

Finding And Securing Your Next Career Made Easy



THE

hidden

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

step

**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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“It always seems impossible until it’s done.”
— *Nelson Mandela*

*“It’s the repetition of affirmations that leads to belief.
And once that belief becomes a deep conviction, things begin to happen.”*
---*Muhammad Ali*



*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.

Phone Interview One cannot get a job over the phone. Yet, If the phone interview is mishandled, you won't make it to the interview. Some believe that preparing for the phone interview is more important than it is preparing for the interview itself.

"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

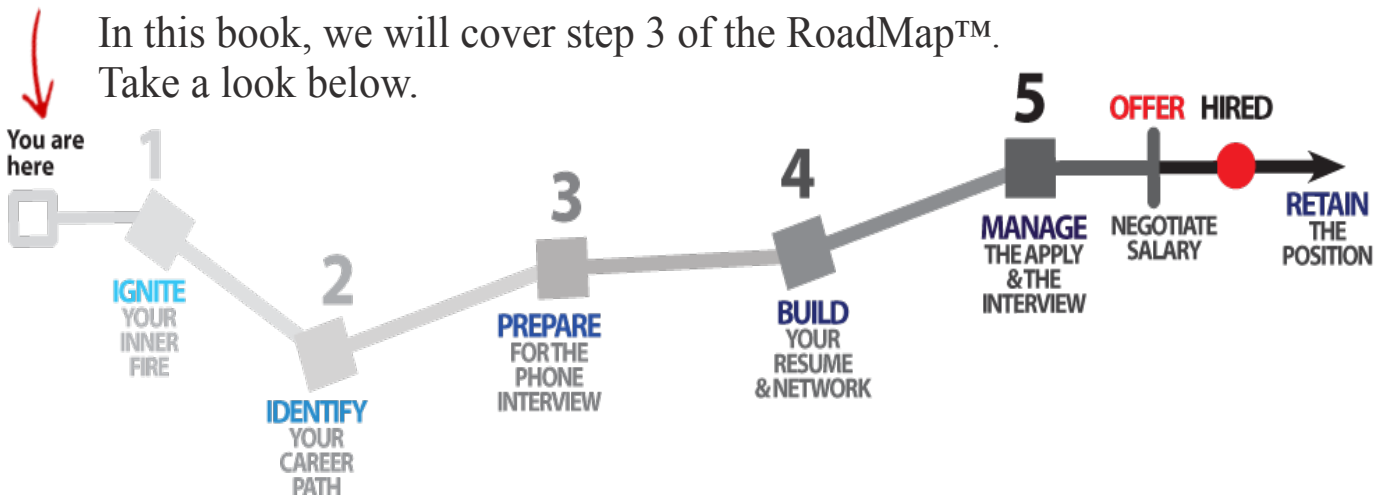
We realize time is of essence. Therefore, our job search assistants dedicate the highest priority to those who follow the process and move swiftly through each step. If you are ready to dedicate yourself for the next 14 days, we are committed to being a part of your success, 110%.



Step 3

Congratulations. By now you have completed Steps 1 & 2.

In book 3, we are going to prepare for the phone interview.



I am excited to witness you complete the RoadMap™, as I know at the end, I will have gained a new friend. Let's prepare for the phone interview.

Fred Omid

Do not chew gums during the interview

In this book I promise to only speak about strategies that produce a positive outcome. I also promise not to insult your intelligence or waste your time by talking about things you already know.

Just recently I came across an article about how to win a phone interview. It talked about the importance of not chewing gum during the interview and to refrain from using profanity. Look, if you do not already know that by now, you have much bigger problems than getting a job.



This book is NOT about common sense stuff you already know. Instead, it is about a set of proven strategies that will motivate the hiring manager to meet with you in –person.

In this manual we will learn how to properly handle these situations by acquiring skills we will eventually master.

