

# 3 SKILLS THAT PAY THE BILLS

BY PAUL COOLEY

**IF YOU WANT TO INCREASE YOUR PAYCHECKS, YOU MUST INCREASE YOUR VALUE IN THE MARKETPLACE. YOU DO THIS BY FINE TUNING YOUR SKILL SETS. YOU DO THIS BY INVESTING IN YOURSELF WITH THE PROPER TRAINING.**

You might wonder why there are people in your industry that seem to be able to get away with charging much more than you do. Isn't that frustrating?! Maybe you have even lowered your prices in hopes of making the deal. But that didn't help either.

I am a firm believer that people will buy from you or hire you when you create more value for them. You add more value to others by adding value to yourself. If you have nothing to offer or only offer mediocre services, you are going to get a mediocre paycheck. But the higher value you can offer, the more money you can make.

This is why brain surgeons make a

ton more than regular family doctors. The brain surgeon has acquired a unique and fine tuned skill set. And because of that, he is able to charge a massive amount of money!

If you want to increase your paychecks, you must increase your value in the marketplace. You do this by fine tuning your skill sets.



You do this by investing in yourself with the proper training. But this is where many fall into a big, fat online black hole...

## The Trap

Let me take a guess, when you first got online full of dreams and goals of making big money by just spending a few hours a day on your computer, you were blown away by the amount of info that was available to you. Suddenly you found yourself learning how to use WordPress, because obviously you needed a blog! Then you had to get traffic so you started learning SEO (Search Engine Optimization) and maybe even PPC (Pay Per Click) Advertising. But wait! Then there is [social media](#) and that is a full time job by itself! Let's not forget about learning those different programs you need to run your business. Maybe you were even forced to learn HTML, java, css, Photoshop, and more!

Now all of the sudden you are working in your business instead of on your business and your

paychecks have gone down to a minimum. Don't worry, you're not alone. I pretty much did the same thing when I first started online.

Before I turn this into a time management training session, let me dig into 3 skill sets I believe you need in order to Rule Your Realm in the marketplace and still enjoy what you are doing while the money rolls in.

## 1. THE BIG ONE

First and foremost, I believe this is the most important skill there is... People Skills. If you don't know how to treat and talk to people, you are shooting yourself in the foot with a shotgun! I don't care what kind of business you are in, you are really in the people business. So you need to know how to communicate with people in a way that builds rapport and trust. With these skills you will be able to close more deals, get more referrals, setup strategic partnerships and more. People skills opens many doors to opportunities.

This is a skill that will help you in every area of life.

## 2. TIME MANAGEMENT SKILLS

See I do get to talk more about time management! This really is a big one too. If you don't know how to Rule Your Day, you will end up being Ruled by it. This is NOT how you will ever Rule Your Realm in the marketplace. In fact, you will end up hating what you do! And that sucks!

You must use wisdom in how you spend your time, because you will never get that time back. Instead of learning everything there is to know about WordPress, how much hiring someone else to do everything your web site needs? You will save countless hours!

## 3. THE MILLION DOLLAR SKILL

Obviously, marketing is important to your business. But you don't need to be an expert in every area of marketing. Unless that is what

you do, being the "Online Marketing Guy or Girl". If that's not you, then don't waste your time! If I had to pick just one area of marketing that I would invest in and learn, it would be copywriting. The art of writing good sales copy is an amazing skill to have. Not only can Copywriters make bank, the sales letters can literally make millions. This is why copywriting has been called the "*Million Dollar Skill*".

With this kind of skill under your belt, you can write amazing attention getting headlines for your blog posts, sales letters, emails, business cards, and so much more. Not to mention the social media posts you can come up with that will leave people clicking on links wanting to find out more!

Everyone's business model is different, but if you can nail down these skills, you will be leaps ahead of many of your competitors.

Are you unsure which skill sets you already have and which ones you should use for your business? Then check out Paul's [Realm Of Awesome Brand Clarity session here.](#)



# SKILLS