

Finding And Securing Your Next Career Made Easy



THE

hidden

step

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

**This is a
Sample Copy**

By Fred Omid

Fred Omid's

★ ★ ★

THE
hidden step

THE WORLD'S BEST EMPLOYMENT GUIDE
EVER ASSEMBLED

Copyright © 2014- All rights reserved
By Farhad Omidwar (Fred Omid)
Published in the United States of America
Edited by Sharon Hermann

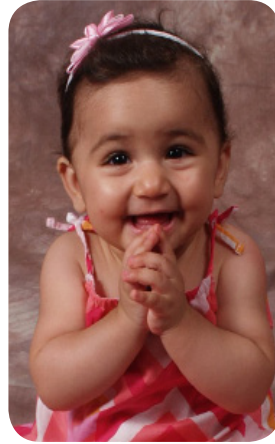
Any reproduction, modification, or distribution of this book
without written consent is strictly prohibited.

“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**

how to use this book



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

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?

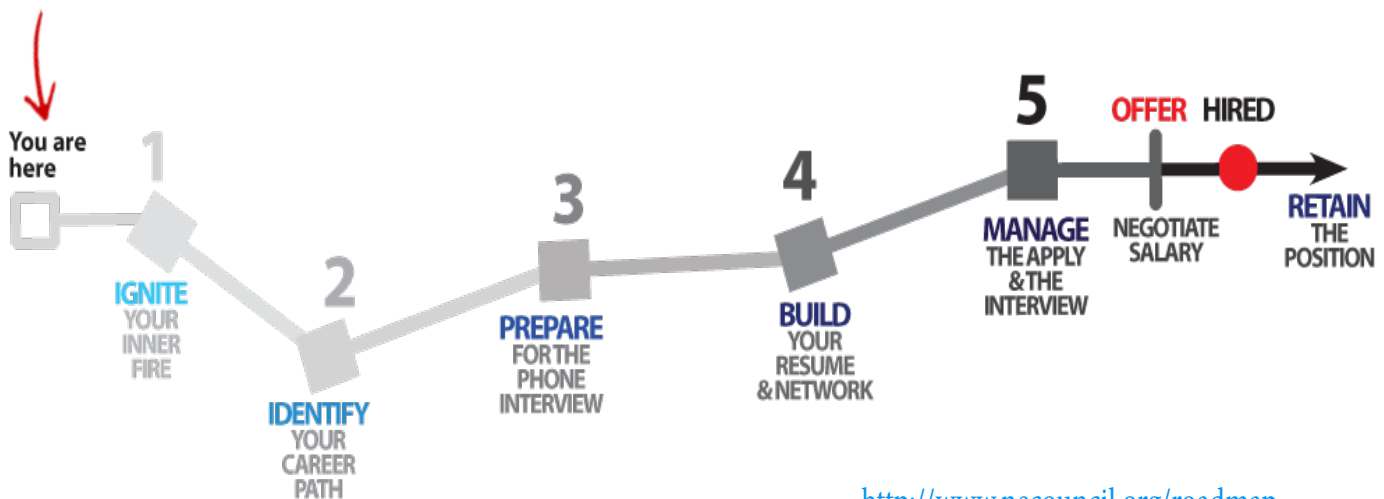
Being an executive employment coach for over twenty years and seeing first-hand tens of thousands of job seekers secure their dream careers, I used to wonder why some struggle while others land their dream jobs effortlessly. Was it their qualifications, who they knew, their ability to interview...?

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.

Fred Omid

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.

“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.

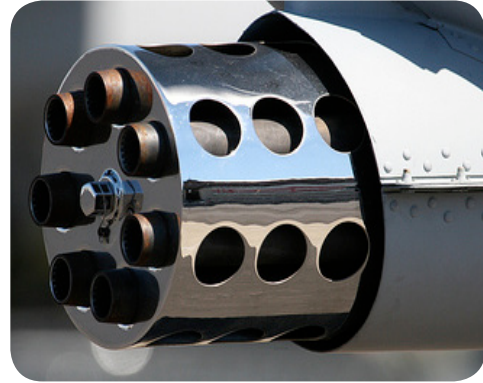
It is no longer enough to be just skillful at your job. To complement these core competencies, companies also look for compatible soft skills.