HOW YOU SAY WHAT YOU SAY CAN CHANGE THE OUTCOME OF AN INTERVIEW



Step Three

THE PHONE INTERVIEW

the phone interview

STEP THREE

“If the phone interview is mishandled, you won’t make it to the interview”

***Y**ou cannot get a job over the phone.*

The art of handling the phone interview is the art of getting to the appointment (the interview). That is all. Nothing more, nothing less.

And success is imperative. Why?

If the phone interview is mishandled, you won’t make it to the interview. One can venture to say:

“Preparation for the phone interview is more important than the interview itself.” And it all starts with the phone interview.

What is the goal?

As the hiring manager’s goal is to screen out the unqualified from the gems, your goal is to convince the hiring manager that you are one of the gems. They say the first five minutes of the interview are the most critical. That is not true.



Summary so far

The art of handling the phone interview is the art of getting the appointment.

Every minute during the interview, whether it lasts two minutes or two hours, is a building block.

Hiring managers want you to place every block carefully to help construct a structure they want to see when the call is concluded. In this guide, we will learn how to correctly structure the blocks. Companies want to recruit world-class candidates. You will perform as a world-class applicant.

“Why do some lower their expectations by accepting any position? How does one remain unemployed for 24 months or longer? This all occurs when the applicant becomes eventually fatigued by rejection and tired of lost interviews.”

Why do some settle?

Why do fully capable and skilled professional settle for jobs that pay far less than they qualify for?

Why do some lower their expectations by accepting any position? How does one remain unemployed for 24 months or longer? This all occurs when the applicant becomes eventually fatigued by rejection and tired of lost interviews.

When the jobs are awarded to applicants less qualified, preceding each interview, one can eventually lose motivation and become open to the idea of settling.

Mastering the art of the interview is the remedy. And the more prestigious the job and the higher the salary, the more important it becomes to interview effectively. When you combine this skill with a good resume and a healthy network, you become the sought after.





Summary so far

A great resume is considered useless when the phone interview is lost. Therefore, learning to handle the phone interview is a central piece to securing your next great career.



Why is it important?

Just 10 years ago the phone interview did not even exist. Today it is used as a fast and inexpensive tool to screen out applicants and has become common place.

A great resume is considered useless when the phone interview is lost. Therefore, learning to handle the phone interview is a central piece to securing your next great career.

It will also provide you with skills you can use in other areas of your life. It will teach you to successfully persuade a caller on the phone to respond to you and more readily accept your view point.

Creating a call producing resume is the most important step (Step Four). Handling the phone interview is the next important step.

handling the phone interview is a skill

“In this manual we will learn how to properly handle phone interview situations by acquiring skills we will eventually master.”



*I*t is important to recognize you were not born an expert in handling the phone interview. This is a skill and can be learned in the same manner one learns a new language or a new sport.

Despite this, most of us tend to use the natural approach in this situation, since this approach feels most comfortable. Yet, the natural approach is always the least effective approach when skill matters.

For instance, what is the natural way to swing a golf club? It's bringing it by your ear and swinging it across your body. But swinging the club in this fashion will get you the least effective results when playing golf. To play golf, you learn a structured, almost scientific way to swing the club. The swing



initially feels awkward but eventually becomes comfortable and a part of your routine.

Answering interview questions using the natural approach also produces the least effective outcomes. Answering questions such as “What are your salary requirements?” the natural way (mentioning a number), or “Why did you leave your last job?” and blurting something like: “I was laid off” are the easiest and most natural ways to respond but produce the least desirable outcomes.



