

*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

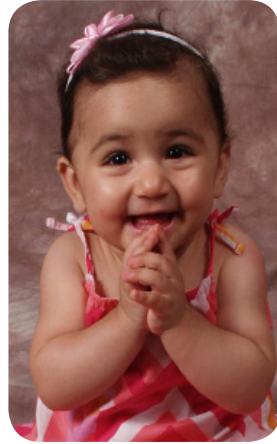
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*“A goal without a plan is just a wish”  
— Larry Elder*

*“A long while ago, a great warrior faced a situation that made it necessary for him to make a decision that ensured his success on the battlefield. He was about to send his armies against a powerful foe, whose men outnumbered his own. He loaded his soldiers into boats, sailed to the enemy’s country, unloaded soldiers and equipment, then gave the order to burn the ships that had carried them. Addressing his men before the first battle, he said, “You see the boats going up in smoke. That means that we cannot leave these shores alive unless we win! We now have no choice—we win—or we perish!”*

*How committed are you to YOUR plan?*



*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 2

## 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 by an employment coach at stages where you need expert guidance.

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.

**Be Patient** Take as long as it takes to identify your career path. The longer you spend on career path, the less you will spend on the resume. Consequently your resume will do its job of getting your phone to ring. As you complete this manual, be patient and complete each step fully.

*“If you don’t know where you are going, how can you expect to get there?”*

*— Basil Walsh*



## Step 2

*I am glad we are discussing your career path.*

I applaud you for your decision to search for answers in identifying a path. After all, I do not think you have been out of work so many times in the past that you have now become an expert at this. Most people find themselves in this situation unexpectedly.

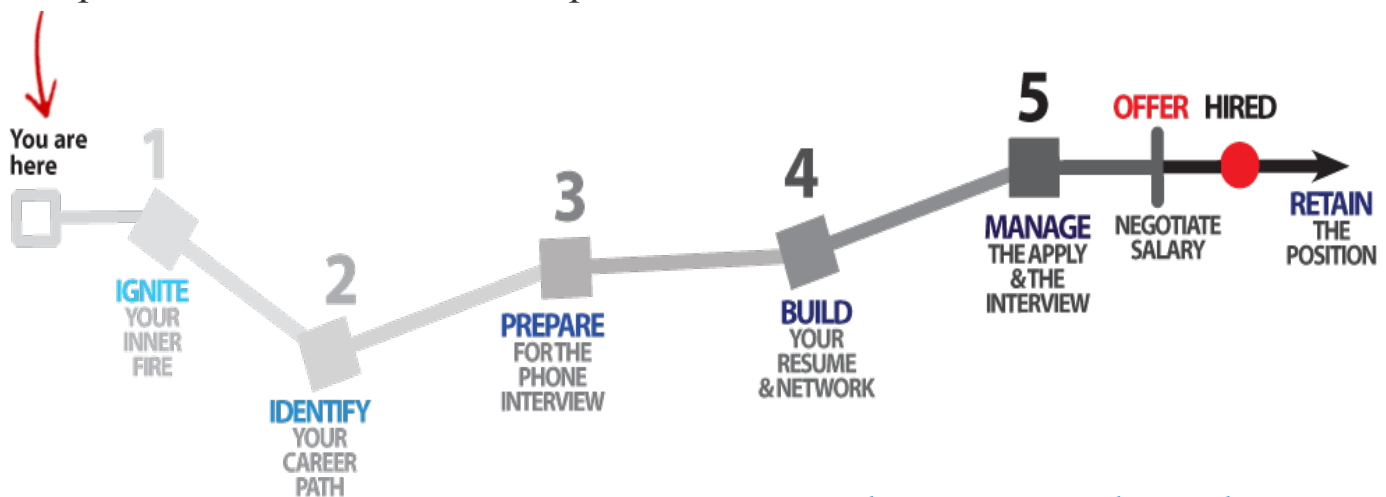
Something happened and now you are looking for employment. Maybe you were laid off, or decided that your current job was not the one that made you happy and you left. Or maybe you are unhappily employed and are searching for a better career. Whichever is true for you, you have made the right decision to identify your career path prior to composing your resume.

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.

Working closely with tens of thousands of job seekers and hundreds of hiring managers, I have mapped out the pattern of the successful. This pattern is called the RoadMap™.



<http://www.necouncil.org/roadmap>

This manual focuses on identifying your career path. Accomplishing this objective affords you the clarity you need to be successful while searching for employment. This manual was built as a step-by-step guide with simplicity as the goal to remove the complexity of identifying a career path.

