



INVESTING IN YOURSELF GIVES YOU FREEDOM

A higher salary, a huge job market, flexible schedules and work-from-home options the many benefits of learning to code are as tantalizing (and real) as you've heard.

But learning a new skill and investing in yourself aren't things you take lightly. Your time and money are precious, and you want to make sure you spend them wisely.

We've done our research. And we know that learning to code pays off—right now and for years to come.

Making this investment gives you freedom: The freedom of a flexible schedule that fits your life. The freedom to earn big and build a future. The freedom to create a career you love.



IN THIS GUIDE, YOU'LL LEARN:

Why it's worth it to invest in yourself right now
 Exactly how learning to code pays off
 The amazing benefits of a tech career—beyond the money
 How to ask for a higher salary with confidence
 How much people in tech actually make





WHY YOU SHOULD **INVEST IN YOURSELF**

You hear it all the time: Invest in yourself!

But there are tons of ways to invest in yourself, and they don't all offer the same kind of payoffs.

Taking a spa day to recharge is investing in yourself. But as wonderful as glowing skin is, the return is limited. The rewards will fade after a few days or weeks, and you'll need to keep going—and spending—to keep up that radiance.

Investing in your professional skills offers a totally different kind of reward. Taking a single course can change the trajectory of your entire career and pay off 10x, 20x, or even 100x over time—if you do it right.









Do a little rough mental math. How much do you invest in your car every year? How much do you spend repairing, decorating, and keeping up your house and yard? How about your wardrobe?

Now: How much do you invest in professional development? Think books, courses, workshops, coaching—anything that expands your skills, sharpens your mind, and improves your professional life.

If you're like most people, that second number is a lot smaller than any of the others. But when you're thinking about how to budget your money, you owe it to yourself to seriously consider your career, too.



Especially when the investment can pay off so massively.



THE SKILLCRUSH **EQUATION**

Let's break down what this big payoff could look like.

The average salary for an administrative assistant in the U.S. is \$33,000 a year. We'll use that figure for these calculations—if you make more or less than that, just adjust accordingly.

If you invest \$399 in a Skillcrush Blueprint in Web Design, Web Development, Front End Development, or Visual Design, what will that mean for your earning capacity each year?



We crunched the numbers.





Junior Web Designer Salary: \$47,000 average **DIFFERENCE: \$14.000 PER YEAR**

For every \$1 you spend with Skillcrush to learn the skills you need to be a web designer, you'll earn back an average of \$35 every year.



Junior Web Developer Salary: \$49,000 average **DIFFERENCE:** \$16,000 PER YEAR

That's \$40 for every \$1 you spend on learning the skills you need to be a web developer each year.



Junior Visual Designer Salary: \$55,000 average **DIFFERENCE:** \$22,000 PER YEAR

That adds up to \$55 earned for every \$1 you spend learning the skills you need to be a visual designer.



Junior Front End Developer Salary: \$70,000 **DIFFERENCE: \$37,000 PER YEAR**

That's \$92 earned each year for every \$1 you invest in your Skillcrush Career Blueprint.



IT'S NOT ALL ABOUT THE **MONEY**

Obviously, earning more money is a key reason to learn tech skills. But other things are important, too—like being able to work remotely, having a flexible schedule, and feeling excited and fulfilled by your work.

BREAKING OUT OF THE CUBICLE

As long as you have a good internet connection, your office can be anywhere. Whether you live in a rural area without many job options or you're travel-obsessed, working remotely lets you do what you love with the freedom of a zero-minute commute.



.skillcrush **THE BIG PAYOFF**

While other industries offer some remote jobs, the tech industry is overflowing with them. Tons of web developers, web designers, digital marketers, customer support professionals, and others work outside the confines of a cube. Want proof? Just take a glance at sites like WeWorkRemotely, Remote.co, and Remote OK. They all list hundreds of remote tech jobs every month.

SIDE NOTES

For more information about landing your first remote job, check out the <u>Ultimate</u> Guide to Getting a Remote Job You Love.





FLEXIBLE SCHEDULES

Flexible schedules are also a big perk in much of the tech industry, even in many non-remote jobs. When you have the freedom to work when you work best, your job satisfaction skyrockets. Plus, you can stop missing important events because of your work schedule.

Not only do many tech jobs come with flexible schedules, a lot of companies—especially startups—offer way more paid time off than you'll find in most industries. Some companies even have unlimited paid time off or actually require employees to take paid vacations!

