



... And there are 78 MILLION Momen in today's workforce.

MANY high profile studies* show that women don't advocate for their salaries because:



a) They don't know what they are worth.

b) If they do, they don't feel comfortable asking for it.

This is unacceptable.



But Salary Coaching for Women is here to close the gap.

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Mith our preprietary market pricing tool, we help women questifutively determine what they are worth in the market. them we tensh them how to set for it by developing a cuilored regardation strategy with them.



Who else is out there?





Since Hid-August 2015:

- The average monthly raise for the somen we help in $92,200\ \rm follars$.

- 23 clients thus far.

- 645 Facebook likes.



Why we need additional funding:

a) Our propiets value regimes survey data that is usually enly accessible to cessuries because of the hight surveys that have a service for the data surveys that have a service that have a service like of 3-4 years, is howe a few surveys already, wit the sore surveys are probase, the sore waven and industries we can probase, the sore waven and industries we can service.

b) We would use the other \$2,000 to launch an online marketing campaign.

SALARY COACHING for Women Closing the gap



Please visit us: www.salarycoaching.com





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But Salary Coaching for Women is here to close the gap. How Does Salary Coaching Fo Women Helm?

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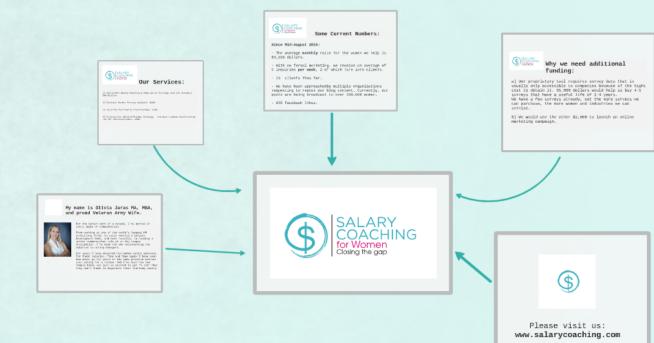


Our Competitor

Who else is out there?

a) "Loss is" type corvices: there are many selected and books that beach wases has to associate for Transching, but none that actually tell seven shat they deads be mentically for. In other series, then sources don't superiorily mentify what it is that a sound should be

b) There are also many sources to help quantify what say, what are overage accountant with y_i, y_i extills should some, soon as ween charty sone, were populate out or were plantations can. Those print tailared services, and from the compensation prospective, the data regarded as these weeklists is demindered and trust-workly because in.



Did you know...

On average, working women make 78 cents for every dollar a man earns?



... And there are 73 MILLION women in today's workforce.

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How Does Salary Coaching For Women Help?

There are many sources that tell women to "lean in" and negotiate for higher salaries.

There are no services that tell women exactly what they are worth by market pricing their experience relative to their relevant market, and then teaching them how to negotiate for it.

This is where Salary Coaching for Women comes in.

With our proprietary market pricing tool, we help women quantitatively determine what they are worth in the market.

Then we teach them how to ask for it by developing a tailored negotiation strategy with them.



Our Competitors:

Who else is out there?

- a) "Lean in" type services: There are many websites and books that teach women how to advocate for themselvs, but none that actually tell women what they should be negotiating for. In other words, these sources don't numerically quantify what it is that a woman should be asking for.
- b) There are also many sources to help quantify what say, what an average accountant with x,y,z skills should earn, such as www.salary.com, www.payscale.com or www.glassdoor.com. These aren't tailored services, and from the compensation perspective, the data reported on these websites is considered not trust-worthy because it is self-reported.



My name is Olivia Jaras MA, MBA, and proud Veteran Army Wife.



For the better part of a decade, I've worked in every angle of compensation.

From working at one of the world's largest HR Consulting firms, to Latin America's largest Development Bank, and most recently, to holding a senior compensation role at an Ivy League institution -I've been the one recommending the salaries to hiring managers.

For years I have observed how women rarely advocate for their salaries. Time and time again I have seen how women go for years in the same position without ever asking for a review. And I've seen how new female hires are just so excited to get "a job" that they don't think to negotiate their starting salary.



Our Services:

- 1) One-on-One Salary Coaching & Negotiation Strategy call (45 minutes): \$80 dollars.
- 2) Position Market Pricing Analysis: \$200.
- 3) Leveling The Playing Field Package: \$300.
- 4) Pricing Your Service/Product Strategy: how much a woman should charge for her service/product. \$300.



Some Current Numbers:

Since Mid-August 2015:

- The average **monthly** raise for the women we help is \$2,336 dollars.
- With no formal marketing, we receive an average of 5 inquiries **per week**, 2 of which turn into clients.
- 23 clients thus far.
- We have been approachedby multiple organizations requesting to repost our blog content. Currently, our posts are being broadcast to over 100,000 women.
- 645 Facebook likes.



Why we need additional funding:

- a) Our proprietary tool requires survey data that is usually only accessible to companies because of the hight cost to obtain it. \$5,000 dollars would help us buy 4-5 surveys that have a useful life of 3-4 years. We have a few surveys already, yet the more surveys we can purchase, the more women and industries we can service.
- b) We would use the other \$2,000 to launch an online marketing campaign.



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