

Want An Instant Raise? Try Being Fired!!!

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"You're FIRED!"

Would you believe that these words could actually be a good thing to hear for some mobile aesthetic businessmen such as us? "How could that be?" you ask...

In some situations, getting fired could be compared to cleaning out the garage (except for the direct contact with toxic waste that regularly occurs when cleaning my garage). We've all been there – surrounded on all sides by all that dusty, mouse-nibbled junk you have that you never use but you have convinced yourself that you cannot possibly survive without.

As the action begins, you open a shoebox to find one shoe and immediately you know you can't get rid of it (might need that one if I find the other shoe, or if that one-shoe fashion craze hits). Then, you find an extra piece of wire left over from when you upgraded your kitchen light and again you are struck by the consequences if you throw it away (gotta have that in case they forget to include the wire when you upgrade the light fixture you just replaced in 25 years or so). Finally – the "dealbreaker" - a solitary, unpackaged light bulb is saved from the garbage pile (when I have time I'll screw that in and see if it works).



How does this happen? If you've ever enjoyed George Carlin's brilliant monologue on "stuff" you've asked this question before. For some of us, all this stuff just accumulates because that is the kind of people we are – this particular group of people (including myself of course) is particularly affected by the innate human need to "hold on" to things in our life. Personally, I believe that this phenomenon occurs because most people are so afraid of change or transition, and parting with property can represent a major change to some of us.

This doesn't only happen in the garage either. Sometimes we accumulate and hold onto things we don't really need even within our business. This doesn't happen all the time – but it does happen. We acquire accounts, some good and some bad, but all of them usually settle into a very comfortable spot, at least for them.

This situation can arise when you start to do too much business with one company. That's when they might start to think they "own" you. That's when they start calculating how much they're paying you, and that's when they start wanting things cheaper. This is dangerous territory for any businessman.

It is common for employed people get a cost of living increase to compensate for things that get more expensive, such as GAS(!!!), power, rent, and so on. Paradoxically,

however, the current general trend in this business is, "How cheap can you do it?".
"Yah, we'll do all your interior repairs, fix the dents on the outside, touch the exterior paint for only \$45 a car, oh yeah, we also can do tax returns and room additions".

HELLO...HELLO... is this thing on? People, let's wake up and *start charging enough so we don't strangle ourselves!!!* Get fired up and fire your lousy clients. Loose the losers and let's start making some real money.

And if you do get "fired", or if you "fire" yourself from a bad account, make this time work for you! Recognize that your time is better spent in pursuit of a more lucrative customer or aspect of your business than "buying a job" by working too cheaply. Pursue other areas and customers that you haven't thought of or tried before, such as furniture, mass transportation, service drive work.



You are paid exactly what you are worth. How much did you make today?