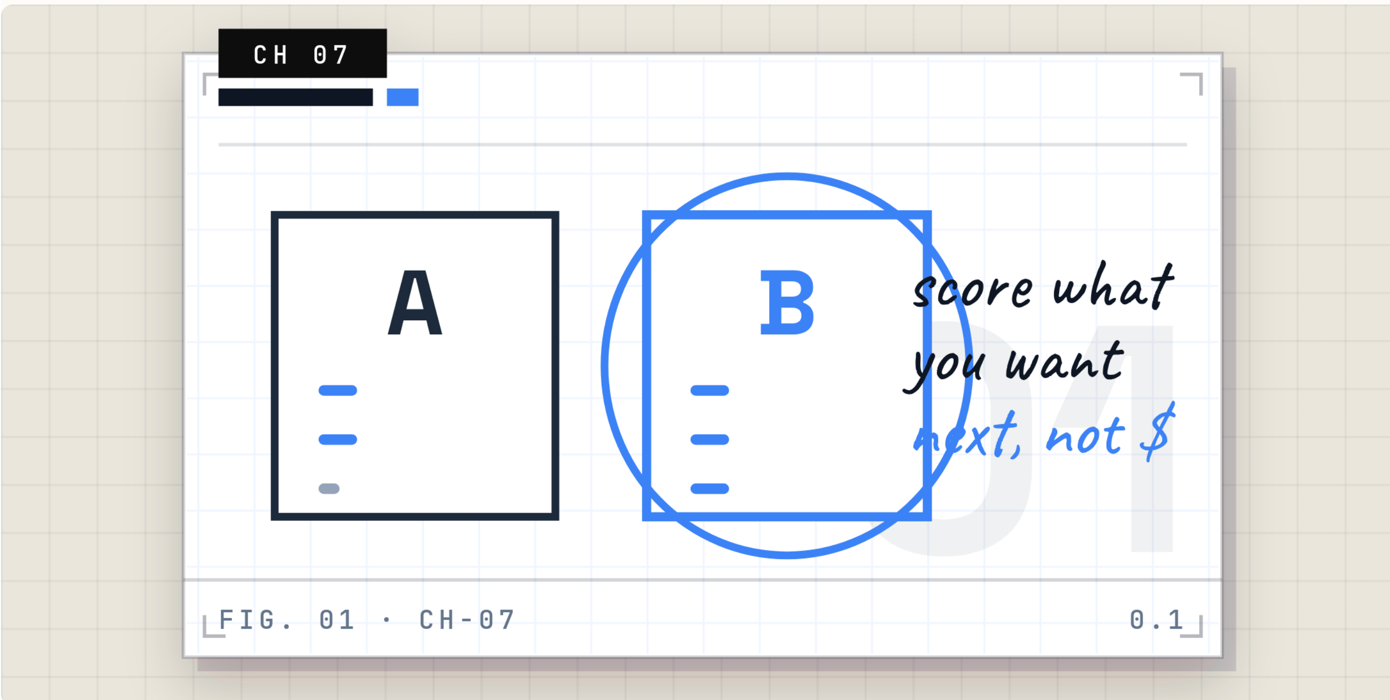
FIG. 01 · NEGOTIATING THE OFFER

NOTES, UPDATED JUN 11, 2026

I have two job offers, how do I choose the right one?

By **Chris Baldwin** · Founder, Baldwin Blueprint · Updated June 2026



SHORT ANSWER

Compare job offers by creating a weighted scorecard that goes beyond salary, evaluating benefits, growth opportunities, work-life balance, and company culture against your personal priorities. Use a structured approach to see which offer truly aligns with your career goals and values.

Having two job offers is a great problem to have, but it can quickly become its own source of anxiety. You're probably wondering how to compare job offers effectively without missing critical details. I'm going to show you a practical way to break down each offer and make a confident decision.

FIG. 02 I never let base pay decide an offer on its own. I lay the offers side by side and weigh the things that compound, like how fast I will grow, who I will report to, and what equity is actually worth. The smaller base often wins once you score the whole picture.

§ 01

What's the first step to comparing offers?

Start by defining your top 3 to 5 non-negotiable career priorities before you even look at the offers in detail, ensuring your personal benchmarks guide the entire evaluation process objectively. This crucial first step prevents emotional decisions based on superficial perks or the highest base salary alone.

I see this often: people get so caught up in the excitement of an offer that they forget what they truly wanted in the first place. Before you look at the numbers, write down what matters most to you right now. Is it work life balance, specific skill development, a certain team culture, or a clear promotion path? Be brutally honest with yourself.

§ 02

How do I evaluate total compensation?

Total compensation extends far beyond the base salary, including bonuses, equity, health benefits, retirement contributions, and professional development budgets, all needing a clear dollar value comparison to understand the true financial picture of each offer.

