

How to Get Paid more without being Pretty or Good Looking

by JoAnn R. Hines

Guess what. The results are out they are ugly. Pretty people do get paid more money. It pays to be tall, dark and handsome... literally. A report by the Federal Reserve Bank of St. Louis suggests that good-looking people tend to earn higher salaries and get promoted more often than those with average looks.

When compared to the average looking people:

- ✚ Attractive people earned 5 percent more
- ✚ Overweight women earned 17 percent less
- ✚ Taller people earned 2.6 percent more
- ✚ Less attractive people earned 9 percent less.



But don't despair; there are many other ways to improve your odds for a higher salary even if you weren't born with stellar looks. It's a matter of managing your visibility within the organization. It's about creating a persona that outshines your counterparts.

A career is more than just a job and it needs care and nurturing. You should have a personal plan for managing it just like you do your money (I hope).

Start with a list of questions about your job.

- 1) Do you like your job? We are going to operate on the premise that you do, but you would like to get paid what you are worth or more.
- 2) Do you know what others in your job category are getting paid? That's a good place to start. Find out how your pay scale ranks with others. Don't go out and start asking all your associates what they make. That's a no, no. Do some research on the Internet. There are dozens of sites where you can get this information.
- 3) Are you planning to stay with your company for a while?
- 4) Do you feel like your job might be in jeopardy?
- 5) Do you think your pay scale is fair?

Once you find out where you fit by answering the above questions, you need to set a plan in motion. Here is a short laundry list of easy things that you should do to build your internal persona.



- Give a speech.
- Attend a conference.
- Write an article.
- Host a meeting.
- Join an association.
- Volunteer to help in a company sponsored function.

The opportunities for increasing your visibility are endless. The most important thing is to do something every week or at a minimum every other week to increase your exposure. Set aside an

hour each week solely for self promotion. I know you can squeeze it in. Keep a notebook to jot down ideas and thoughts about ways to campaign for yourself. You never know when inspiration might occur. The important thing is to seize the moment and do something about it. If you are sincere about career management we have just the thing for you.

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