“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 key-word 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

three ingredients of success



“This secret formula changed my life 20 years ago and I have since witnessed it change the lives of thousands of others.”

that ever existed, a land of abundant opportunity for everyone.

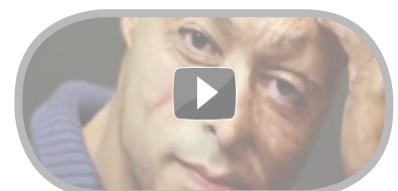
Sure times can get hard. Economies change, businesses close, jobs are lost, neighborhoods suffer, but we forget that we have been there many times before. And we have a proven track record for the comeback every time. Americans are the most resilient people any culture has ever seen.

Of course our environment tells us otherwise. Well-meaning people from the, media, friends, family, and teachers can plant suggestions that are untrue. And they will remain untrue until you accept them and then that becomes your reality. Our environment does a very good job in painting a picture convincing some that the sky is falling. Some people are very good at selling bad news. And believers react to this news as if the sky is really falling. And when we believe it, we start reacting to it as if it was reality.

Watch this clip

<http://www.necouncil.org/video-it-is-your-time.html>

www.necouncil.org/thehiddenstep



“...People who are given stimulants and told they are given relaxants, invariably begin to feel drowsy.”

PLACEBO
effect is real

Auto-suggestion has tremendous power. Decades of studies have shown that when a false idea is believed, it has the same power over you as reality does. The suggestion that age or race prolongs unemployment holds little merit, yet when you buy into the idea, it impacts your results as if it is reality.



NOTE: *In a study, passengers on a ship were told they looked pale. Eighty-two percent of those involved suddenly felt sick. A remarkable study was done on schizophrenia. One case involved a woman with dissociative identity disorder (“split personality”) who had normal blood sugar levels. But when the personality who has diabetes was present, her whole physiology changed to become that of a diabetic. In a similar way, there have been numerous studies where a person is touched with a piece of ice and told that it is a piece of hot metal, and blisters developed at the point of contact. You may have heard of the placebo effect. One remarkable placebo study concerned a group of patients who have ulcers. They were divided into two groups. People in the first group were told they were given a new drug that would produce absolute relief. Those in the second group were told they are given an experimental drug and little was known about its effects. Seven percent of the first group had similar results. Only 25% of the second group had similar results. In both cases patients received a drug with no active properties. The only difference was the belief adopted. Even more remarkable are studies of people who are given stimulants and told they are given relaxants; invariably they begin to feel drowsy. You are impacted by ideas fed to you by your environment that you accept as true. Of course ideas can impact you only when you accept them.*

three ingredients of success

The Hidden Step



Summary so far

Your thoughts have tremendous power. Decades of studies have shown that when a false idea is believed, it has the same power over you as reality does. The suggestion that age, ethnicity, the economy (fill in the blank), prolongs unemployment holds little merit, yet when you buy into the idea, it impacts your results as if it is reality.

I hear more people blaming the economy for remaining unemployed than any other reason.

A gentleman once approached me at a seminar to sell me on his suggestion about how his color will keep him from being employed. I instantly thought about an African American woman from nowhere who lost her job at a television station and was told by the station that she will never work again. Today she is the richest woman on the planet. You know her. Her name is Oprah Winfrey.

And the last time I checked our 44th president happens to be African American. In fact if you look back in history, you will find that success comes in all colors.



Barack Obama



*Indra Nooya
CEO of Pepsi*



Condalisa Rice



Colin Powell



Oprah Winfrey



*Andrea Jung
CEO of Avon*



*Ursula Burs
CEO of Xerox*

A job seeker e-mailed me once with the following:

“I don’t have a job at this time. The economy is really bad, there is no jobs out there. I don’t want to go to anymore career events when there is no jobs at all.”

This is her actual message in her words. My experience has consistently shown that the economy has nothing to do with finding employment until or unless you believe it does. You have probably heard the story about the hot dog vendor.

