

Finding And Securing Your Next Career Made Easy



THE

hidden

step

*One, two, three, four, five
and you are back to work*

STEP ONE

Ignite Your Inner Fire

By Farhad Omidwar

Farhad Omidwar's

* * *

THE
hidden step

THE WORLD'S BEST EMPLOYMENT GUIDE
EVER ASSEMBLED

Copyright © 2016 - All rights reserved
By Farhad Omidwar

Published in the United States of America
Edited by Sharon Hermann

Any reproduction, modification, or distribution of this book
without written consent is strictly prohibited.

“It always seems impossible until it’s done.”

— Nelson Mandela

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us. We ask ourselves, who am I to be brilliant, gorgeous, talented, and fabulous? Actually, who are you not to be? ... We are all meant to shine, as children do. We are born to make manifest the glory of God that is within us. It’s not just in some of us; it’s in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we’re liberated from our own fear, our presence automatically liberates others.”

---Marianne Williamson



I dedicate this book to my wife Mali, my friends at BJM, my little princess Delina, and all of her little friends who are cheering for their mommies and daddies to get back to work.

Step 1



This book accompanies a job search assistant who will be your guide.

how to use this book

Is knowledge really power? Knowledge you cannot use is not power. *Just* knowledge alone will not contribute to change. To turn knowledge into power, it must be practiced.

When you read a book or follow instructional material, attempting to decipher concepts shared can take too long; time you do not have when looking for employment. The Hidden Step series accompanies live assistance at stages where you need expert guidance. Use the live help when you need it.

Note: Icons are placed next to activities requiring help from an employment coach.



Summary

This icon will demonstrate the summary of each page



Schedule an appointment

Activities requiring expert help by an employment coach will be outlined by this icon. Schedule an appointment with your employment coach.



Click here to get more info

More information about an article will be available where you see this icon.



Reward Yourself

This icon will outline instances where major benchmarks are achieved. It is time to reward yourself.

You Did Well You do not perform surgeries on yourself. You visit a surgeon for that. When you need legal help, you consult an attorney. When your car breaks down, you hire a mechanic. Hiring a specialist saves time. To be successful at finding employment, one is more effective when hiring a specialist. By following this guide, you are showing the wisdom to use the expertise of a specialist to save time.

We applaud you for your decision.

“You do not live long enough to make all the mistakes yourself.”

how is this book different?

*To ensure this is not just another book on your shelf, each step accompanies **live assistance**.*

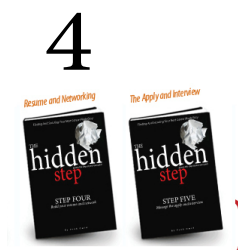
Information you cannot implement is of little consequence. Although it makes for a good read, time matters and we have a job to do.

Therefore soon after your download of this step (The copy you are reading now), your information is forwarded to a job search assistant. The assistant will contact you within about two weeks. This book is written as a guide. It is so simple to follow, you may not need the help of an assistant. Yet, it is available when you need it.



Steps One, Two & Three

A job search assistant will be your guide during steps one, two and three. The role of a job search assistant is to be there when you need help*.



Steps Four and Five

A career coach will be your guide during steps four and five. Writing your resume and preparing for the interview process requires a higher degree of expertise. Therefore, steps four and five accompany two complimentary sessions with an expert.

A job search assistant is prepared to help anyone serious about finding employment. Those who complete the exercises and move swiftly through each step receive the highest level of priority by our assistants. To contact an assistant, please write to support@necouncil.org

Our promise



It seems like today everyone is ready to offer job seekers the “silver bullet,” but when you follow and complete the instructions, you find yourself in the same spot, still looking.

Well-intended information not implemented is just that—information—and will not necessarily change your circumstance.

We do not profess that this book will change your life, nor will we promise you a silver bullet.

But we guarantee that if you implement every step, you will change your circumstance immediately.

Employers will contact you, interviews will be set, and forward progress will be realized. Job seekers with backgrounds ranging from entry level to executive management achieve success they had not dreamt possible.

Now it’s your turn. Read on, start implementing, and begin experiencing it for yourself.

“We guarantee that if you implement every step, you will change your circumstance immediately. Employers will contact you, interviews will be set, and forward progress will be realized.”

Your are the highest priority

We realize time is of essence. Therefore, our job search assistants dedicate the highest priority to those who follow the process and move swiftly through each step. If you are ready to dedicate yourself for the next 14 days, we are committed to being a part of your success, 110%.



Step **1**

Welcome my friends. Together, we are about to embark on a journey that will bond us forever.

