

Having problems viewing this eZine? [click here](http://www.robinjay.com/eZine/archive/2008/0108.htm) to view as a web page,
or copy and paste the following link into a web browser:
<http://www.robinjay.com/eZine/archive/2008/0108.htm>

"Special" Success Secrets

with Robin Jay



January 2008

Welcome to Robin Jay's e-zine, providing "special" tips, techniques and insights into creating a wealth of success, both personally and professionally.

To ensure delivery, please add [robin\(at\)robinjay.com](mailto:robin(at)robinjay.com) to your email "safe list"

Dear ,

In an effort to keep from cluttering your inbox, I saved my 2008 "New Year's well wishes" for now. I wish for you every blessing – and the best of everything. By the time I opened my 20th newsletter with a pleasant holiday greeting or a move to pen resolutions, I thought the last thing you need is another one....so I figured I would save my greeting for a high-impact January newsletter.

I had the pleasure of speaking at the Southern California Meeting Professionals International December luncheon where I met some of the most incredible meeting professionals. They really rolled out the red carpet for me. Their response to my presentation on "The Art of the Business Lunch" was tremendous.

One of the guests confessed that she wasn't jazzed about the topic because she doesn't do that many client lunches. But, she said, when I started to speak about creating the "WOW" factor for your clients in an effort to show them how much

you care, she was onboard 100%! She enjoyed my presentation so much that she has hired me to speak to her group in California in February. That's as good as it gets!

And for all of my new readers from the Southern California MPI, thank you for your enthusiastic response!

I have an exciting topic for this month's newsletter: What are you EARNING this year? I came across some numbers and wanted to share them with you, particularly for those of you in the hospitality industry, since that was fresh on my mind. And if you're not in the hospitality industry, the URL I included in my feature offers comparisons for nearly all fields. And finally, best wishes for you in the New Year...peace, happiness, great health, success and love.

Robin

www.RobinJay.com

How Much Should You Earn in the Hospital Industry?

Even if you have rock solid self-esteem, I bet you can't help but wonder how you are doing compared to others in the same line of work. When I sold advertising, I remember feeling successful knowing that I was in a certain percentage of wage earners in the country. It's fun to know the facts. They can either inspire us or simply help us to feel better about how we are doing. Sometimes, learning that we are not earning what our colleagues are earning can be a positive catalyst for moving forward, changing jobs or careers and ultimately finding greater satisfaction in our work. Other times, it can be fulfilling to know we are, indeed, at the top of our game. Money isn't everything, but it is – at the very least – a barometer that can be very telling.

I came across an interesting website: www.CBSalary.com. It is hosted by CareerBuilder.com and was featured in a story I saw on msn.com. Since many of my readers are in the hospitality industry, I clicked over to the story to see if there was anything significant that I could share. I also was curious to learn what the average salary is for my target market: meeting, event and convention planners.

The job was defined as someone who "plans meetings and special events, oversees logistics such as budgets, speakers, entertainment, transportation, the venues, lighting, sound, printing, food and beverages and anything else that is related to the events." The results varied geographically, but with just six to twelve months of training or experience, the average salary for a meeting or convention planner in the United States is just over \$60,000.00.

When I first became a speaker and started working with event planners, DMCs and meeting planners, I was surprised to discover how every little detail falls under the planner's job description. You really do amazing work! I don't know how you remember every detail! I'm in awe of the work you do.

When I did an area search for Las Vegas, my home, I was even more surprised to see that in Las Vegas, Nevada, the average salary for a Special Events Manager was lower than the national average, coming in at about \$54,000.00 per year. That's still amazing as it is nearly *twice the national median income*. Los Angeles fared better with an average of \$72,500.00 per year, (but with the higher cost of living, that works out to about the same with regard to lifestyle, and San Diego was in line with the Las Vegas results. Physician's Assistants don't earn that much! Coincidentally, the average income for someone in **Hotel Sales** was about the same as for event planners.

According to the U.S. Census Bureau's 2006 numbers, the *mean* income for all Americans is \$35,499. The mean income is not an accurate number – as it is simply the number of everyone's income divided by the number of people. The *median* income is much less, at just \$24,325. That is the midpoint of all incomes, if you listed out everyone's income in rank order.

Numbers are funny and can easily be manipulated. Averages are just that: average. I have never met anyone in the hospitality industry who was simply average. As a whole, I have found the professionals with whom I've had the pleasure to work eager to please their clients, loving their work and enjoying every moment. I hope that this information gives you a big, warm fuzzy for the New Year. Congratulations on being in the top percentage of income earners in the country! Most Americans do not come close to earning \$50,000 in a year. You're already starting the New Year off with a bang!

Keep up the great work!

Featured Product

"The Power of Mentorship: The Movie" is now available! [Order your copy now](#) and I will include a copy of "The Power of Mentorship: The Movie BOOK" – a transcript of the movie, a \$19.95 value! This way, if you want to reference a particular part of the movie, it's all laid out for you and will be easy to find.

And if you know of anyone who could use a shot of encouragement or a boost to prosperity, help them unlock *their* journey to success with this moving film.



Who you listen to will determine your future...

Master mentors such as Bob Proctor, Marie Diamond, Vic Johnson, Tony Alessandra, Robin Jay, Glenda Feilen, Lisha and Kari Schneider, Melinda Boyer and Mick Moore help you by uncovering the power to succeed.

Explore the depths of unlocking the millionaire code within you and learn how to use the law of attraction to bring you everything you desire. This movie reveals eight powerful principles of success that can transform your life into the magnificent creation it is designed to be.

[Click here](#) to order *The Power of Mentorship: the Movie* now!

Quotes

"I don't dream at night, I dream all day; I dream for a living."

~ Steven Spielberg

"Dream big dreams! Imagine that you have no limitations and then decide what's right before you decide what's possible."

~ Brian Tracy

"Happy are those who dream dreams and are willing to pay the price to make them come true."

~ Anonymous

BACK TO TOP ▲

Subscriptions

We don't want to unnecessarily clutter your in-box so if Special Success Secrets doesn't meet your needs, simply unsubscribe by going to:

<http://www.robinjay.com/ezine/unsubscribe.htm>

We encourage you to forward this message to friends or colleagues who want to be the best they can be and enjoy much success in their lives!

<http://www.robinjay.com/ezine/subscribe.htm>

© 2006-2007 Robin Jay. All rights reserved. Feel free to use text from the Special Success Secrets eZine in whole or in part as long as you include complete attribution, including live web site and e-mail links. Please also do us the courtesy of notifying us of where the material will appear.

Privacy Policy: We do not share any information about any subscriber with anyone for any reason. Period.

eZine by: [TEQ Media](#)