



# The \$20K Jump Blueprint *Live*

» Stop Guessing. Start Positioning.

A practical workbook to help you  
identify your market value,  
communicate your results, and  
build stronger career connections.



# The Core Idea

**Most professionals are not underpaid only because they lack skill.**

Many are underpaid because their value is unclear, poorly positioned, under-networked, or not communicated in the language employers and decision-makers understand.

Hard work matters, but hard work alone does not automatically create higher income. The next level usually requires clearer proof, stronger positioning, and better relationships.



## KEY PRINCIPLE

**You do not get paid for effort alone.**  
**You get paid for **value** the market can recognize, trust, and act on.**



## What This Means

To increase your income, you must be able to clearly answer:



What **problems** do I solve?



What **results** have I created?



Who **needs** the value I bring?



How do I **communicate** that value clearly?



**When your value is clear,**  
**your next move becomes more strategic.**

# Career Progression Levels

Hallway to Success uses six career progression levels to help you identify where you are now and what type of value you must create to move forward. As you advance, the market evaluates you differently. Early levels focus on effort, learning, and reliability. Higher levels require measurable results, system improvement, leadership, scale, and ownership.

Use this model to assess your current level, clarify your primary objective, and understand what employers, managers, recruiters, stakeholders, and investors are looking for as you move into your next career stage.

## Level 1: Entry



**\$–\$41K**

- Effort + learning
- Basic skill acquisition
- Following instructions consistently
- Trading time for income

### Primary Objective:

Build basic skills, reliability, stability

## Level 2: Early Growth



**\$41K–\$84K**

- Effort + initiative
- Skill stacking
- Taking initiative
- Starting to solve small problems

### Primary Objective:

Differentiate, stack skills, take initiative

## Level 3: Mid-Level



**\$84K–\$153K**

- Results + problem solving
- Owning projects or functions
- Managing priorities
- Strong income stability

### Primary Objective:

Differentiate, expand scope, own outcomes

## Level 4: Strategic Contributor



**\$153K–\$251K**

- Efficiency + system improvement
- Cross-functional collaboration
- Strategic thinking
- Improving processes

### Primary Objective:

Improve systems, gain executive visibility

## Level 5: Leader / Executive



**\$251K–\$659K**

- Results through people
- Team leadership
- Performance management
- Delegating + decision making

### Primary Objective:

Scale through people, structure, and leadership

## Level 6: Exceptional / Top 10%



**\$659K+**

- Systems + scale + ownership
- Building scalable systems
- Driving large-scale outcomes
- Leveraging people, capital, and systems

### Primary Objective:

Create and scale value strategically

# Individual Contributors vs. Leaders

Career growth usually moves through two major paths: individual contributor roles and leadership roles. An individual contributor creates value primarily through skill, expertise, production, or specialized knowledge. A leader creates value by guiding people, improving systems, setting direction, and producing results through others.

Neither path is automatically better. However, as income increases, value creation usually becomes harder. Individual contributors must become more exceptional in skill, production, expertise, or market demand. Leaders must prove they can create results through people, systems, strategy, and scale.

## Level 1: Entry

**Under \$41K**



**IC examples:** Customer service rep, retail associate, warehouse associate, office assistant



**Leadership examples:** Shift manager, crew lead, frontline supervisor



**Difficulty:** Value is based on effort, reliability, attendance, learning, and basic execution.

## Level 2: Early Growth

**\$41K-\$84K**



**IC examples:** Administrative assistant, support specialist, skilled technician, billing specialist



**Leadership examples:** Team lead, junior supervisor, shift lead, assistant manager



**Difficulty:** Value comes from initiative, consistency, skill-building, and becoming more useful than replaceable.

## Level 3: Mid-Level

**\$84K-\$153K**



**IC examples:** Accountant, financial analyst, nurse, paralegal, sales representative



**Leadership examples:** Supervisor, department lead, operations manager, service manager



**Difficulty:** Value requires ownership of outcomes, stronger judgment, measurable results, and less direct supervision.

## Level 4: Strategic Contributor

**\$153K-\$251K**



**IC examples:** Senior analyst, project manager, consultant, engineer, attorney



**Leadership examples:** Senior manager, program manager, functional manager, regional manager



**Difficulty:** Value becomes harder because you must solve bigger problems, improve systems, influence others, and create visible business impact.

