



Wolf Rinke Associates, Inc.

READ AND GROW RICH

The eNewsletter for Savvy Nutrition Professionals

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INSIGHT BREAK

"Let us never negotiate out of fear. But let us never fear to negotiate."

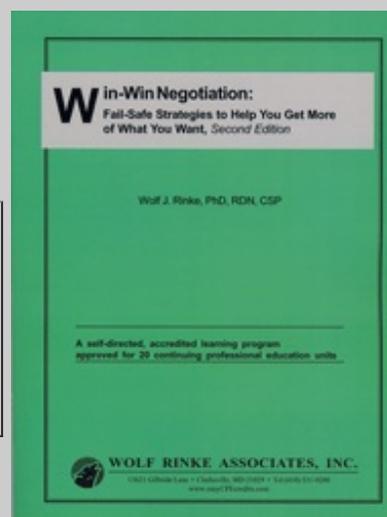
--John F. Kennedy

1. NEW CPE PROGRAM--HOT OFF THE PRESS

Win-Win Negotiation: Fail-Safe Strategies to Help You Get More of What You Want, 2nd Edition

Wolf J. Rinke, PhD, RD, CSP

C277	20 CPEUs	HARD COPY NEW Edition	\$99.95	Add to Cart
C277E	20 CPEUs	ELECTRONIC NEW Edition	\$89.95	Add to Cart



This CPE program shows you how to stretch your budget and get more for less! Whether you are shopping for food, a gift or a car, Wolf will show you how to pay *less*, and even help you get a pay raise. Plus he will share fail-safe negotiation *secrets* which will enable you to **make up to one million dollars more in compensation over a 50 year professional career**. This CPE program will pay for itself many times over, and teach you how to:

- overcome the fear of negotiation,

- take advantage of the three crucial variables in all negotiations,
- apply five steps that will enable you to achieve win-win outcomes,
- deal effectively with "tough" negotiators who want to take advantage of you,
- master specific negotiation "gambits" to get more of what you want,
- plus much, much more.

For more information and customer comments [click here](#).

Approved by CDR, CBDM

For RDNs/RDs & NDTRs/DTRs:

Suggested Learning Need Codes for the Prof. Dev. Portfolio: 1000, 1010, 1110, 1130, 7000, 7020, 7030, 7040, 7070, 7080, 7120, 7150, 7210, 8000, 8120

2. HOW TO GET MORE BANG FOR YOUR BUCK WITH OUR CPEUS

Five ways you can SAVE BIG:

1. Visit our [Bargain/Sales Page](#) for recent BIG price REDUCTIONS **up to 30%!!!**
2. For those who are technically savvy order [ePrograms](#) which can save you another \$5-\$10 plus you get the program immediately!
3. Share with a [Friend and Save](#)-Order one program (hard copy only) plus an extra Reporting Form & share it with a friend colleague or co-worker. Now you can split the cost between 2 people and SAVE a LOT of \$\$!

4. Order over \$200 and get **FREE SHIPPING!**

Ordering multiple programs at one time (*as long as over \$200*) can save you a considerable amount in shipping costs instead of ordering them individually.

(Many of our customers order all 75 credits at the same time which can save them \$50-\$100 in shipping costs compared to ordering them individually).

5. FREE ETHICS CPE Program, C237E, 2 CPEUs, to meet your 5 year ethics requirement. **Free with purchase of any CPE Program.** To purchase &/or for more information and customer comments, [click here](#).

Important: C237E is available in *electronic format only* so it can only be obtained on our website & MUST be added to your shopping cart at time of purchase. NOT available with phone orders!

3. NUTRITION NEWS YOU CAN USE

Breast Cancer Survivors Should Not Eat Late at Night

A recent study of more than 2,400 women with early-stage breast cancer who were between ages 27 and 70 at the time of diagnosis found that a nighttime fasting period of less than 13 hours was linked to a 36% higher risk for a breast cancer recurrence, compared with fasting for more than 13 hours. The authors concluded: "Prolonging the length of the nightly fasting interval may be a simple, nonpharmacologic strategy for reducing the risk of breast cancer recurrence."

ACTION STEPS: For in-depth information about nutrition and cancer enter the keyword "cancer" in the search field @ www.easyCPEcredits.com and find 18 CPE programs to choose from, including Nutrition for Cancer Survivors, 2nd Edition, C219, 28 CPEUs, <http://www.wolfrinke.com/CEFILES/C219CPEcourse.htm>.

Source:Marinac CR, et al. Prolonged Nightly Fasting and Breast Cancer Prognosis. JAMA Oncol. Published online March 31, 2016. doi:10.1001/jamaoncol.2016.0164, <http://oncology.jamanetwork.com/article.aspx?articleid=2506710>.