The Hotdog Vendor Story

A man sold hot dogs by the side of the road. He was hard of hearing, so he had no radio. He had trouble with his eyes, so he had no newspaper. But he sold good hot dogs. He put up a sign on the road, telling how good they were. He stood by the side of the road and cried, “Buy a hot dog, mister!” And people bought. He increased his meat and bun order, and he bought a bigger stove to take care of his trade. People loved his hot dogs. He got his son home from college to help him. But then something happened. His son said, “Father, haven’t you been listening to the radio? There’s a big Depression on. The international situation is terrible, and the domestic situation is even worse.” The father, amazed by this new information, thought, “Well, my son has gone to college. He listens to the radio and reads the newspaper, so he ought to know.” So, the father cut down on the bun order, took down his advertising sign, and no longer bothered to stand on the side of the road to sell hot dogs. His sales plummeted. “You were right, son,” the father said to the boy. “We are certainly in the middle of a Great Depression.”

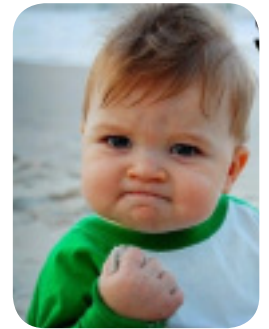




Summary so far

We live in the richest land that has ever been known. Despite this, 90% of the people you meet will never succeed. Why?

We live in a country that affords more freedom and rights than any other nation. Freedom to choose your career and be in control of your own destiny. People flock from every corner of the world to settle here. We attract the best minds from around the world, and have the best technology, most diverse culture, and richest talent any country has ever assembled.



This is all true and so is this.

Ten percent of Americans are responsible for ninety percent of its success. Ninety percent of the people you meet will not become a success. US government statistics show that 90% of all US citizens at retirement will need the government to support them for basic necessities such as food and shelter. Although the economy changes, this statistic has remained the same for centuries.

“One will be rich, four will be financially independent, six will be still working, and eighty nine will be broke.”

Which group will you be a part of?

NOTE: *A job seeker was convinced that the reason he is unemployed is his advanced age. That had become his truth. We all know that age today is an asset. Being seasoned is viewed by most companies as having wisdom that can act as a buffer between management and team members who are younger and showing difficulty getting along with management. Older people often carry their own insurance and possess multiple skills and experience all packaged into one.*

Read more about this in the July edition of Best Jobs Magazine.



Summary so far

Most people never learn how to become financially independent in the richest land that has ever been. Only a small percentage acquire the keys to success. Consequently, ten percent of Americans are responsible for ninety percent of its success. You can become a part of this group.

Let's take a look at a hundred individuals at the age of 25; they all believe they are going to be a success. If you were to ask any of them if they want to be a success, they would tell you they do.

At that age, there is a certain sparkle in their eyes and life seems like an adventure to them. But, by the time they are 65, one will be rich, four will be financially independent, six will be still working, and eighty-nine will be broke. What happened to that sparkle in their eyes? What's become of their dreams, their hopes, and their plans, and why is there such a large difference between what these individuals intended to accomplish and what they actually did?

Most people never learn how to become financially independent in the richest land that has ever been. Why? Well the answer is pretty clear. Only a small percentage acquires the keys to success.

“The difference between those who succeed and those who do not is that successful people activate these qualities.”



Have you ever wondered why so many people work so hard without any significant progress? And others don't seem to work hard yet seem to get everything they want. Everything they touch turns to gold. Have you ever noticed a person who becomes successful tends to continue to succeed? Have you noticed a man who is a failure tends to continue to fail?

I have spent years researching the work of the most successful people of the last two centuries, reading over 450 books on this subject, and I discovered something astonishing. This book is about that discovery. I found that successful people share common qualities that are visibly apparent on the surface. But there are three qualities that are not visible, which all successful people share, and which is the key to their success.

These three qualities are within us all. The difference between those who succeed and those who do not is that successful people activate these qualities. It is these qualities that enable a person to develop the essential qualities to success. Without these three qualities, success is seldom achieved. With them a person can become a leader in any area.