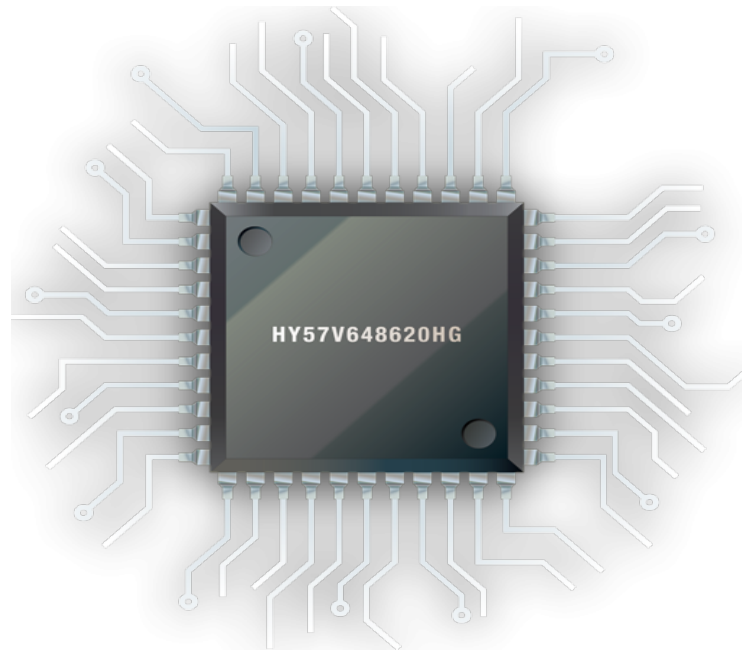
The natural approach does not work

Using the natural approach produces ineffective results in most every area of our life. To be effective, one develops skills. For instance, when criticized by someone, the most natural thing to do is to become confrontational or to defend one's position.

This is the most natural approach for almost everyone. Yet, this is also the least effective manner to handle this situation. When criticized a skilled communicator takes a different approach. He or she may respond with: “Thank you for your thoughtfulness. I understand your point and will look into your suggestion. I want to thank you for caring about me enough to bring this to my attention. As far as I can remember, you have always looked out for my best interest.”

By recognizing that those suggestions are only opinions and that it is important to respect the opinion of others, you are demonstrating a learned skill. We are not born knowing how to respond in these situations. One learns to be effective by acquiring skills similar to this.

you will become great at this



“If this chip did exist, overnight you would gain the power to turn every phone interview into a face-to-face appointment”

Imagine a computer chip that when implanted into your head, almost immediately gave you the power to answer any question using the most effective response with poise and confidence without having to think about it.

How would this new technology change the course of your search? If it did exist, overnight you would gain the power to turn every phone interview into a face-to-face appointment? Wouldn't it be exciting if this chip did exist? Well this chip does exist. It is in your head right now.

There is an area of your mind where information is stored permanently and will not be forgotten, unless of course you get brain damage. Information entering this area of your brain cannot be forgotten.



“Conscious knowledge is readily available but deserts you under pressure. When it does, this area of your brain automatically takes over.”

Here is an example: You know your name, right? Now forget it. You can't. You cannot forget riding a bike or driving a stick shift or your times table. Once information is in the knowledge bank, it is always remembered. You cannot forget it, even if you tried.

They say knowledge is power. Knowledge is not power until it becomes a part of this area of your brain. You see, conscious knowledge is readily available but deserts you under pressure. When it does, this area of your brain automatically takes over. Knowledge is not power until it becomes a part of your knowledge bank.

The secret to one's success is not some inherent quality one possesses and another does not. It is merely the matter of training key qualities to become automated knowledge. Essentially, this means learning to be on autopilot under pressure. During the phone interview, one may feel the pressure or become stressed. And pressure can rob you of your skills, control, and abilities.

“If you were asked: “What is 2X3?” you would quickly see the answer in your mind’s eye. The response is automatic...”



By adding information to your knowledge bank, you can produce incredible strength, power and wisdom under pressure. To become effective, interview questions must first become a part of our knowledge bank.

How exactly is this done?

We are going to turn questions into triggers and attach responses to those triggers. Once the association is established, the information becomes a part of your knowledge bank. Anytime in the future, when the trigger is recalled, the response attached is automatically recalled as well. This technique is not new. You have already used this technique many times in the past.

