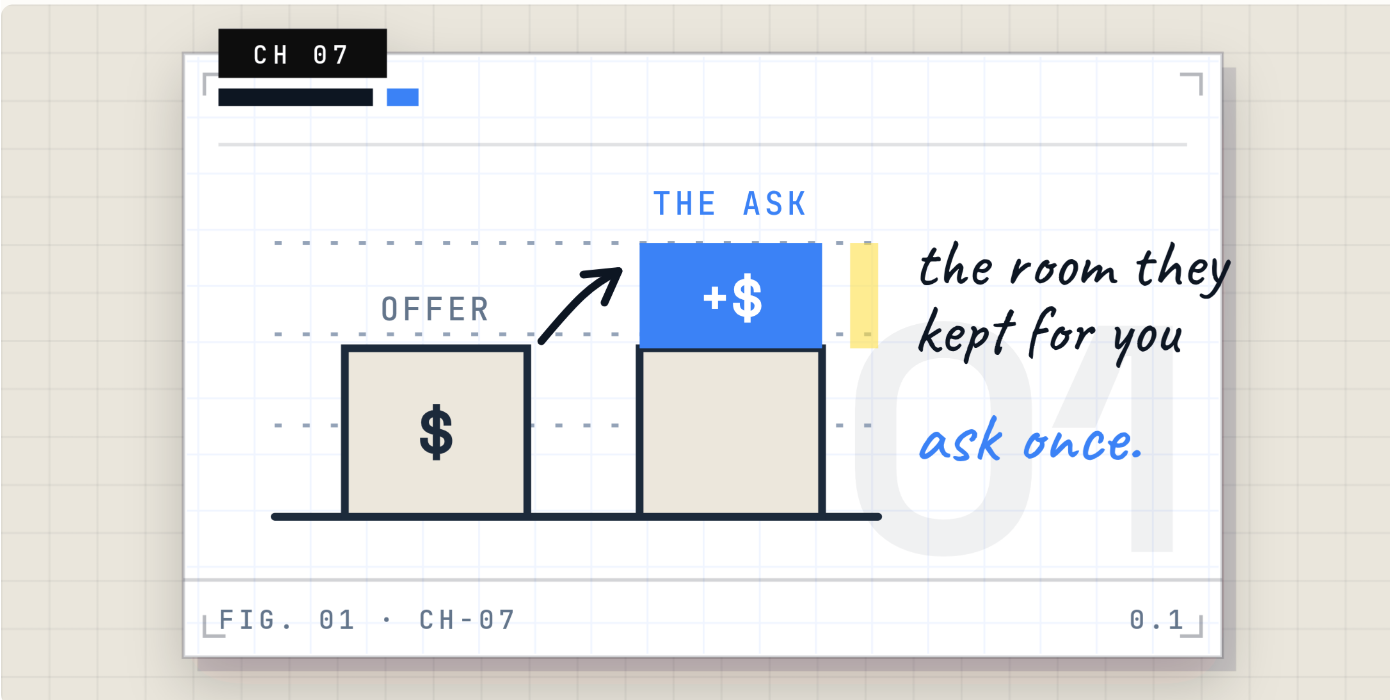
FIG. 01 · NEGOTIATING THE OFFER

NOTES, UPDATED JUN 11, 2026

They finally made an offer. How do I ask for more money without losing the job?

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



SHORT ANSWER

Negotiate your salary by tying your counteroffer directly to the immediate business problems you will solve in your first ninety days on the job. Shift the conversation from what you need to what you will deliver, using a structured plan to prove your day-one value.

You are terrified that asking for more money will make them rescind the offer. I get it. But you can learn how to negotiate salary after a job offer safely by anchoring your request in the actual work you will do, turning a tense personal demand into a collaborative business decision.