Many job seekers fixate on the annual salary, but this is a mistake. I encourage you to ask for a full benefits summary for each offer and put a real number next to each line item. For example, if one company pays 100% of your health insurance and another pays 70%, that's a tangible difference that adds up. Consider the value of a 401k match or a tuition reimbursement program; these are real dollars you either receive or save.

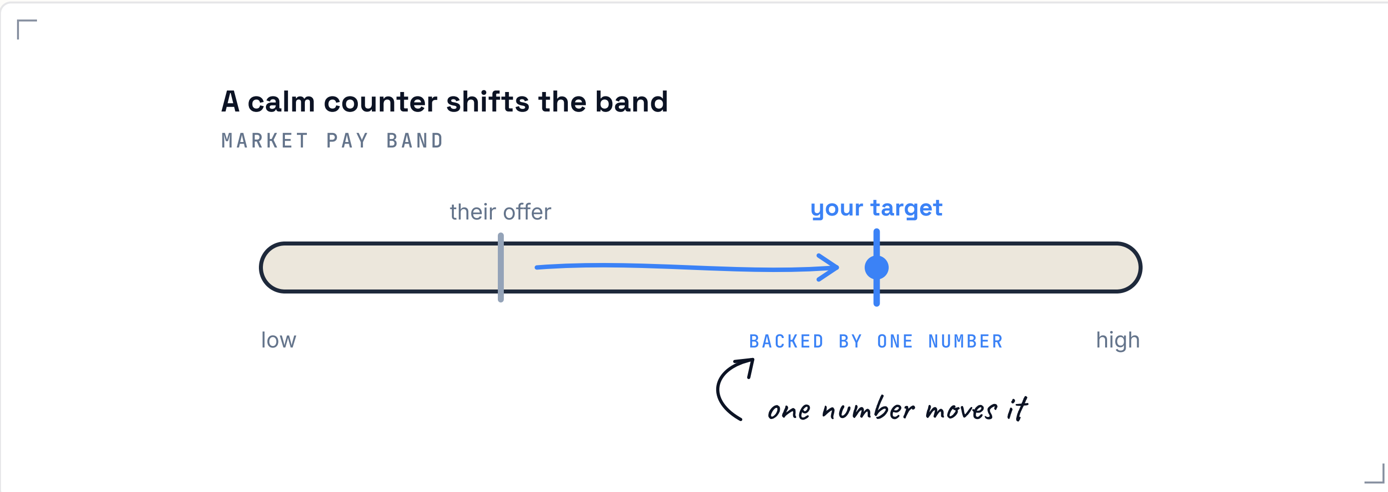


FIG. 03 A counter does not have to be a fight. I stay calm, name one real market number, and that single fact quietly slides the offer up the band. One good data point moves more than a paragraph of wanting.

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§ 03

What about company culture and fit?

Company culture and team fit are often overlooked in offer comparisons, yet they are critical to your long-term happiness, productivity, and overall career success, sometimes proving more impactful than a slightly higher salary alone.

Most advice tells you to ask about values, but that's too generic. I think you need to dig deeper. Ask about how decisions are made, what happens when someone makes a mistake, or how the team celebrates wins. If you can, talk to a future peer, not just the hiring manager. This offers a more honest glimpse into the day-to-day reality. Sometimes, a slightly lower offer in a place you genuinely thrive is better than a higher one where you'll burn out.

