

Craig's 1 thru 10 job comparison rating spreadsheet

	Job 1	Job 2	Job 3	Comments
1 CEO	7	9	8	Who is strongest
2 Equity	5	6	7	% ownership vs stock, exit strategy, liquidity
3 Base	7	8	9	Salary, Guarantee period
4 Commission	8	7	8	Commission Plan, amount, %, based on, detail:
5 Bonus	8	7	9	Quarterly, New Biz, Annual, Amount
6 Location	7	7	9	Offices, HQ
7 Travel	7	6	9	How much, control, where, % time
8 Long Term Oppty	7	7	8	special, income & wealth, fun, career
9 Impact I Bring	9	8	9	where can I be most valuable
10 Ego	7	8	7	Career impact future, Brand awarness
11 Industry	7	8	7	recession proof? Growth, competition
12 Technology	6	7	6	use of, proprietary, parters, infastructure
13 Marketing	6	8	5	need to invest
14 Website	6	7	6	look & feel, logo, tagline, functionality, content
15 Niche	7	7	7	good or great, big or small, focus...
16 Funding	6	7	6	self vs VC, angels, investors, cash on hand
17 Level of Control	9	7	8	has flexibility, travel, sharing ideas
18 Stress factor	9	8	9	less stress is better, fun culture
19 Benefits	7	8	6	insurance, 401K, matching, dental...
20 Revenue	6	7	7	runrate, potential, growth
21 Board of Directors	8	7	6	venture capital, outside members
22 Car Allowance	7	5	6	Lease, monthly amount
23 Employment agmt	7	7	8	details, Severance, Non-compete
24 Offer Letter Details	7	6	8	specifics, issues
25 Team - Coworkers	7	8	9	people, experience
Total	177	180	187	
total possible	250	250	250	
Rating as %	70.8	72	74.8	

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