Helping you achieve success when pursuing a new career is an exciting endeavor for us both. We will come out of this experience friends and I am excited to be a part of your journey.

Have you ever wondered why some people move effortlessly from one great job to another while others struggle for years, eventually settling for just any job?

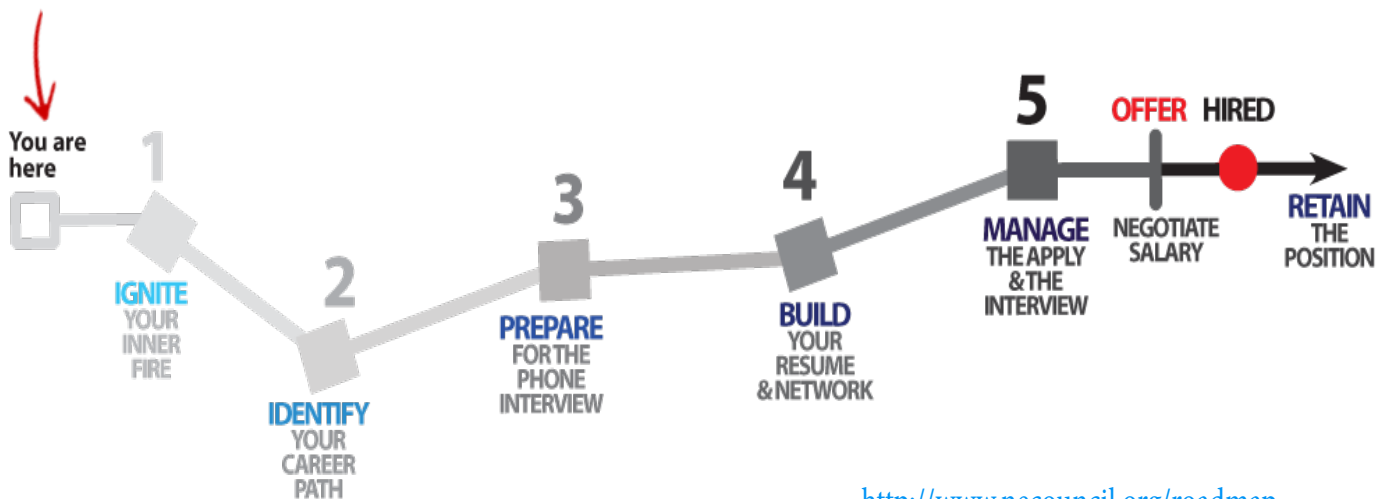
Being an executive employment coach for over twenty years and seeing first-hand tens of thousands of job seekers secure their dream careers, I used to wonder why some struggle while others land their dream jobs effortlessly. Was it their qualifications, who they knew, their ability to interview...?

Early on I realized that it had very little to do with the above. I noticed common traits successful applicants shared and that the steps they followed were identical. The secret behind the success of this program is simple: *Follow the patterns of other successful people and you will*

duplicate a pattern that will lead to producing similar results.

I have spent my life working with HR managers from some of the largest companies in America and by studying the pattern of successful applicants, I have identified common traits. Teaching those steps I have witnessed applicants from every walk of life and discipline secure careers they initially showed difficulty approaching. Coincidentally, those who remain jobless follow an identical pattern as well.

I have learned about what works and what does not. In this book, I promise not to share things you already know. I recognize how valuable time is for you. Nor will I try to somehow make this book about my experiences. Instead I will focus on moving you systematically through the process that leads to employment. Working closely with tens of thousands of job seekers and hundreds of hiring managers, I have mapped out patterns of the successful. This pattern is called the RoadMap™.



We test marketed the RoadMap™ in 2010 and thousands with backgrounds varying from executive management to entry level secured employment using this program. I am excited to witness you complete the RoadMap™, as I know at the end, I will have gained a new friend.

Farhad Omidwar

this is not your father's job market

And this gives you the edge



Summary of this page

Nothing can happen until you connect with employers in your industry. Connecting with employers today seems far more challenging than previously. But in reality, it is far easier today.

“Today, access provided by the Internet has afforded millions the opportunity to apply for the same jobs”

When you realize that very little will happen with your career unless or until you connect with employers in person, you recognize that sending resumes and not getting responses is only prolonging the process. Nothing can happen until you connect with employers in your industry.

There was a time connecting with employers was simple. Hiring managers' contact information was clearly outlined in every ad. Back then, employers wanted you to call them.