FULFILLING AND EXCITING WORK

In tech, you'll have the freedom to experiment, to try new things, and to be hands on. And because tech is always changing, you'll never get bored on the job.





KNOW YOUR NUMBERS

When you apply for a job, it's important to know the typical salary range for the position. A few years ago, that kind of information was hard to come by and unreliable. But now, sites like Glassdoor.com and Payscale make it easy to find salary ranges for specific jobs, companies, and geographic areas.

When you do your research and know the salary range for a position, you'll feel confident in a job interview. When the time comes to talk pay, instead of feeling stressed or intimidated, you'll be informed and empowered.





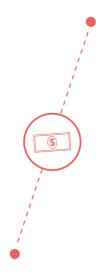
For example, a junior web developer makes an average of \$49,000, but the salary range according to Glassdoor.com is \$32,000 to \$67,000. A little research might tell you the company hiring you tends to pay more than most. Combine that with a solid portfolio and you can tell an interviewer you'd expect to earn between the \$49,000 average and the \$67,000 cap. This shows you've done your homework and leaves room for negotiation.





CONTROL THE CONVERSATION

It's likely that a hiring manager will ask you about your salary requirements. But this doesn't mean you need to answer right away. In fact, you shouldn't—especially if you don't have a crystal-clear idea of what the job will entail.



Sometimes the job description you see when you apply isn't totally accurate. This is especially common when the HR team writes the job listing of someone on the team you'll be joining. As you advance in the interview process, you might learn that the content marketing manager position you applied for is more like a director of content position. The salary difference between those two could be tens of thousands.

.skillcrush **THE BIG**

If the hiring manager asks about your salary requirements, it's fine to say that after hearing more details about the job, you'd like to give it some thought before answering. You can then look at full job descriptions (not just titles) and salary ranges online before giving an answer. Remember to respond with a range, not a number—this way you avoid undervaluing yourself and open up the possibility of earning more than you might have expected. Let them come to you with a specific number, which you can then negotiate.

Also keep in mind that you don't have to tell a hiring manager what you made in your old position—and when you're changing careers, that old salary isn't relevant anyway. If they ask, you can simply say that since you're moving in a whole new direction career-wise, the two positions just aren't comparable.



NEGOTIATE THE BENEFITS, TOO

Negotiating isn't just about the salary. Sometimes the salary you're offered may not be up for negotiation—for example, with a government position or a nonprofit with a very tight budget. When that's the case, other perks can make your overall compensation a lot more appealing.











Benefits like paid time off, paid holidays, flexible schedules, equipment allowances (a common perk with remote jobs), and reimbursements for continuing education are all up for negotiation with most employers. So ask for that extra week off every year, or for an extra \$500 to buy that MacBook Pro you really want. Or, you could try asking for a monthly course allowance for college or online classes related to professional development. Your hours and schedule are also on the table in these discussions. There are plenty of perks to be had in tech—all you need to do is ask.



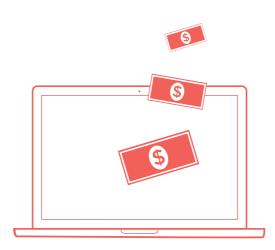
WHAT TECH SALARIES LOOK LIKE





HOW MUCH DO TECH JOBS PAY?

When you invest in yourself, you want to do it with confidence and a clear idea of the opportunities ahead. Check out these salary ranges and averages for various careers in the tech industry.





Job Title	Salary Range (U.S.)	Salary Average (U.S.)
Web Developer	\$41,000-\$96,000	\$66,238
Web Designer	\$30,000-\$63,000	\$47,281
Visual Designer	\$55,000-\$109,000	\$78,616
UX Designer	\$59,000-\$121,000	\$87,883
Front End Developer	\$47,000-\$105,000	\$70,000
PHP Developer	\$47,000-\$98,000	\$73,076
Ruby on Rails Developer	\$68,000-\$135,000	\$93,906
JavaScript Developer	\$51,000-\$120,000	\$72,500
Data Analyst	\$39,000-\$90,000	\$60,476
Content Marketing Manager	\$46,000-\$82,000	\$68,000
Technical Support Specialist	\$28,000-\$74,000	\$43,200

Source: Glassdoor.com



MORE RESOURCES

LEARN TO CODE







GET THE JOB







GO OUT ON YOUR OWN









Feel free to email us with any questions at hello@skillcrush.com

