had to overcome in saying yes to signing up for the program? And diving into the work? What do you think the biggest fear was before you did that?

The biggest fear was to think that even with the information you provided, that nothing was going to come from me.

So the belief in that your job was going to happen.

Exactly. Exactly. Something like, what if this is the course that tells me that I'm wrong about something?

What if this is the course that tells me I can't do it? That's funny. Yeah, no, I'm glad you brought that up because I'm sure other people have the same fear. Yeah. And so how were you-

Yes.

Able to overcome it? How did you talk to yourself to get yourself to take that decision confidently and then make it work for you?

I think the first model, like it's so valuable in the sense that it gets you in the right mindset. And then after that, I think all the other steps that you walk someone through that you have components of this. The biggest thing was kind of honing that value. And then being open to hear people say, "Okay, we find this helpful or maybe valuable for this position or not." Still believing in my value, if that makes sense. Like even if a company told me no, which one did. I was like, "Oh, perfect. Like they were just looking for a different thing." And after I have interview in other companies, I was seeing how for other companies, I was more of a fit. So I think that it was the main thing, seeing like, "Okay, it's okay. My job still is to find where I can bring this value and where I can collaborate." Yeah.

Yes. Yes.

Bring the most.

Perfect. Yeah. Amazing. And so as far as like the investment goes, I love that you use the word, compounded because you made your money back plus ... I don't know how many, if we were to calculate that, but like how would you say it was worth the investment for you?

Oh my gosh, okay.

And this is just the beginning.

Yes. We were just talking about money topics, which let tell you, money was one of the biggest things that I overcame. I negotiated for the first time in my eight years of professional experience, which it was crazy.

Negotiating the first time in eight years. Wow.

Yes, yes. Yes. And, oh my God. All right. So originally when I started this job hunt process, I was like, "Okay, I know for sure I can get 10k more." I was like, "Yes, I can totally get that to happen." But then I was talking with friends and colleagues and I keep hearing like jumping specifically from other company to other companies, like you can actually go for more. Actually, I would subscribe to your email list, but I was like, "Well, maybe it is possible. Let me play here with numbers."

And I actually start considering the point, "Okay, how much can I ask for?" And then it got to the point that I was like, "I think I can ask 20 to 30k more. It's totally fair with what I have." And doing a job market research, it's like, yes, it is possible. And then I had other people tell me also, yes, but still a lot of disbelief on that. So ultimately, I ended up increasing my income $20,000.

Nice.

And I think without the program, I wouldn't achieve that. I would've probably stayed within 10 and actually I had one position that offered me the same that I was making. And when I was super doubtful, I was like, "Maybe I should take it."

You caught yourself. Yeah. So good.

Yes.

Yeah.

I was like, "No, no, no." Ultimately it's my career and it's my life. So it's the time for me to ask for what I want. Yeah.

Yeah. And you also mentioned when we were talking before we got on the recording, about the belief in your profession that you can only make a certain amount.

Yes.

And now you're in the top 10 of that. And I wanted to address that because people can get discouraged really easily. They can go look online and they can be like, "Oh, it's not possible for me to make this much in my profession." Can you talk a little bit about that and how you overcame kind of that?

Yes. Yes. I love to talk about that because I'm an advocate for ... I come from a science background. And in the industry, the science degrees are not the ones that are, let's say, paid the most. And I have experienced that through my career. So I often work with people with engineering degrees or like in the tech world or architects. And usually, I'll say the science degree comes last when it comes to compensation. So when I first approach you, I was like, "I don't think I can even attempt for this total compensation because I've seen it through my life. And someone with my degree and a title for what I do, which is an environmental scientist or consultant, they don't make this kind of money."

But I'm happy to report that after going through this job search and then the negotiation process, I'm in the top 10% of like ... and this is based on LinkedIn, I don't know the exact data they use. But I look in the US because I'm in Arizona, which is a state that it's not as expensive as California or other states. But in the US, top 10 with an environmental science degree, which-

Yeah.