This program includes assistance by a job search assistant. Consider the sessions as roadside assistance when you hit a road block. The assistant is here to ensure you successfully accomplish the objective this manual is intended to achieve: identify your career path. If you still find the assistant cannot help you, contact me directly by emailing [fred.omid@necouncil.org](mailto:fred.omid@necouncil.org)

Let's get to work.

Fred Omid

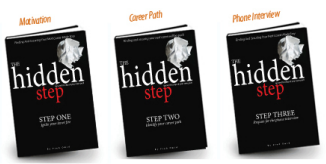
## how is this book different?

*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.

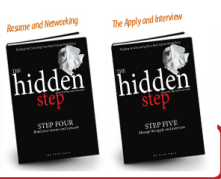
1 2



### 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\*.

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### 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](mailto: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 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.”*

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.

## Your are the highest priority

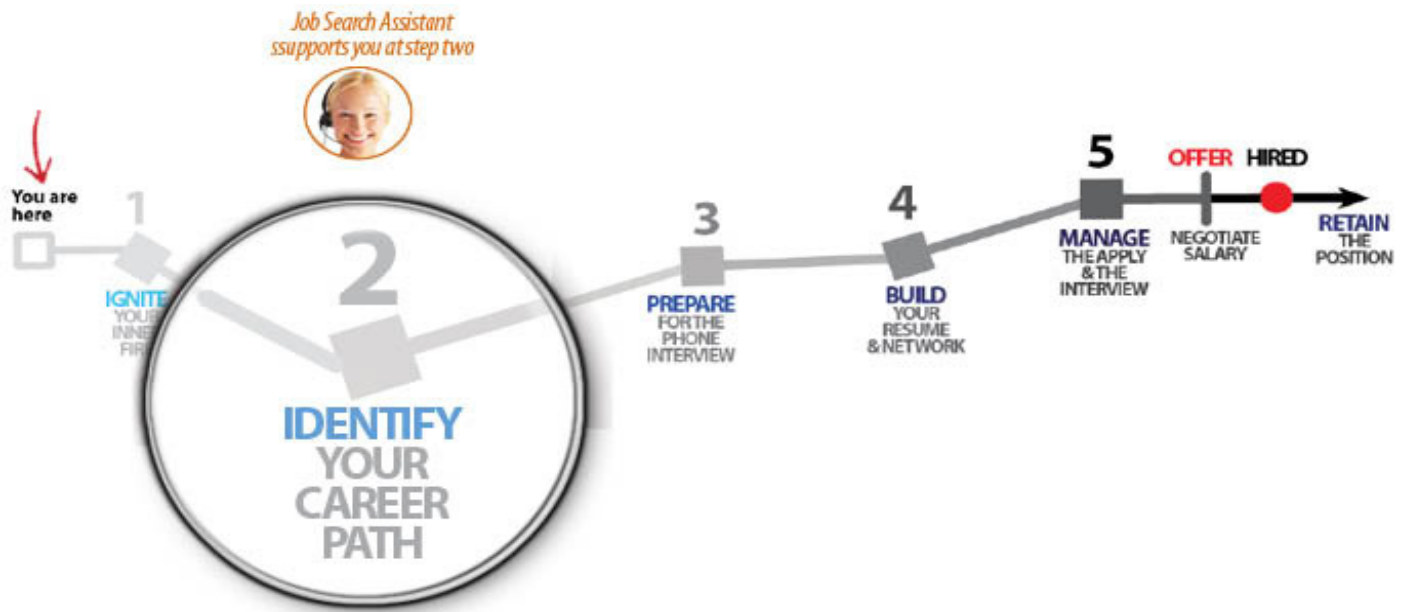
We realize time is of essence. Therefore, our job search assistants dedicate the highest priority to those who follow the process and move swiftly through each step. If you are ready to dedicate yourself for the next 14 days, we are committed to being a part of your success, 110%.

# blueprint for success

The Hidden Step

*“Without goals, and plans to reach them, you are like a ship that has set sail with no destination.”*

— Fitzhugh Dudson



*Why is identifying your career path important?*

What is the first step anyone follows when ready to pursue a new job?

- 1- Update a resume
- 2- Send it to as many employers as possible and
- 3- Wait for a response

Follow this formula today and you will be looking for employment for a very long time. Although this process worked at one time, it does not work today. Unlike the average applicant who follows just two steps when pursuing a career (update a resume and send it out to as many employers as possible), successful applicants follow five distinct steps.