## Level 5: Leader / Executive

**\$251K-\$659K**



**IC examples:** Principal consultant, senior attorney, enterprise account executive, physician specialist



**Leadership examples:** Director, executive leader, business owner, department head



**Difficulty:** Value is created through advanced expertise, high-stakes decisions, revenue production, team performance, structure, and accountability.

## Level 6: Elite / Top 1%

**\$659K+**



**IC examples:** Professional athlete, entertainer, bestselling author, elite real estate agent, venture investor



**Leadership examples:** CEO, founder, portfolio owner, enterprise executive, capital allocator



**Difficulty:** Value must scale beyond normal effort through rare talent, ownership, systems, assets, or capital allocation.

## Key Takeaway

- ✓ Individual contributors are paid for what they can personally do, produce, sell, create, or solve.
- ✓ Leaders are paid for what they can organize, improve, direct, scale, and sustain through people and systems.
- ✓ As you move up, the question shifts from: "Can you do the work?" to "Can you create results through expertise, people, systems, decisions, strategy, or ownership?"

# The \$20K Jump Framework

Your next income move does not happen by accident. It happens when your value is clear, proven, positioned, and connected to the right opportunities.

**Clarity → Proof → Positioning → Connection → Opportunity**



## Clarity

Know the role, income level, and career direction you are targeting.



## Proof

Identify measurable results that show the value you have already created.



## Positioning

Communicate your experience in the language of the role, promotion, or opportunity you want next.



## Connection

Build relationships before you need the job, raise, referral, or introduction.



## Opportunity

Use your resume, network, conversations, and follow-up to create movement.



## Key Question

Where are you weakest right now?

- ☐ Clarity
- ☐ Proof
- ☐ Positioning
- ☐ Connection
- ☐ Opportunity



**Your **weakest area** is usually the first place to focus.**

# Career Positioning Self-Audit

Rate yourself from 1–5 in each area.

- ★ 1 = Not clear yet
- ★ 3 = Somewhat clear
- ★ 5 = Strong and clear

| Area                                                | Score |   |   |   |   |
|-----------------------------------------------------|-------|---|---|---|---|
| 1. I know what role I am targeting next.            | 1     | 2 | 3 | 4 | 5 |
| 2. I can clearly explain my professional value.     | 1     | 2 | 3 | 4 | 5 |
| 3. I have measurable results on my resume.          | 1     | 2 | 3 | 4 | 5 |
| 4. My LinkedIn profile matches my career direction. | 1     | 2 | 3 | 4 | 5 |
| 5. I know who I need to connect with.               | 1     | 2 | 3 | 4 | 5 |
| 6. I have a networking follow-up system.            | 1     | 2 | 3 | 4 | 5 |
| 7. I know what is blocking my next income jump.     | 1     | 2 | 3 | 4 | 5 |



## Reflection

My biggest gap right now is:

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The first step is not fixing everything.

The first step is **knowing where your positioning is weakest.**

# Your Market Value Exercise

Your market value is not based on effort alone. It is based on the value you can clearly bring to the right people, team, company, or opportunity.

Your market value is a combination of:



Skills



Experience



Results



Relationships



Communication



Industry demand



## Step 1: Identify Your Value

1. List 3 skills you use well:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

2. List 3 problems you help solve:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

3. List 3 results you have created:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

4. List 3 groups of people who benefit from your work:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## Step 2: Draft Your Value Statement

Use this formula:

I help [type of organization/team/customer] solve [problem]  
by using [skills/experience], which leads to [result].

My value statement:

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# The 30-Second Introduction

At a networking event, people should not have to guess who you are, what you do, or what kind of opportunity you are moving toward.

A strong introduction helps people understand your value quickly.



## Simple Formula

- 1 Name
- 2 Current role or background
- 3 Value you create
- 4 Direction you are moving toward
- 5 Type of connection you are looking for



## Example

"Hi, I'm [Name]. I have a background in operations and customer service leadership, with experience improving team performance and customer outcomes. I'm currently positioning myself for roles in operations management or customer experience leadership. I'm looking to connect with professionals in business operations, HR, and leadership development."



## Build Your Introduction

Use this template:

Hi, I'm \_\_\_\_\_.

I have experience in \_\_\_\_\_.

I help with \_\_\_\_\_.

I'm currently looking to move toward \_\_\_\_\_.

I'd like to connect with people who \_\_\_\_\_.



## My 30-Second Introduction

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# Networking Map: Conversation Starters

Your network is not just who can hire you. Your network includes people who can inform, refer, introduce, advise, or open a door.