Today, access provided by the Internet has afforded millions the opportunity to apply for the same jobs instantaneously. As soon an employment ad is placed, employers are bombarded with resumes.

And because employers have a much wider reach to access talent, they must manage an enormous number of responses.

this is not your father's job market

“There was a time connecting with employers was simple. Hiring managers’ contact information was clearly outlined in every ad. Back then, employers wanted you to call them.”



Getting hundreds of calls from applicants whose Resumes do not even show the correct qualifications can paralyze an HR department. And in a global economy, as companies are working to remain competitive, many of the functions of HR and recruiting departments are replaced with talent-management software. For this reason, companies now mask their information and no longer welcome incoming calls from job seekers.

In addition, because most applicants have not had to look for employment for years, even decades, they are puzzled by the lack of response to the same resume they had no difficulty drawing attention to previously. Of course, the last time they had to look, strategies they followed worked. Following the same strategies, today's applicants find themselves lost.



what changed?

And this is all good news



Summary so far

Since nothing can happen until you connect with employer, your resume must communicate your skills so clearly, employers could find you.

“Your resume must communicate your message as clearly as you would in person.”

A lot has changed since the last time you pursued employment.

First:

Your resume now initiates the speaking for you—not you.

The last time you looked for employment, you had no difficulty connecting with the hiring manager. You showed up to the interview, shared your resume, and were present in person to expand on the content of your resume.

Now the first step in the process is that employers receive your resume—you are not there to speak about strengths that may be missing from your resume.

Most applicants find it difficult to communicate twenty years of experience on one page. Consequently, they leave relevant information out or include the wrong information as it relates to a particular position.

Employers can look only to your resume to determine your value as an applicant prior to making an invitation to an interview. They assess your levels of enthusiasm, aptitude for success, team spirit, and so forth, to determine that your soft skills are solid and equal to their assessment of your hard skills and experience.

It is no longer enough to be just skillful at your job. To complement these core competencies, companies also look for compatible soft skills.

“There was a time your resume complemented your discussions and was used in conjunction with your conversation with the employer. Today your resume is used primarily to ignite an interest.”



Soft skills refer to personal qualities, habits, attitudes, social competence, and work ethic. Hard skills are those you use to be effective at your job. For instance, an accountant with strong relationship-building skills possesses both soft and hard skills. The hard skills are the accounting and the soft are the social abilities.

“In today’s job market, if you send your resume to ten employers and do not receive a response, continuing this pattern can keyword you out of more jobs. Some shotgun their resume out, hoping for a response. Today it is no longer a numbers game...”



Are you spraying your resume hoping it would get to someone? Anyone?

Therefore, the first major change is that your resume must communicate your message as clearly as you would in person. You must clearly communicate your soft and hard skills in a manner that instantly separates you from everyone else.

What is a Scanner?

Today employers use sophisticated talent-management software to manage the volume of resumes received. If your resume is not recognized as a match after being scanned, it may be scanned out (depending on the type of software used) for 3 to 12 months. This allows other applicants to apply for the same positions without clogging the system.



Second:

What is the first step anyone follows when they start looking for work? Update a resume, and send that *resume* to as many employers as possible. This common pattern is a formula that guarantees extended unemployment.

Continuing to send out a resume to which no employers have responded can eventually scan you out of jobs in your area.



It is no longer a numbers game. In today's job market, if you send resumes to ten employers and do not receive a response, continuing this pattern can keyword you out of more jobs.

If the first ten viewed your resume as a match, they would have called you. Employers are just as eager to fill their open positions as you are to secure

them. If the first ten did not view your resume as a match, chances are other employers won't either. Therefore, stop the two step process everyone else is following Now, and take the steps in this series to stand out immediately.

The first step is to assess or budget our motivation which is the fuel we need to continue forward progress. Let's get started with Step One.

Step One

IGNITE YOUR INNER FIRE

ignite your inner fire STEP ONE

three ingredients of success

you are the person others want to be

“This is a time when an unemployed person with a genuine idea can create a company like Netflix and bring a large competitor such as Blockbuster to its knees.”

Why you? Why now?

We live today in remarkable times. We have advanced more within the past twenty years than we have in the entire history of mankind, providing us with opportunities that were not available previously.

We live in a time where a 19-year-old college dropout can create a 60 billion dollar empire called Facebook in less than seven years. This is a time when an unemployed person with a genuine idea can create a company like Netflix that brings a large competitor such as Blockbuster to its knees. This is an era that human beings have dreamed of and looked forward to for thousands of years.

We are particularly fortunate to live in the richest land

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