For me was shocking, it was like, it's possible.

Yeah. Totally. So what I'd like people to take away from this is, if you're thinking, "Oh, we just don't make that much as whatever your role is." Be willing to be open and challenge that. Because it is really about the value that you can convey, as Isa has demonstrated here. It's not about like what it says on PayScale or LinkedIn or whatever. And I've seen that a lot. Like I made a lot more myself as an admin assistant when everyone's like, "Oh, you won't get more than 45k as an admin, even if you have a ton of experience." Don't give all the credit to all those things because it's not what actually happens. And if there's exceptions, there's no reason why you can't be one of them. So, yeah. Thank you so much for bringing that up and sharing about that.

So what do you think were like the specific results now and improvements now of how you think about yourself, how you're going to move forward and what's possible for you now? How do you see that differently than before?

For sure, it's being more ... give myself more the time to reflect on the actual results I'm creating. Because I think that was one of the biggest ways of approaching this job search was, okay, what results I'm actually creating? And then even when I was interviewing, being very open to ask that to like the team I was interviewing with. Like, "What exactly is that you want from someone in this position? How does that look like?" Or, yes, like approaching more that, and then going to my vault of experience and being like, "Okay, okay. I can definitely think of this way of approaching this program."

So I think that moving forward, it's always coming with me. Because from now on I can ... I mean, I haven't started. But as I start this position, I can see myself going into every conversation and be very attentive to that. What is the result that we want here? And I can mention in the group is like, I'm going to get to that 100k. Like right now, I'm very close to it. Like, I'm getting there soon and I know this is the way I'm going to get there.

Yeah. Yeah. Because it's the same process when you up-

The same process.

Level again. Yeah. It's just going to be refining it and paying more attention to it. But basically, you've created the result, that means you can create the result again, which is fantastic.

Correct.

Yeah. So that's that belief, that right there is ... yeah, that's going to be so huge. So, how do you feel going into your new role? I know you haven't started yet, but what are you most excited about?

I'm super excited to take ... I guess, get to my growth and now kind of jumping into the mistakes.

Yeah. Failing fast and learning fast.

Failing fast.

Yeah.

Yes. Yes, I like that. Yes. Not beat myself a lot about things that I didn't get it at first. I think sometimes I tend to go that place, with my personality. But now with this process, it was a good ... again, the program is so good to make you think about everything that you have achieved in your professional life. That now I'm bringing all that with, because I know they were not mistakes, they were just things that I can apply on. And then of course, as I keep growing ... that was another thing that you helped me a lot differentiate. Is like how I am new, but it's like a new level really. And there's going to be a point that I'm going to be very proficient in it. And then I need to keep growing and I'm going to go through that process all over again.

Yeah.

So, I'm very excited to apply this and then be willing to jump into failing fast.

Yeah. And being excited about it. Like, that's it. Like if you are not afraid of that anymore, nothing can stop you.

Yes. And honestly, when I was interviewing, I brought that a lot. Usually, when they're hiring someone, it's because they need someone to address certain type of problems, especially at this level, like someone that is more experienced. And I've noticed that people was like, "Oh my God, the way you shift this way of thinking." And of course, I talk a lot into the improvement conversation, like improving process, improving this, improving that. And they're like, "Okay, yes, we like that."

Yeah, totally. Because now you're bringing everything that you had in a useful way instead of like embarrassed way.

Correct.

Yeah.

Yes.

And it was the same thing, your experience didn't change, nothing about your past changed. It was just the shifts that you had of how to look at it.

Yes.

Yeah. So good. If you were to give someone advice who's in your position, well, before you got the role, before you negotiated. What would you tell them or what would you want them to know?

That's a great question. I will say that doubt, it's a very ... if you're feeling very uncomfortable about this whole process, I think you're in the right track, if that makes sense.

