

**'NO FEAR' NEGOTIATION**  
*For Women*

This book is dedicated to the future as represented in the youth of this day.  
Specifically, the youth within their immediate families: John's grandchildren and Nicole's sons.

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*(chronological order)*

## **PREFACE**

Today, woman represent 50.6% of the U.S. population. This book is about giving half of our population the tools to achieve economic equality. While women make up half of the population, they still earn \$.80 cents on the male dollar. While earnings have grown since 1960 when it was \$.61, there is still a deficit gap, and it should be equal. At the current rate of improvement, it will take until 2119 for women to close the gender pay gap. <sup>i</sup>

This gender pay gap reflects a historical power differential between men and women. It is bad business, but it persists.

Women face a pervasive and systemic imbalance in American business in terms of compensation and presence at executive levels – but not in value to the economy. We both own and lead small businesses in suburban Chicago. While we are clear leaders, our businesses operate every day by great teams, mostly composed of women. Neither of us planned it that way; it just developed over time that the people who are willing to sacrifice, grind, slug it out, and make it work have mostly happened to be women. We believe the American economy runs on the backs of women, with a strong assist to intelligence, heart, and soul.

This book is written with the #MeToo movement as a backdrop. While we're not here to discuss or cure abuse, we are aware that our country can finally talk about it and hold abusers accountable. There is an audible drum beat of progress taking place for women.

Regardless, imbalance remains and is fueled by a troubling bias called The Maternal Wall. It is a form of discrimination, both blatant and subtle, in which pregnancy can immediately reduce a woman's earnings and opportunity potential. Female business owners are offered smaller loans for

shorter terms at higher rates than men. Only two percent of venture capital dollars went to women in 2017, and often angel investors will bet any business with a mother at the helm will likely not grow as fast, if not fail.

Change is hard. Inertia is a powerful and persistent force for maintaining status quo. Mark Twain said it well: “History doesn’t repeat itself, but it does rhyme....” It is time to start a new narrative where women achieve equal pay for equal work, are rewarded based on true merit, and do not have to accept anything less than full equality. It is time to intervene.

We are writing this book to provide a simple, repeatable practical and proven tool to help women achieve workplace equality. That tool is *negotiation*. We plan to intervene one negotiation at a time, and no longer just in our worlds but through you in yours.

*JT*

**John W. Tinghitella**

*Nicole*

**C. Nicole Martin**

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