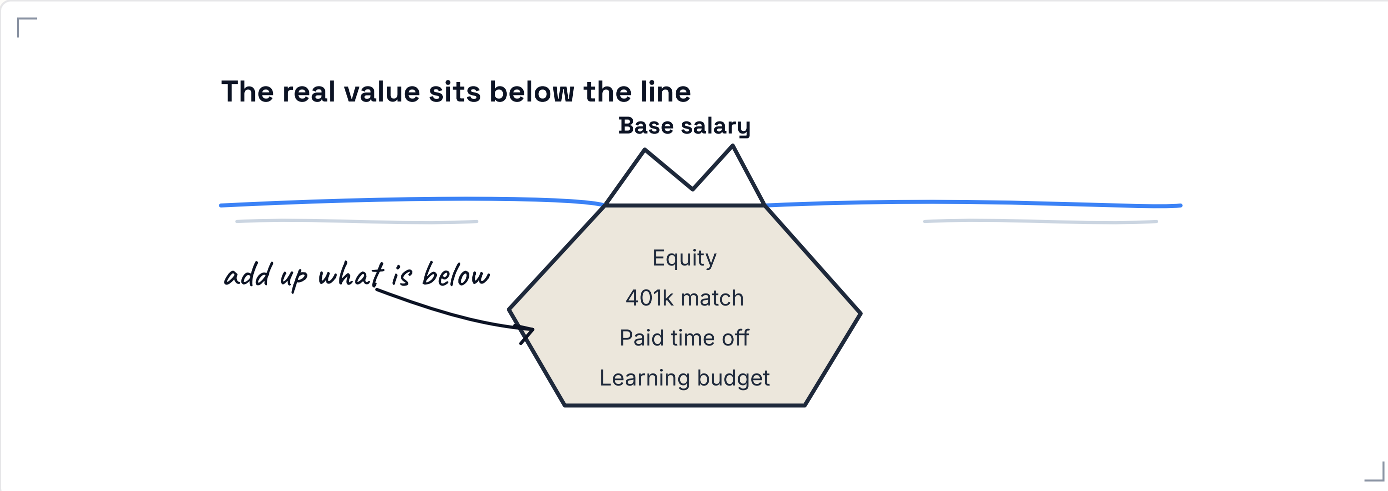

FIG. 04 Base salary is just the part of an offer you can see above the surface. The real value, the match and the equity and the time off and the learning budget, sits quietly below the waterline. I always total the whole iceberg before I judge a number.

§ 04

How do I project future growth?

Assess each offer's potential for future growth by examining the role's scope, the company's trajectory, and the availability of mentorship or learning opportunities within the organization, looking beyond just the immediate job title.

Don't just look at the title; understand what projects you'll own and who you'll be working with. I always tell people to ask about the career path for someone in that role for the first three years. Is there a clear path to promotion, or will you need to jump ship to advance? A company that invests in your development, whether through internal training or external conferences, is investing in your future earning potential.

§ 05

What if one offer requires relocation?

Relocation adds significant financial and personal costs that must be factored into your total compensation and lifestyle comparison, including direct moving expenses,

housing, local cost of living adjustments, and the impact on your established social network.

Many people underestimate the true cost of moving. I recommend you use online cost-of-living calculators to compare cities directly. Don't forget the soft costs: leaving friends and family, finding new doctors, rebuilding a social life. Sometimes, a smaller salary increase in your current location offers a higher quality of life than a larger one that forces a disruptive move.

WORKED EXAMPLE · SCORECARD LINE

BEFORE

Job A pays more, but Job B feels better. I guess I will go with my gut.

AFTER

Job A: comp 9, growth 4, manager 5, energy cost 3. Job B: comp 7, growth 9, manager 8, energy cost 8. Weighted for what I actually want next, B wins by 11 points.

COMPARING JOB OFFERS

What most people do	What actually works
Focus only on base salary.	Calculate total compensation, including benefits and equity.
Compare offers against each other.	Compare each offer against your personal career priorities.
Assume culture is a 'feeling'.	Ask specific questions about decision-making and feedback.
Rush to accept the first good offer.	Take time to score each offer systematically.

The takeaways

01 Define your personal career priorities first.

02 Quantify total compensation, not just salary.

03 Evaluate company culture and growth opportunities deeply.

04 Use a structured scorecard for objective comparison.

Questions people ask

Should I tell companies I have other offers?

Yes, if handled professionally, letting companies know you have other offers can strengthen your negotiating position. Frame it as enthusiasm for their role but needing to make an informed decision within a timeframe, not as a tactic to demand more money.

Is a spreadsheet really necessary for comparing offers?

A structured approach like a spreadsheet or scorecard is highly recommended because it forces objectivity and ensures you don't overlook critical details beyond just salary. It helps you visualize and quantify qualitative aspects, leading to a more rational decision.

Is Baldwin Blueprint just another resume template?

No, Baldwin Blueprint is not a template; it's a custom 12-page strategic document built specifically from a real job posting and your resume. It includes an Impact Memo, Account Map, and 30/60/90 day plan, which go far beyond what a template offers, but it does not write your resume for you.

What if one offer expires sooner than the other?

Communicate proactively with both companies. Politely explain you are in the final stages of another interview process and ask for a reasonable extension on the expiring offer, usually a few extra days. Most companies are understanding if you are transparent.

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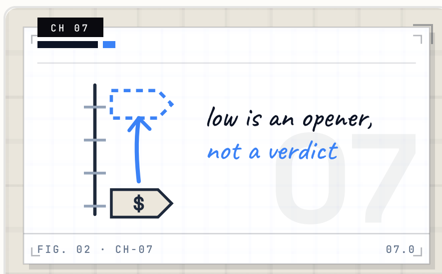

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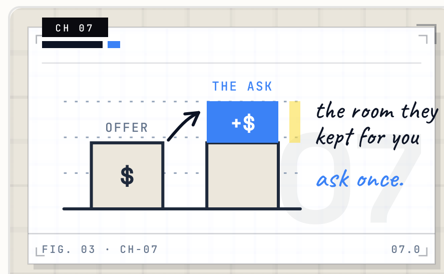

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