Because doubt is part of it and it's normal.

It's part of it. And it means that there's growth. And I think that's why I really like joining of your program, because it's pushing you to that growth. And one part of me knew that I wanted that, but other part was very doubtful. And at first, I was kind of very, I don't know, I was like, "Oh, then if I'm doubtful, means that it's not meant to be." And it was like, no, no, it's super normal for that to be there, of course, because I'm pushing myself to, again, top 10 of ... and a statistic, or top 10 of something.

Or maybe I share this with you before, I never thought I was ... one point I could be here. So, I'm, of course, pushing my own limits. And the interesting thing is that other people were telling me, "You're ready, go for it." And the only person in this way stopping, it was myself only. So doubt is, if it's there, then I will say very likely it's the right thing to do. Just go into it.

Yeah. And I love that you brought that up too. Because I think about people who don't have any doubt in their life, it's because they're just doing the same thing every day. They know exactly what's going to happen, they don't have any fear that they're going to be pushed or challenged that day. So of course, they wouldn't have any doubt. So yeah, it's a really good point. If you have the doubt, it means you're just trying to do something you haven't yet. And that's a normal part that you need to work through.

Yep.

So, what would you say made you successful with the coaching? Because I know you went through the program, you actually did the exercises, you took advantage of all the support. But what do you think it was about your mindset going into the program that allowed you to make it successful so fast?

I'm thinking kind of like how you have everything that anybody needs, I think, like negotiation scripts. Like you have so many scripts and scenarios that ultimately was that mindset of being like ... it's like, okay, I knew even when doubt came in me, it's like, "Okay, I don't need to prove anything. I just have value that I need to become or I need to practice how to communicate it." And I noticed at my first interview, which I like to say, I feel horribly, but actually I made it like all the way to the end of the process. And then they told me no. But even then, it was kind of thinking over and over, "I don't need to prove anything. I just need to show my value." And whatever company works and aligns with what they want, that's okay. My job is to find that.

So I'll say that it was using the tools that you provide, but also having that mindset behind. Which is, this is a value. And finding that balance between that. Because I remember when I went into the negotiation process, at some point I got very stuck and even I didn't answer the call of the recruit. I know it was coming and then I was like, "No, I need to go and read this one more time." And then, I took a breather and I was like, "No, I just need to trust that this process is going and I can handle this. I can do this." So I give her a call back and then work through that.

Yeah. Yeah. That's the key is like, I need to trust. Because a lot of people will go to, oh, I need to review, I need to over prepare, I need to get more ready. When really, you just need to kind of sink into your body and trust that you do have what you need-

Exactly.

Because you wouldn't get this far, otherwise. Yeah. And also I wanted to mention something that you said when you first joined, you were like, "I'm going to be successful." You already knew that before you even kind of got going. And I want to point that out for listeners is like, she just came in knowing that she was going to be successful. And here she is. So-

Yeah.

That was something that I noticed where I was just like, "Oh yeah, of course she's going to be." Did anything surprise you about the program once you got in?

Yes. Again talking about the before and after, so before joining, I didn't knew how to communicate that value. Again, one part of me knew it was there, other part was embarrassed by the mistakes. But I was like, okay, if I have to communicate, how? And the way you walk through how to just be in the interview process, all the interviews were so enjoyable. Like I enjoyed meeting every person and actually after interviewing with each person, like now we're LinkedIn connections.

The feedback that I got from the recruits and the team was like, I just couldn't believe it. Actually, I was sharing with some friends, the one company, I told them no because we didn't get to the offer, but at that point I got the thing that I wanted offered. So I told them when I called them, I was like, "I decided to move on with this opportunity. And the recruiter was like, Isa, like the whole team was so impressed by the way you showed up, the value. They were reconsidering changing the position to adjust what you have to offer."

Wow.

"So seriously, like if at any point you want ... like, talk to me, like call me if something doesn't work out."