Summary so far

We live in remarkable times. We live in a time where a 19-year-old college dropout can create a 60 billion dollar empire called Facebook. At the same time, we are also all surrounded by negatively conscious people who will tell you otherwise.

“Your motivation is the key to your success.”

The three ingredients of success

If there were a way to rate one's motivation (1 as being least motivated and 10 as being most), where do you rate your motivation throughout the week?

If there existed a gauge, where do you typically find the needle for your gauge? Where do you think it is for the average person? You would probably say it fluctuates but typically it sits between 4 and 6.



And what moves the needle? Usually some exterior circumstance—something that happens to us. Being offered a job paying twice your minimum salary requirements will spike that needle to a 10. Continued joblessness can lower it every month and eventually drop it to a 2 or lower.

this secret will change your life



What if it was possible to be a 10 regardless of what happened to us?

Imagine remaining motivated, excited, and feeling ambitious from the moment you opened your eyes until you went to bed.

What if it was possible to feel enthusiastic and focused all the time? How would feeling at a 10 level every day impact your life? How would it influence your search? What if I told you this was possible?

Motivation acts as the fuel moving you forward. Without motivation, your pursuit comes to a halt. A Lamborghini with more than 600 horsepower under its hood, without fuel, will remain in place. You may have more than 600 horsepower under your hood and without fuel, you will stay right where you are, too.

“A Lamborghini with more than 600 horsepower under its hood, without fuel, will remain in place. You may have over 600 horsepower under your hood and without fuel, you will remain right where you are too.”





Summary so far

There are three ingredients successful people share. You too have them. Those who succeed learn to activate them. Others keep them dormant.

Motivation occurs automatically through a structured chemistry when the three ingredients are present. Put these three in place consciously and you will feel your motivation at a 10 every day. And just as with other mechanisms, they operate independently of your conscious thought. However, you have to do something consciously for it to complete its function subconsciously.

“When the chemistry is present, you feel motivated, focused and happy.”

Your digestive system operates when you choose to eat consciously. For instance, to eat an apple rather than an orange, the choice is a conscious one. However, when the apple reaches your stomach, chemical reactions go to work to systematically process the food. That process is subconscious and automatic.

This automatic mechanism that forms motivation is functional until we learn to disable it. Negative feedback from our surroundings—such as from


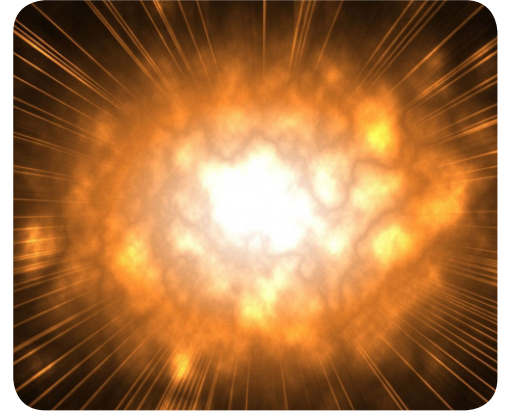


this secret will change your life

childhood friends, teachers, siblings, and parents—disables this mechanism and consequently turns our success mechanism into one of failure.

The chemistry which produces motivation occurs similarly to the chemistry of matter. A chemist can have three elements, none of which has active properties. Combine two, and you may still get nothing. But when you add the third, as a result of this new chemistry, you get a whole new compound or mixture with brand new qualities.

When the chemistry is present, you feel motivated, focused and happy.



NOTE: *Dr. Maltz found that humans are born with an automatic goal-seeking guidance system that drives us subconsciously to pursue and achieve those goals we think about the most. Whether negative or positive, when you think about a goal, your automatic guidance system is programmed to move you toward that goal, just as a guided missile pursues a target. His findings have been translated into 30 languages, and his book “Psycho-Cybernetics” has been a best-seller for more than 40 years and studied at universities such as Harvard and Princeton. Using his findings, thousands have moved from rags to riches; world-renowned speakers such as Anthony Robbins, Tom Hopkins, Zig Ziglar, and Warner Earhart all regard him as an important influence. I highly recommend his book.*

These emotions are highly explosive, however all three ingredients must be present. For instance nitroglycerin is an explosive created when you combine different elements. But individually, the elements that form nitroglycerin have no explosive properties.