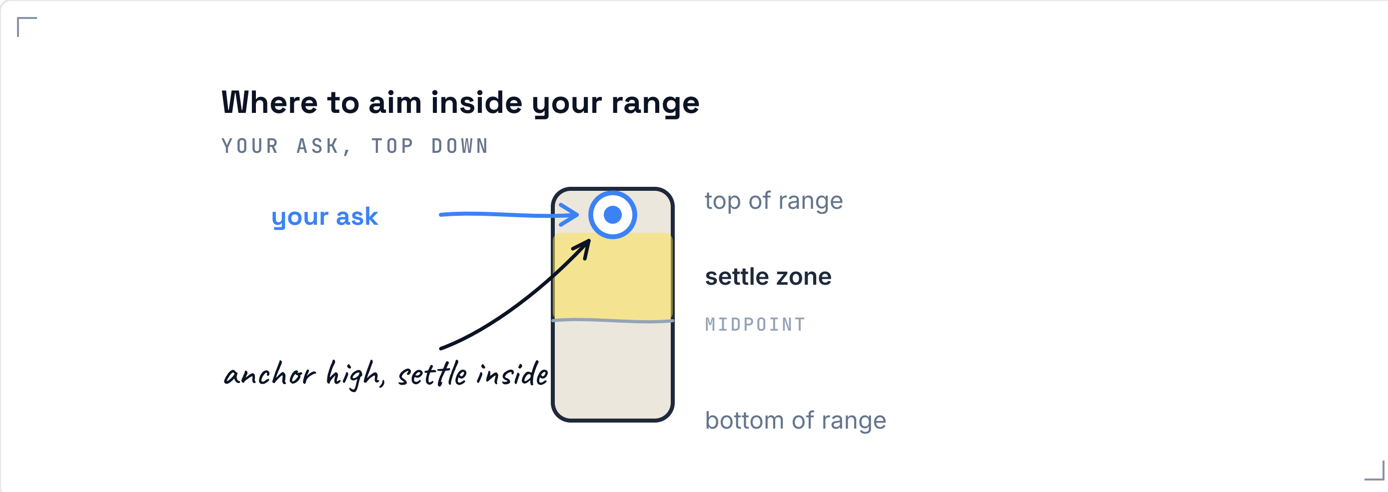


FIG. 02 When I get to a number, I do not start in the middle of my range. I anchor near the top, name it plainly, and let the conversation settle me back down into a spot I am genuinely happy with. Anchoring high gives me room to land well.

§ 01

How do I start the negotiation conversation?

Starting the conversation requires expressing gratitude for the offer and requesting a brief call to align your execution plans with their budget. This establishes a collaborative tone, showing you are ready to work rather than just demanding more cash like an entitled amateur.

I always tell people to avoid negotiating over email if possible. Pick up the phone. Say something like, "I am thrilled about the offer and ready to sign, but I want to talk about the base salary based on the aggressive goals we discussed for my first three months."

This works because it connects your pay to your output. You are not asking for charity. You are pricing your actual delivery.

§ 02

What if they say there is no budget left?

A hiring manager's initial statement about budget limits is often a standard negotiation hurdle rather than an absolute corporate law. You can keep the conversation alive by pivoting to non-salary terms like performance reviews, extra vacation, or signing bonuses that come from different departmental accounts.

Most people stop when they hear the word budget. That is a mistake. Ask for a guaranteed review in six months instead of twelve, tied to specific milestones in your 30/60/90 day plan.

You can also negotiate for extra vacation days, a signing bonus, or remote work flexibility. These often come from different corporate buckets that do not affect the hiring manager's strict headcount salary cap.

FIG. 03 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.

§ 03

Can a company actually rescind an offer if I negotiate?

Companies rarely rescind job offers simply because a candidate attempts to negotiate their starting salary in a professional manner. The few offers that do get pulled are almost always the result of aggressive ultimatums, unrealistic demands, or a combative tone that scares the hiring manager.

Let us be honest here. If a company pulls an offer simply because you politely asked for ten percent more based on your strategic plan, you just avoided a toxic workplace. That is a massive red flag.