The goal is not to ask everyone for a job. The goal is to build enough professional familiarity that people understand who you are, what value you bring, and where you are trying to go.



## Relationship-Building Rule

**Start with curiosity, not pressure. Ask good questions, listen for insight, and follow up with appreciation.**



### People I Already Know

Former coworkers, supervisors, classmates, friends, church/community contacts, past clients, family connections



### People I Should Reconnect With

Old managers, previous coworkers, former mentors, past recruiters, people from past events, alumni contacts



### People I Need to Meet

Hiring managers, recruiters, business owners, industry peers, community leaders, mentors, potential collaborators



## Conversation Starters by Category

### • Hiring Managers

"I saw the work your team is doing in [area], and I'm interested in learning what skills stand out for someone growing in that space."

### • Recruiters

"I'm currently positioning myself for roles in [target area], and I'd value your perspective on what employers are looking for right now."

### • Business Owners

"I'm always interested in how business owners solve growth, operations, staffing, or customer challenges. What are you focused on improving right now?"

### • Industry Peers

"I noticed we both work around [industry/function]. I'd enjoy connecting and hearing how your role is evolving in this market."

### • Former Coworkers

"It's been a while, and I wanted to reconnect. I've been focusing on [career direction], and I'd love to hear what you've been working on."

### • Community Leaders

"I respect the work you're doing in the community. I'm working on growing professionally and building stronger connections in [field/area]. I'd appreciate any advice you think would be useful."

### • Mentors

"I'm trying to make a more strategic career move and would value your honest feedback on how I'm positioning myself."

### • Potential Collaborators

"I think there may be some overlap in the work we do. I'd be open to learning more about your goals and seeing if there's a way to support each other."



## Simple Follow-Up Line

Thank you again for the conversation. One thing I took away was [specific insight].  
I appreciate your perspective and would like to stay connected.



## Key Reminder



**Networking is not begging for opportunity.  
Networking is building trust, visibility, and access over time.**

# 7-Day Action Plan

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The event only creates value if you turn insight into action.  
Use the next 7 days to build momentum.

## Within 24 Hours

- ☐ Follow up with 3 people you met.
  - ☐ Update your LinkedIn headline or About section.
  - ☐ Write your improved 30-second introduction.
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## Within 3 Days

- ☐ Identify 10 target roles or companies.
  - ☐ Rewrite 3 resume bullets using measurable outcomes.
  - ☐ Ask one person for a career conversation.
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## Within 7 Days

- ☐ Send 5 intentional networking messages.
  - ☐ Apply to 1–3 strong-fit roles.
  - ☐ Schedule at least one follow-up conversation.
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## My First Action Step

The first thing I will complete after this event is:

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## Key Reminder

Do not leave with motivation only.

Leave with a plan, a follow-up list, and one action you are committed to completing.

# NEXT STEP:

## *Work With* **HALLWAY** **TO SUCCESS**

**SCAN HERE**  
to learn more and  
schedule a conversation.



If you are serious about making your next income jump, you do not have to figure it out alone.

Hallway to Success helps professionals clarify their career direction, strengthen their positioning, and build a practical strategy for better opportunities.

### WE CAN HELP YOU:

- ✓ Clarify your target role and income goal
- ✓ Improve your resume and LinkedIn profile
- ✓ Identify your strongest proof of value
- ✓ Build a networking and outreach strategy
- ✓ Prepare for interviews and career conversations
- ✓ Create a more focused job-search plan

### AVAILABLE NEXT STEPS



#### CAREER POSITIONING REVIEW

Clarify your target role, income goal, strengths, and career direction.



#### RESUME + LINKEDIN OPTIMIZATION

Strengthen how your experience is presented to employers, recruiters, and hiring managers.



#### INTERVIEW PREPARATION

Practice communicating your value, results, and leadership potential with confidence.



#### NETWORKING STRATEGY SESSION

Build a targeted plan for referrals, introductions, and professional connections.



#### FULL JOB SEARCH STRATEGY PACKAGE

Create a structured plan that connects role targeting, resume strategy, outreach, applications, and interview preparation.

### READY TO TAKE THE NEXT STEP?

Schedule a conversation with Hallway to Success to identify where you are now, where you want to go, and what needs to change to help you move forward.

*Your next income jump is possible.*

**LET'S BUILD YOUR  
PATH FORWARD.**