The secret is the magic you feel when these three elements are present. I will first tell you about the three ingredients individually. Then I will show you what it would be like if you had them present right now.

The three ingredients to success. Let's get started.

You Can If You Think You Can!

*If you think you are beaten, you are,
If you think you dare not, you don't.
If you like to win, but you think you can't,
It is almost certain you won't.
If you think you'll lose, you're lost,
For out in the world we find,
Success begins with a fellow's will.
It's all in the state of mind.
If you think you are outclassed, you are,
You've got to think high to rise,
You've got to be sure of yourself before
You can ever win a prize.
Life's battles don't always go
To the stronger or faster man.
But sooner or later the man who wins,
Is the man who thinks he can.*

~ C. W. Longenecker ~



*A job search assistant is ready
Are you?*

START Step One

www.NECouncil.org/roadmap
[wwwNECouncil.org/roadmap](http://www.NECouncil.org/roadmap)

You 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%.

Give us 7 hours, we will give you YOUR next career.
The steps are simple. The time is now.

Questions? (888) 440-8808
Or write to Fred.omid@necouncil.org

About the Author

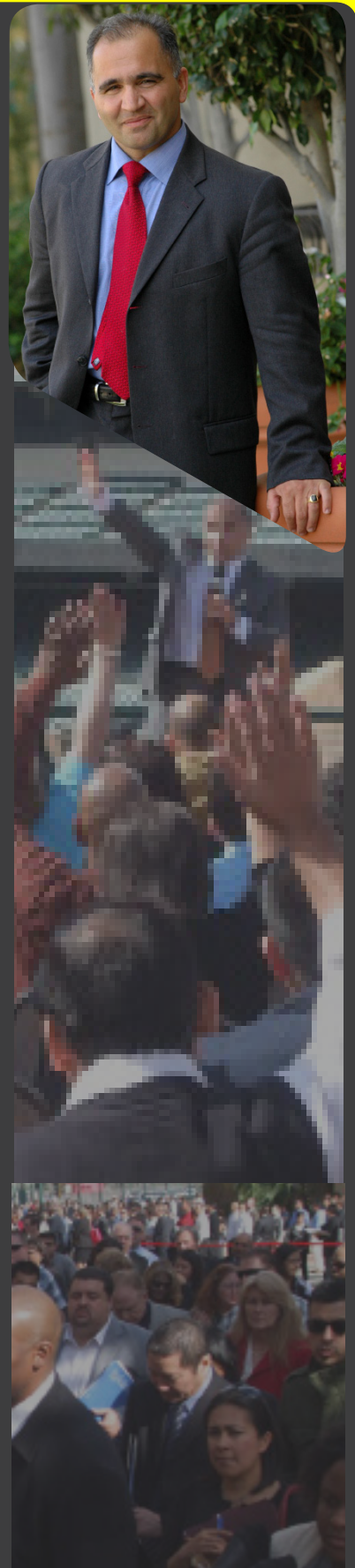
As an executive career coach, consultant for Fortune 500 organizations, and a trainer for 20 years, Fred has always been recognized by his colleagues as an implementer.

He involves himself deeply with each assignment to fully master all facets of it. When he started recruiting for a chain of martial arts schools, he also acquired his black belt. His employment experience stretches to every area, from employment coaching to director of human resources. When he first started as an employment coach, he helped more people find employment than any other coach in his district, breaking all company records.

He has organized over 1,100 career fairs and as the director of the National Employment Council and managing director of Best Jobs Magazine, his research has led to the development of the most innovative employment guide ever assembled, the Hidden Step.® This guide has empowered thousands to transform themselves into the pursued and become sought after by employers.

Today he still meets with over 6,000 job seekers in person every month at the Get Back to Work Now events hosted throughout California. He lives with his family in Southern California.

You can meet Fred at the following locations monthly. Visit link below for more. <http://www.necouncil.org>



www.NECouncil.org