

 THE \$75K ESCAPE CALCULATOR



Discover Your True Market Value in 5 Minutes

 THE WORKPLACE GENIE | Professional Development Calculator

 WARNING

Most professionals undervalue themselves by \$30–\$50/hour. This calculator will show you exactly how much money you're leaving on the table.

DISCLAIMER

This is a self-guided exercise to help you explore your earning potential outside your current role. All examples are illustrative. Names, stories, and scenarios are fictionalized to protect privacy.

PAGE 1: YOUR SKILLS INVENTORY

"Your freedom starts with knowing what you're really worth — not just what they pay you."

STEP 1: SKILLS ASSESSMENT

List your top 5 professional skills and rate them:

SKILL	MARKET DEMAND (1-10)	YOUR EXPERTISE (1-10)
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

Examples of High-Value Skills

- **Software Development** (Python, React, etc.)
- **Data Analysis & Visualization**
- **Project Management & Strategy**
- **Marketing & Growth Strategy**
- **Financial Modeling & Analysis**
- **Operations & Process Optimization**
- **Technical Writing & Documentation**
- **Sales & Business Development**

Real Stories from Professionals Who Used This Calculator:

 "Calculated **\$127K potential**. Landed first **\$15K project** in 6 weeks."

– **Sarah M.**, Product Manager

 "Showed me I was undervaluing myself by **\$60/hour**."

– **Marcus T.**, Data Analyst

 "Finally had confidence to quote my real rate."

– **Jennifer L.**, Marketing Strategist

PAGE 2: MARKET RATE CALCULATOR

"Every hour you sell to them is an hour you could sell for yourself — at market value."

STEP 2: CALCULATE YOUR CONSULTING RATE

Formula: $(\text{Market Demand} \times \text{Your Expertise}) \times \text{Base Rate} = \text{Your Hourly Rate}$

Consulting Rates by Skill Type

SKILL TYPE	CONSULTING RATES
Software Development	\$75–\$200/hr
Data Analysis	\$65–\$150/hr
Strategy/Consulting	\$100–\$250/hr
Marketing	\$75–\$175/hr
Finance/Accounting	\$85–\$180/hr
Project Management	\$70–\$160/hr
Technical Writing	\$60–\$120/hr
Sales/BD	\$80–\$200/hr

YOUR CALCULATIONS:

SKILL	DEMAND × EXPERTISE	BASE RATE	YOUR RATE
1. _____	_____ × _____ = _____	\$ _____	\$ _____/hr
2. _____	_____ × _____ = _____	\$ _____	\$ _____/hr
3. _____	_____ × _____ = _____	\$ _____	\$ _____/hr
4. _____	_____ × _____ = _____	\$ _____	\$ _____/hr
5. _____	_____ × _____ = _____	\$ _____	\$ _____/hr

 **YOUR TOP CONSULTING RATE: \$ _____/HOUR**

PAGE 3: THE FREEDOM INCOME PROJECTION

STEP 3: YOUR ANNUAL FREEDOM POTENTIAL

Based on your top consulting rate of \$_____/hour:

Part-Time Consulting (while keeping your job)

- 10 hrs/week × 50 weeks = 500 hrs/year
- 500 × \$_____ = \$_____ annual side income

Full-Time Consulting (complete freedom)

- 30 hrs/week × 50 weeks = 1,500 hrs/year
- 1,500 × \$_____ = \$_____ annual income

THE REALITY CHECK:

	CURRENT JOB	CONSULTING
Hourly Rate	\$_____	\$_____
Annual Income	\$_____	\$_____
Freedom Premium		\$_____/hr MORE

☀ THE FREEDOM GAP:

- Annual freedom income potential: \$_____
- Current annual salary: \$_____
- Money you're leaving on the table: \$_____ per year

PAGE 4: YOUR 30-DAY ACTION PLAN

STEP 4: FROM CALCULATION TO CASH

WEEK 1: Skill Validation

- ☐ Research 5 companies who need your top skill
- ☐ Find 3 freelancers doing similar work
- ☐ Join 2 industry groups/forums
- ☐ Post 1 LinkedIn insight about your expertise

WEEK 2: Foundation Setup

- ☐ Create LinkedIn portfolio or 1-page site
- ☐ Write your service description

- ☐ Set initial pricing

WEEK 3: First Client Outreach

- ☐ Identify 10 prospects
- ☐ Send 5 "soft inquiry" messages
- ☐ Offer 3 free 30-min consultations

WEEK 4: Launch & Optimize

- ☐ Land first paid project
- ☐ Ask for testimonial/referrals
- ☐ Document your process

Typical Results Timeline:

- **Month 1:** First client inquiry
- **Month 2:** \$2–\$5K in projects
- **Month 3:** \$5–\$10K monthly run rate
- **Month 6:** Decision point — scale or stay part-time

"The best time to plant a tree was 20 years ago. The second best time is now."

PAGE 5: CLIENT OUTREACH SCRIPTS

BONUS: COPY-PASTE EMAIL TEMPLATES

TEMPLATE 1: Warm Introduction

Subject: Quick question about [their company's challenge]

Hi [Name],

I noticed [specific observation about their company].

I've been helping companies solve [your skill area] challenges for [X years] at [current company], and I'm starting to take on some consulting projects.

Would you be open to a brief conversation about [specific challenge]? I might be able to share a few strategies that have worked well.

No sales pitch – just a genuine conversation between professionals.

Best,

[Your name]

TEMPLATE 2: Value-First Approach

Subject: Free [skill] audit for [Company Name]

Hi [Name],

I'm launching a consulting practice focused on [your expertise] and I'm offering free audits to select companies to build my portfolio.

You'll walk away with:

- 3 specific improvements you could implement immediately
- A roadmap for [relevant outcome]
- No obligation or sales pressure

Interested in taking a look?

Best,

[Your name]

TEMPLATE 3: Direct Approach

Subject: [Your skill] consulting services

Hi [Name],

I specialize in [your skill] for [industry]. I'm booking projects for [timeframe] and wanted to see if you have any upcoming needs.

My rate is **\$[your calculated rate]/hour** and I typically work on [project scope].

Happy to send over some case studies if you're interested.

Best,

[Your name]

SUCCESS TIPS:

- **Personalize** every email with specific details about their company
 - **Follow up once** after 5–7 business days
 - **Track responses** and optimize your best-performing templates
 - **Always lead with value**, not your need for work
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Ready for More?

Visit TheWorkplaceGenie.com for additional resources

This calculator is part of The Workplace Genie's mission to help mid-career professionals escape corporate extraction and build freedom-based careers.

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