Yeah. Like if it doesn't work out, we still want you. Yeah.

Exactly.

Crazy. Yeah.

And I never heard that in my life. So it was very exciting because I know I didn't fake anything, I just showed up and had a one-on-one conversation. I was very freaked out by the idea of how do I ... yeah, the stories. Like one time you made a mistake, one time you were successful. Before, like freaked me out a lot. I was like, "I don't know how to communicate this." And after going through that process, it was so simple. I wasn't nervous, it flows. That was my biggest thing too.

Yeah.

And it showed up. Again, I believe that it worked, but then hearing the feedback from this other team where I interviewed with four people of that company and everybody kind of shared the similar thing, I was like, "Wow."

And this is what it feels like to be an in demand candidate.

Yes.

Right. Yeah. For sure. And this is what I talk about. I'm like, "You can feel like you're in demand and then you are because of how you show up." Which you've just demonstrated the perfect example and the perfect results. Because the results don't lie. Like we know we're doing it when we get these kinds of results that you got. So amazing. Thank you so much for sharing that, too.

So what would you say to someone who's on the fence about joining the program who is kind of unsure about the investment?

I think at this point, like you need to give it a try. Because even now I said ... I'll be honest, I consume probably like 80% of your content. Because actually as soon as I start working through the steps and through the modules and the classes, I started getting results immediately. So I didn't even get to finish it. And I didn't get to the pay raises videos. Like it was so fast. Which means that it's that effective that if you start applying it right away, I think you start seeing results right away. But also, I did the work.

Yeah.

I was like working through like the value sheet, remember, and I was like, "Oh, this is so long." Because I was like pushing my brain to bring like [crosstalk 00:25:58]-

Yeah. And that's what it is, right? It's pushing you beyond what you've ever thought about before.

Right. So give it a try. And I know for a fact that it will keep bringing me more and more and more. And again, I didn't finish it 100% and I just can't wait to [crosstalk 00:26:14]-

Yeah. And that's how it goes, some people like, you don't need to. I've had someone go through just the first part and be like, "I got it."

Yep.

So it's going to be exactly what you need. But there's more than you need there.,You can just take what you need. So, yeah. And how would you describe like the coaching and the whole experience to someone who's never been a part of a program, who's never had coaching, who doesn't understand any of it. How would you describe that to them?

So I come from a very analytical background and sometimes coaching, I have evolved like how I accept feedback for my own. But I really like your style when sometimes you say the things that you are not even aware that you're thinking through the videos. Especially, that first module, in that first video, where you talk about how you have so many ... I think you have listened to everything that now you can share that with other people. Because through, again, the lessons, it was not only the how to, it was the behind it. So again, I just can remember going through the process and thinking, "Oh my God, I wasn't even noticing that this was coming for me. And here it is. And oh, okay, move on."

Yeah. And you were able to apply really fast, which is really impressive.

Yes.

And I think it's probably because you just decided, okay, I'm doing this work, I'm going to get this done. And that decision was already made.

Yes.

I think that's the main thing here that people need to listen to, that will make you successful when you join is just making that decision already and then having the program kind of take you the rest of the way.

Yes.

And yeah. So what would you most want listeners to know who are feeling really frustrated right now? And can't seem to close the deal. Like they're going repeatedly on interviews and interviews and interviews and they're not getting offers. What would you want to say to someone who's in that position?

What comes to my mind right now is also something that I've noticed it was very different for what you offer to other people out there also sharing this type of content, is where you're spending your time. And I noticed that before joining in, I was very kind of ... I don't want to say stuck. But I was spending lots of time and not connecting. Like interviewing overall, I was just like very terrified ... or making sure that my documents, like my resume, like all those things were perfect. And then after I walked through this, I noticed how much emphasis you put into just go out there and be ready to do this right.

To do the things that will actually get you to the result. Yeah.