4. NEGOTIATE THE RAISE YOU HAVE EARNED

By Wolf J. Rinke, PhD, RDN, CSP

In the [previous issue of this eNewsletter](#) I shared with you how to improve your compensation.

Here are ten tips to help you negotiate the raise you may have already earned:

1. Get very clear about how much you enjoy working for this organization.

It will determine how aggressively you should negotiate. If you love everything about your organization *except* the compensation package you might want to wait. If on the other hand pay is just the tip of the iceberg of your discontent, it's time to go for it with gusto. (Of course, if you *hate* everything about this organization, it's time to start shopping for a new job *now*.)

2. Put it in writing.

Prepare a written proposal that clearly delineates in one or two pages how much money you have made or saved the organization, how many groundbreaking ideas you have generated and implemented, how many people you have developed, how many patients you have taken care of, or any other bottom line results relevant to your area of responsibility. Also be sure to include data that identifies how much it would cost to replace you. Then ask for a proportionate raise. Be as specific as you possibly can.

3. Reverse the risk.

The best way to get anything you want is to assume the risk. So identify specific and measurable future results in your proposal and offer to revert back to your previous compensation if you do not achieve those results by a specified time.

4. Create a win-win proposal.

One way to do this is to give your boss a range. Knowing full well that she is going to pick from the low end of the range adjust your request upward to take advantage of the "anchoring" effect. The goal is to have you come across as reasonable and flexible. Also know in your own mind several compromise positions, but do not reveal them at this point.

5. Time it right.

Set up an appointment with your boss. If at all possible engineer it so that it's a time when she is most receptive. (I'm assuming that you know your boss well enough to know when that is. If not, it's high time to get to know her better!) Brief your boss verbally using information from your written proposal. Leave the written proposal with her, and ask when it would be reasonable to expect a decision.

6. Keep it cordial and congenial.

Never threaten, give ultimatums or mention that you are shopping around, unless you are prepared to walk. Even then, remember regardless what industry you are in, it is a very small place. And the last thing you want to do is leave an employer on a negative note.

7. Leave your ego at the door.

More salary negotiations get shipwrecked because people attach their self-worth to their compensation. Remember you are not what you earn! So be sure to never leave in anger. You always want to operate from a position of strength, and getting angry is operating with a severe handicap. No matter how indispensable you think you are . . . *you are not!* When you attempt to get even, you will only hurt yourself.

8. Be patient.

Raises take time. Plus the larger the organization the longer it takes. Find out how long it typically takes to get a raise in your organization, then add one month before you start following up with your boss.

9. Be prepared to compromise.

If the raise does not meet your expectation offer a compromise. Many people would rather get additional free time than more money. So offer a counter proposal that will work for both of you. For example, instead of a 4% raise suggest a 2% raise plus one extra week off per year. Or offer no raise and a disproportionate amount in bonuses or stock options instead. Whatever you do be creative in generating lots of win-win options.

10. If all else fails, start shopping ... carefully.

If things don't work out to your satisfaction keep your current job and start floating your resume. (If at all possible you don't want to leave your job until you have a better one.)

Heads up: No matter what you decide, be sure to keep your performance at very high levels, if possible even higher than before.

Source: Excerpted from W. J. Rinke, *Win-Win Negotiation: Fail-Safe Strategies to Help You Get more of What You Want*, 2nd Edition, (20 CPEUs), Wolf Rinke Associates, Clarksville, MD, <http://www.wolfrinke.com/CEFILES/C277CPEcourse.html>. (See New CPE Program--Hot Off the Press in paragraph #1 above.)

5. HUMOR BREAK

Kids Are the Best Negotiators

My quiet Saturday morning ended abruptly when my then 12-year-old daughter, Nicole, and one of her friends burst through the door.

"Hey Dad," announced Nicole, "Have you met the new neighbors?"

"No."

"Come on Dad, you have to meet them."

"Some other time; I'm busy."

"Dad, you have to meet them, NOW!"

From the urgency in Nicole's voice, I assumed the neighbors were waiting outside. So I set aside my project and went to the front door. No one was there.

"Where are they?" I asked.

"Well, Dad," Nicole explained, "We haven't met them either, but our baseball is in their living room!"

6. ABOUT THE EDITOR



Dr. Wolf J. Rinke, RDN, CSP, is the president of Wolf Rinke Associates, Inc.--an accredited provider of easy to use pre-approved CPE self-study programs for nutrition professionals since 1990, available at <http://www.easyCPEcredits.com>.

If you have questions, or would like him to address a specific issue or topic in this eNewsletter please e-mail him at WolfRinke@aol.com.

7. PRIVACY STATEMENT AND SUBSCRIPTION INFORMATION

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