For instance, if I asked you: “What is 2X3?” you would quickly see the answer in your mind’s eye. The response is automatic and no matter how much pressure you are under, when presented with this question, the correct response is readily available. Without the need to think or feel stressed, you respond with the correct response (six) every time.



NOTE: *Successful people become successful because key qualities have become a part of their knowledge bank. For instance, successful people do not have to remind themselves every morning that they need discipline or drive to achieve their goals. To succeed, you cannot remind yourself to think positive thoughts. This knowledge must be accessible automatically when needed, giving you the power to excel. In fact, by doing so, some are able to summon their most powerful resources under pressure and become more effective.*



Summary so far

Since handling the phone interview is a skill (you were not born with this ability), and since pressure can rob you of your conscious knowledge, specific techniques must be adopted responsively.

Therefore, our strategy is to identify the most commonly asked interview questions and attach them to highly effective responses. When presented with any interview questions over the phone, the best response for that question will be readily available giving you the power to perform effectively under pressure.

Why prepare for the interview prior to creating a resume?

Imagine the job of your dreams. This position pays \$160,000 per year, full benefits with an expense account. If you were given a magical resume and were told: "Send this resume to any employer, and almost immediately the employer will call you," what would you do?

Having this magical resume, would you:

A. Forward your resume unprepared and hope for the best when the employer calls you?

B. Completely prepare for the phone interview (prior to sending your resume), knowing you get only one chance to make the right impression?

Chances are you would say B. Some applicants send their resume unprepared, winging it when the call does come in. This occurs when the applicant does not believe their resume is good enough to ignite an interest and generate a call.

When you complete Step Four of this program, your resume will generate call backs. It would be a waste of our time to create a resume that generates call backs but mishandle the phone interview when the calls do come in. Therefore, preparing for the phone interview is an important aspect of this process prior to submitting the resume.

How do you measure phone interview success?

You know you have achieved success when you achieve the following at the conclusion of the phone interview.

“We will follow four simple steps”

1- At the conclusion, you have successfully scheduled the face-to-face appointment (interview).

2- At the conclusion the hiring manager is so excited to have found you; he or she is eagerly anticipating the interview (Just as you get excited about a great position, hiring managers get equally as excited when they find an applicant they perceive as a great applicant).

In this guide we will show you how to turn the phone call into a face-to-face appointment. We will follow four simple steps to accomplish this. Once you complete these steps, it's time to practice, practice, practice. By the time we are done, you will become a master at turning every phone interview into an appointment.

Let's get started.



It is easy

Winning the phone interview is easy. Every employer is eager to identify a match when calling applicants on the phone.



Our objective from this guide is to show you how to be considered as the most qualified applicant when the phone interview has concluded. We will move you towards this mastery in two stages; completing the Preparation Steps and achieving mastery of the Four Point Process.

Preparation Steps

Preparation steps are designed to provide you with the foundation you need to implement the Four Point Process.

*Preparation
Steps*

Four Point Process

The Four Point process consists of a series of strategies you practice and eventually master. The skills acquired provide you with the ability to turn any phone interview into an appointment. The four point process is like building blocks that systematically build upon the previous one moving the hiring manager to arrive at the one important conclusion: "I must meet this applicant in-person".

Let's start with the preparation steps.

**FOUR
POINTS 4**

NOTE: *What is the goal you want to accomplish at the conclusion of the phone interview? In other words, if this was a perfect world, the stars were all aligned correctly and you could have things your way for one day, what do you want to accomplish when the phone interview is concluded? As the job of your resume is to produce the phone call, not get you a job, the objective of the phone interview is to schedule an interview. Essentially, your goal from the phone interview is to ONLY create an appointment, and not more. Remember, you cannot get a job over the phone.*



Preparation Step One

DO YOU HAVE A HIGH OR LOW LEARNING INDEX?