I have seen this happen when candidates use ultimatums. Never say, "I need this or I walk," unless you are actually prepared to walk away. Keep it soft but firm.

§ 04

How do I use my Baldwin Blueprint to justify a higher salary?

Your Baldwin Blueprint provides the objective proof needed to justify a higher starting salary during your final negotiation call. Walking through your strategic 30/60/90 day plan shifts the focus from what you cost to what you will deliver, making a higher rate look like a bargain.

When you walk in with a twelve-page document built from their actual posting, you are already ahead of ninety-nine percent of candidates. Use the Impact Memo inside it.

Point to the specific gaps you identified in their team. Tell them, "Based on this plan, I can solve your onboarding backlog in thirty days. That is why I am asking for ninety thousand instead of eighty."

WORKED EXAMPLE · NEGOTIATION SCRIPT

BEFORE

I would like to ask for $10,000 more because my cost of living is high and I have a lot of experience.

AFTER

Looking at the 30/60/90 day plan we discussed, I can see we need to scale the support team quickly. Because I can execute this plan without training, I am asking for $90,000 to reflect that immediate impact.

SALARY NEGOTIATION APPROACHES

What most people do	What actually works
Ask for a random high number hoping they split the difference.	Propose a specific figure backed by a 30/60/90 day plan of execution.
Focus on personal financial needs like rent or student loans.	Focus on the business problems you will solve in the first ninety days.
Accept the first offer immediately out of fear of losing it.	Acknowledge the offer warmly and schedule a call to discuss terms.

The takeaways

01 Anchor your counteroffer in a concrete 30/60/90 day plan.

02 Negotiate live if you are confident; a written counter works too.

03 Pivot to non-salary benefits if the base budget is fixed.

04 A polite negotiation will not cause a company to rescind.

Questions people ask

What is a reasonable percentage to ask for when negotiating salary?

Aim for ten to fifteen percent above their initial offer. Asking for more than twenty percent requires a massive justification, like a competing offer or a severe misunderstanding of the role's scope during the initial interviews, so stick to reasonable market rates.

Is a Baldwin Blueprint just a fancy cover letter that won't actually help me negotiate?

No. A cover letter is a generic summary of your past. The Blueprint is a 12-page execution plan for their future, including an Account Map and a 30/60/90 day plan. It is a work product, not a sales pitch, though it cannot force a company with zero budget to magically find cash.

Should I tell them my salary history if they ask for it?

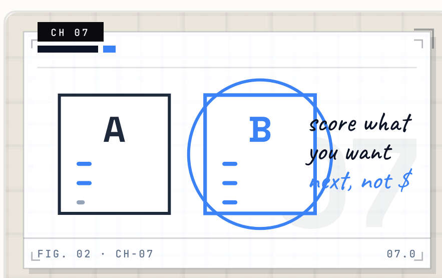
Avoid sharing your past salary if you can. Focus instead on the market value of the role and the specific value you bring to this new position. If pressed, redirect to your target range based on your research, which shows your market worth.

SOURCES

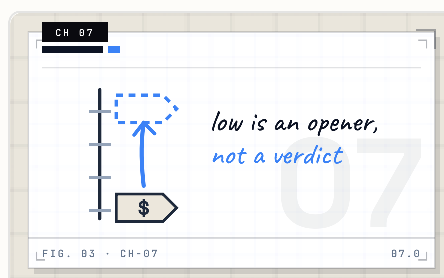
- Harvard Business Review on Salary Negotiation
- U.S. Bureau of Labor Statistics

MORE FROM THIS CHAPTER

Will they pull my job offer if I ask for mor...



I have two job offers, how do I choose th...



They offered me less than I expected....

INSIDE THIS SHEET ›

3 MIN Read →

INSIDE THIS SHEET ›

4 MIN Read →

INSIDE THIS SHEET ›

4 MIN Read →