Exactly. Exactly. So I'll say that awareness of, oh my God, yeah, it's true. Like how am I going to get a job offer if I don't get an interview? How I'm going to get an interview if I'm not creating the opportunity stacking? And I was like, "Oh, of course." So let me keep reaching out. And was also that concept of opportunity stacking that ... because I had my first interview. So I interview overall with three companies. The first one, like I said, I was not prepared or super doubtful. Again, I think went well because I didn't hear a no right away. So let's call it, it went somewhat good.

But after that, I joined your program. I was like, "Okay, I need to do something about this." And then I pay a lot of attention to that opportunity stacking. I was like, "Yeah, let me connect with more people. Let me tell more people ... I don't know, reach out." And I did all this through LinkedIn. It wasn't really my network, it was new people and it was that mindset shift, too. Like, let me just put myself out there, put myself out there. Because I would say, after the first one, if I wouldn't have your program, probably I would've just spaced out for three months and not wanting to talk to anyone.

Yeah.

And instead I went in and keep reaching out, keep connecting with people, with companies. And after that, it was like one company, other company. And then we went straight into the interview process. So it was really fast.

Yeah. I just want people to hear like how you're talking and how you're expressing, how you did it. Because this is basically how you make something successful for you. Like there's people who will join and then they won't do the work or they won't look at the modules or they won't come to the calls. And like, of course you're not going to get the results if you don't do that. But like your attitude towards it and I think that's so important for people to hear, just in the tone of your voice and how you talk about it.

And also what's going to continue to create success for you, is just how you're thinking about getting something done and making logical sense of an argument that I put in front of you. And you're like, "Oh yeah, that makes sense. I'll go do that."

Yeah.

And this just very simple and then the results come very easily and very simply. And not without discomfort, because I know you went through the discomfort of the negotiation and I know you went through the discomfort of doing things you hadn't planned to do.

Yeah.

But it came easily and it came quickly because you were willing to do that.

Yeah.

So yeah. I think those are all the questions I had. I had a few, but I knew you'd already answered them, so I didn't go into them again. But is there anything else you'd like to add or share before we close out the interview?

Yes. I would love to share about that negotiation process. I remember like I comment-

Tell us.

On your group. So in your video, you're just like, "Oh, when you go to the negotiation process, it's uncomfortable. It feels like a cramp in your leg." And then I went through the process and I comment, "No, I felt like I was about to die and pass out."

You're like, "It was more than a like leg cramp, Natalie." I remember you wrote that in one of your post.

Yes. Yes. But again, it was funny because I say the words and I probably stumble and the recruit was like, "Oh yeah, sure. Like, no problem at all." And for me it was like, oh, she's in my mind, I knew. I became aware, I was thinking like all these things that they're going to take the offer off. But then I remember you said, "Well, if they take the offer off the table, that's a place that you wouldn't even want to work for first place." Right?

Yeah.

I was like, "Of course. Yeah, like that's not even possible." So, every time my brain was freaking out, your voice will come in and be like, "No, relax."

Yeah. And that is a very common belief that people have. And it's like, you know what? I've only seen it happen one time. And it was for a company that was really like scattered and all over the place, that like hardly ever happens. And yeah, you're going to want to go ... like going into this new job, you're going to be advocating for yourself again, after this-

Yes.

After you've added more value, you're going to be asking for another promotion. And they're going to be happy to pay you or the additional value you're going to add.

And you know what, it's another thing that came from me is like, what the people that I work with is going to think of me when ... so at first, it was from this very scary place. Like, what are they going to think of me? Like, I'm just here asking for more and more and more. Like I was seeing myself as this person that just takes. But then I was like, "No, again, I'm offering value." And the worst thing they ... again, your voice, Natalie's voice behind my head is like, "Worst thing they say is no. And are you okay with hearing a no?" And I was like, "It's okay. Like even if they told me, no, I knew I asked the question, do you guys have more flexibility in your total compensation?" They say yes.