**THE OLD NO LONGER WORKS:**  
*The Formula for Long-Term Unemployment Is:*  
*Update a resume > Apply for jobs > Wait for a response*

The Hidden Step  
“Goals  
are dreams with deadlines.”  
— Diana Schraf Hunt

## blueprint for success

By now you have already completed Step One - Ignite Your Inner Fire. If you have not completed this step, please go to this link [www.necouncil.org/thehiddenstep](http://www.necouncil.org/thehiddenstep) to finish Step One prior to proceeding with this one.

The step you are completing now, Step Two, is very important to attracting employers. This is a different employment market when compared to the last time you were searching for employment. And changes in the market now require that you diligently follow this step.

Building a resume without proper planning is like building a structure without a blueprint.

### **A resume is similar to a structure**

A blueprint is essential to any structure. It provides the builder with a bird's-eye view of the total project before the structure is built. It also allows the builder to define details such as how much material is needed, where the infrastructure will be located, and other details such as where each entry will be placed. Even where the electrical box or the pantry will be located are all taken into consideration.

Cosmetics usually come last. Furthermore, the foundation and framework of the structure are the most important considerations. A beautiful building built on sand has very little value. A marketing plan is also important to attract the right buyer after the structure is built. After all, what is the purpose of building the structure if no one will buy it?



*“A blueprint allows the builder to define details such as how much material is needed... before the structure is built.”*

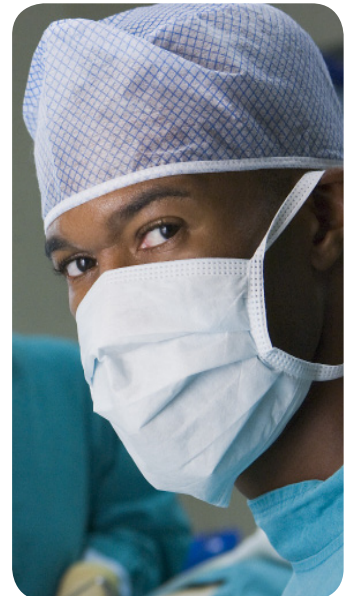
# blueprint for success

*“A resume composed based on careful planning does not require any more revision. It attracts the right jobs when presented and gets the phone to ring.”*



Now think about this: What is the first thing anyone does when they start looking for work? They start updating a resume, but skip the planning stage. A resume structured without proper planning (a blueprint) in today's employment landscape is to leave the outcome to luck; any results produced are purely accidental.

A surgeon spends years attending school preparing for a single surgery. He or she performs each surgery with precision, knowing any mistakes could cost a life.



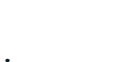
The military executes plans with surgical precision for the same reasons. Nothing can be left to chance or luck. Since time is of the essence, you do not want to leave the outcome to luck.

Updating a resume without a plan is blindly creating a document, hoping for the best. Inevitably the resume requires ongoing revisions, re-writes, and in most cases, all these are instituted aimlessly.



A resume composed based on careful planning does not require any more revisions. Outside of minor tweaking, it attracts the right jobs when presented and gets the phone to ring.





1,134,223 new jobs in the last 7 days

careerbuilder.com™

Some ask: “How do I fit twenty years of experience on one page?” Others ask: “Why do employers think of me as over-qualified, under-qualified, or unqualified?”

Others may not know how to handle a gap in a resume. Proper planning addresses these issues, ensuring that employers regard you precisely as you intend.

Planning your career path could take weeks, but devising the right resume takes only hours.

For every person looking for a career, the path to employment at first seems clear:

search > find > apply >  
wait for response

A simple search for any position yields plenty of results. Most begin to think, “I should be back to work in no time.”

For every person, however, there comes a time where the path becomes foggy. Resume submissions go unnoticed, and months later every reasonable effort leads to a dead-end. Eventually most job seekers find themselves feeling lost, frustrated, and confused.

*“This belief eventually turns into skepticism, causing the job seeker to pursue help...or give up entirely.”*



Bon Voyage



Job seekers searching for employment develop the belief: “I followed every step and implemented every direction I was asked to follow. And nothing is working.

Every strategy that worked the last time I was looking for employment is not working today.” This belief eventually turns into skepticism, causing the job seeker to pursue help...or give up entirely.

Identifying your career path allows you to plan your steps carefully and move forward based on that plan until employment is realized.

Before you find yourself lost in the forest, we want to identify the path and move forward one step at a time.



For every person looking for a career, the path to employment at first seems clear: search, find, and apply. A simple search for any position yields plenty of results. Most begin to think, "I should be back to work in no time."



For every person, however, there comes a time where the path becomes foggy. Resume submissions go unnoticed, information received varies from one source to another, and eventually confusion sets in. Months later every reasonable effort leads to a dead-end.