How high is your learning index. The higher the index, the more likely you will succeed in this program.

There are two variables that measure your learning index; Willingness to learn and willingness to change.

If you were measured from one to ten, (10 being you have a very strong willingness to learn and change and 1 being you have no willingness to learn or change):

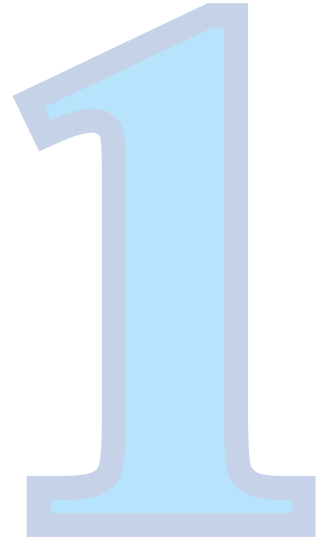
1. How do you rate your willingness to learn?
Give yourself a score.

If you are reading this, I suspect you possess a strong willingness to learn.

2. Next, how do you rate your willingness to change?

If your willingness to change is 0, what is 0 times 10? It is still 0. Your potential to learn is very limited.

To be successful, you must score highly for both.



BE WILLING TO CHANGE

Preparation Step Two

YOU BECOME EXPLOSIVE WHEN YOU COMBINE KNOWLEDGE WITH MOTIVATION

Sometimes, you have the knowledge, but not the motivation. If you stay home and do nothing, no knowledge in the world will help you.

Sometimes you have the motivation but lack the knowledge. Some job seekers are fully motivated to get back to work but remain unemployed as they lack the knowledge to do so.

To succeed, you must possess both knowledge and motivation. One without the other will not work. The chemistry created when both knowledge and motivation are present is similar to the chemistry of matter. A chemist can have two elements both of which have not active properties on their own. But when combined, a brand new compound is created, for instance nitro-glycerin, an explosive mixture.

When knowledge and motivation are combined, you become unstoppable.



COMBINE KNOWLEDGE WITH MOTIVATION

Preparation Step Three

LEARN TO TELL STORIES

We think in pictures. If I tell you not to think about an elephant, what is the first thing you think about? An elephant. How did you see the elephant? In words or pictures? You saw it in pictures. We think in pictures and understand complicated ideas more effectively in pictures as well. Lengthy descriptions about YOU do not have as much impact as a story with vivid pictures about you does.

People understand pictures better than words. An interesting study was conducted on people in Kenya who had never seen snow. Not only had they never seen snow, they did not even have a word in their language to describe it. The researchers tried explaining to them what it was. But there was little comprehension. However, as soon as they showed them pictures of it, the words made more sense. The natives understood it. As children we learned in pictures. But as adults we use words to be professional in areas where pictures are needed to emotionally impact the other person.

You probably prefer hearing an interesting story over a description in random words.

Below is an example:

Applicant One – *Casually explains his role at a previous job*

“I worked for Altavista corporation for 8 years. As a marketing manager I helped increase revenues for the company by 20% and really enjoyed working there.”



Applicant Two – *Tells a story to explain his role at a previous job*

“Altavista company was founded by a father and son. They started the company from their garage in 1989 and today it is a publicly traded company worth \$60 million dollars. When I started working for the company, they had already tried several marketing options spending hundreds of thousands on various strategies. When they hired me, they needed 21st century advice. Most of the marketing strategies they were using were outdated. Through a series of innovative marketing tactics, our team transformed the company into the largest retail store in Yuma, increasing sales by 20%.”

Which one helps build a better image? Notice how the story adds far more credibility to the description and helps the listener better understand the involvement.

Just as you prefer stories, others do as well. So when speaking to the hiring manager, we are going to speak not in words, but in stories.

LEARN TO TELL STORIES



*A job search assistant is ready
Are you?*

START Step One

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>