And after they say yes, I said the number that was very scary for me. And they were like, "Let me think about it." And then they said, no, initially. So, I think I asked for 10 more and then they came back with three and then I was like, "Hmm." Then let me go and apply this other ... like, you talk about this, asking for something different, like not money specifically. So we did that. And then they were like, "You know what? No, like we can bring this up to where I wanted." Which was a total of five overall. So I was like, "Oh, okay." And-

Nice. Yeah.

The recruit was so nice. Like at any moment I felt uncomfortable on their end and that's why I noticed, yeah, we're just talking numbers here.

Totally. Yeah. And I think what you said there, I just want to highlight it is, you felt like you were taking from them. And that's what a lot of people think. They think, "Oh, if I'm asking for more, it feels like I'm taking, it feels bad. It feels like I'm hurting them somehow."

Yeah.

And it's like, that's where you have to flip that script in your head where you're like, "No, actually I'm offering them a lot more value than they're going to pay me. And they're going to be happy that they did this." And if you're not at that point, then that's where your work is to do. But clearly you had done that work because you were able to make that move. But I think a lot of people would resonate with that, where they're thinking, "Oh yeah, I'm taking from them something." Yeah.

It felt like that.

Yeah. And then, how did you turn it around? Like you were like, "Okay, I am offering value." Like, what were the exact thoughts you had after that to be able to negotiate?

So, two things I remember. One was, worst case they can say is no and it's not crazy too. Like it wasn't that much, like if you think about a 10k wasn't like that big of a jump.

Totally. Yeah.

[inaudible 00:35:19].

That's what I say. I'm like to you, it's a lot. To them, it's not a big deal.

Exactly. The other thing was inflation. I was like life is just inflating, so this is my opportunity. Because I plan to stay with this company, like I like what they stand for, I want to be there. So it's like, if this is the biggest jump I'm going to make in my career, like again, I'll worry about a pay raise or something when I get there. But right now, I'm my biggest advocate. So of course, I am going to advocate for the most I can. And it's not disrespectful, it's just asking a question.

Yeah.

But it was inflation. I was like, "Yeah, but the world has increased their prices so much. Why my value, my professional services?"

Totally. And you hadn't negotiated in eight years. So it was time for you to make up for that.

Exactly. Exactly.

Yeah. Yeah. And now that you've gone through it once, how do you think you'll be approaching it the next time you're going to advocate for yourself?

That's a good question. I think keep this mindset of, okay, it's numbers and of course all is backed up by my results. That now I know I'm going to be way more aware of those. And even probably kind of talk about what type of results I have created through the process.

Yeah, totally. And I'm like already thinking about the next time you're going to come on here, when you're like in a year or six months or a year when you're like, you've done that, you're at the next process. So definitely, yeah, you've got it, you've got it. You applied everything so beautifully. So thank you so much. Yeah. That's all we've got for today. Yeah. Any final words?

I want to say that if you're, again, in the fence, do it. For me, that's something I brought up with Natalie is like this program has gave me already so much. And it's not only the money compensation, it's just that story, that for the longest time, I believe that I couldn't be a top earner. Someone in my profession couldn't [inaudible 00:37:19]. I know this is a podcast, but sometimes the thought of ... because I'm a woman in a male dominated field, can't. And this program has just broke so many ... ceiling glass or?

Glass ceilings, yeah.

Yes. And I did it and I'm at that point of, "Oh my God." It was in a span of a month that I achieved this. So thank you. Thank you for creating this. Yeah.

Yeah. Well, thank you for applying it so beautifully and being such a wonderful example of what's possible for anybody who wants to join and do the same. So-

Absolutely.

Thank you. I can't thank you enough for your inspiration. And anybody who joins, we'll see Isa inside the community. And yeah, we look forward to seeing what you're going to do next, because I know that this is just the beginning.

I'll be back.

Yeah, absolutely. Okay. We're going to sign off. Thank you so much.

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