Eventually most job seekers find themselves here. Lost, frustrated, and confused.

Job seekers searching for employment develop the belief: "I followed every step and implemented every direction I was asked to follow. And nothing is working. Every strategy that worked the last time I was looking for employment is not working today." This belief eventually turns into skepticism, causing the job seeker to pursue help...or give up entirely.

The Hidden Step

*“Our goals can only  
be reached through a vehicle of a plan,  
in which we must fervently believe,  
and upon which we must vigorously  
act. There is no other route to success.”*

— Stephen Brennan

# Step Two

DEFINE YOUR CAREER PATH



# Identify Your Career Path

## STEP TWO

The Hidden Step

## achieving clarity empowers you

It is awful to feel unsure, great to achieve certainty

*You have a choice.*

*You can either wait when devising your career path or skip it and wait for a response when applying.*

*If you cut this step short, the time you spend waiting for a response that stems from a poorly composed resume takes far longer than planning your career path does.*

*This manual helps you identify your career path.*

When your career path is identified, you feel confident and gain a clear direction. This confidence and sense of direction will help you generate the enthusiasm successful applicants take to every meeting.

There are many different ways to identify one's career path. The one introduced in this manual is the most direct and easy-to-follow approach.

I have read books that complicate the process so much that you get lost in the process. Being lost defeats the whole purpose. The idea is to achieve clarity. There are many ways to achieve the same objective and define a career path. I have chosen this method because over the years, I have recognized it as the most effective. We will identify your career path in three easy steps.



# CHANGE IS UNCOMFORTABLE

Before we get started, let's acknowledge that **change** is *uncomfortable* and realize adapting to it is necessary. We adapt to change every day. We adapt when seasons change, as we age, or when our living conditions change. Although uncomfortable, we can also adapt to changes in our career path.

# PATIENCE IS A VIRTUE

*A job seeker once said to me: "But, I need to start my resume now. This career path business takes too much time. When do we get to the resume? I don't have the time to go through this process. I need a job and have to create a resume and send it out ASAP. I cannot afford to wait."*

*My response was "You cannot afford to remain unemployed." That is why it is important to take our time when defining your career path.*

*It is not a coincidence that those who are patient when looking for work are far more effective in finding employment than those who are not. You have a choice. You can either wait when devising your career path or skip it and wait for a response when applying. If you cut this step short (Identifying the Right Career Path), the time you spend waiting for a response because of a poorly composed resume takes far longer than planning your career path does.*

*The good news is that planning your career path can take weeks, but creating your resume when you thoroughly plan your steps can take only hours. Take your time when completing these exercises.*

**STEP TWO**

achieving clarity empowers you

*Strength, not skill*

*Notice we said strength and not skill. You may possess skills but you may also have strengths that are not viewed as skills but can be honed and presented as a skill. For instance, you may possess the skills of customer service management but may also enjoy working with numbers. Taking a short course in accounting may now provide you with a new skill in bookkeeping.*

In identifying your path, take three steps:

- 1- Identify your strengths
- 2- Research those strengths to identify their relevance in your locality
- 3- Prioritize the strengths identified and prepare the path for the resume

## **Identify** YOUR Strengths

What strengths do you possess?

Are your strengths viewed by employers as assets?

Let's imagine that a person with a strong background in marketing and advertising is looking for a job in that field. Let's further imagine that he needs to get back to work immediately. Assuming he lives in an area where those skills are not sought after, what other strengths does he possess that he can use immediately to become an asset to an organization in his locality?

Most people I know possess more strengths than they are aware of.  
Are you aware of yours?

How are those strengths viewed in your locality? Are they popular or temporarily not in demand? Do you need to acquire any new skills?  
How long will that take?

These are the types of questions we must address prior to devising a resume.



*A job search assistant is ready  
Are you?*

# START Step One

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

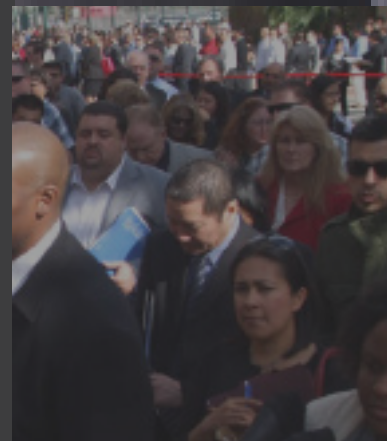
As an executive career coach, consultant for Fortune 500 organizations, and a trainer for 20 years, Fred has always been recognized by his colleagues as an implementer.

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](http://www.NECouncil.org)