

## Discover the ultimate job search course

**HIRED!** is a proven, step-by-step job search course designed to empower you to land a job faster!

**GET HIRED NOW!**

Whether you are a professional in transition, a new graduate, or anywhere in between, **HIRED!** is the most effective solution to your employment needs.



Learn how to uncover the right-fit target companies



Ask for (and receive) higher quality leads



Interview like a pro



Negotiate a bigger salary



End your job search in record time

## INTRODUCING HIRED! THE ULTIMATE JOB SEARCH COURSE!

*Are you a professional in transition who is tired of struggling to find a job?*

*Have you been sending out your resumes but are not hearing back from recruiters?*

*Do you want the most ridiculously effective job search course you can get for your money?*

Enter HIRED! The Ultimate Job Search Course, our new 7-module, self-paced, online job search course that is unmatched in the marketplace for its rigor, effectiveness and comprehensiveness! HIRED! takes you through a step-by-step protocol for surpassing your competition to land a job faster! It's like a graduate course in job search that can help you shave months off of your job search, for just a few hundred dollars!

### Course Description:

Navigating a job search can be frustrating, daunting, and ineffective if done incorrectly. Job seekers need to know how to develop a proactive job search. Upon completion of this course, students will be able to use data from self-assessment tools to select a job title, analyze their career marketing documents, analyze the strategies available to effectively access the hidden job market and the strategies to employ before, during, and after a job interview. Job seekers will be able to differentiate between network communication strategies, develop a job search social media plan, and analyze the resources available to them in their job search.



## Soul Search Before the Job

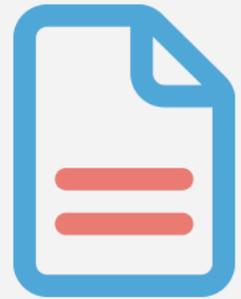
### Use assessments to uncover your natural talents

This first module is perfect for career changers! In it, participants will explore the various types of assessments available for job seekers during a transition. This module is packed with info on how to “find your way” if you don't know what you want to do, but know you don't want to do what you're doing!!

## Your Career Marketing Documents

### Create a resume that resonates with target employers

The second module is tailor-made for you if you've been sending out resumes but are not hearing back from your target audience. In this module, we will explore the science behind building your resume (including key "anatomy" for all of you biology majors) and provide you with a tutorial on how to get past the electronic eye of the applicant tracking system. You'll learn to create a polished and powerful career summary, a bulleted accomplishment that gets attention, and a cover letter that makes it insanely easy for a recruiter to ascertain your value in 10 seconds or less!



## The Hidden Job Market

### Uncover where the real jobs are and how to position yourself for them

In this lesson, you'll learn why you must immediately start limiting your time spent applying to jobs online and, instead, focus on targeting companies. This lesson is jam-packed with power tools and concepts to help you structure your networking efforts, measure the quality of your contacts, and make HUGE progress in your search. (Job seekers say this module alone is worth the price of admission!) You will also learn how strategic volunteering can help make you an insider in your chosen field!

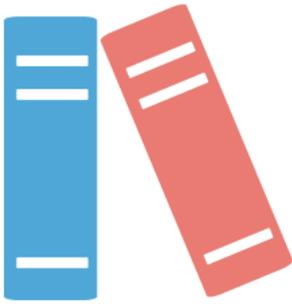


## Communicating with Your Network

### Cold call, email, and pitch with success

Learn how to communicate more effectively with your network. In this module, you'll discover how to perfect your pitch, send emails that get read with greater frequency, and cold call with confidence. Bonus! In this lesson, you'll receive done-for-you scripts to help you master any cold call, regardless of who picks up—voicemail, administrative assistant, or hiring manager herself!





## Job Search Resources

### Learn to use headhunters and staffing firms to your advantage

In this lesson, we'll tackle research...how to research industries, companies, and people of importance in your search. You'll learn how and when to work with recruiters (headhunters) in your search and what to do when you're ready to reach out!

## Using Social Media in Your Job Search

### Understand how to leverage LinkedIn, Facebook, Twitter and Pinterest in your job search

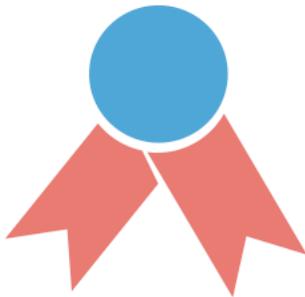
In this lesson, we'll demystify LinkedIn, Facebook, Twitter, Pinterest and blogging for job seekers. But, this isn't just a social media 101 lesson. We'll also teach you how to manage what's already out there about you online, proactively generate the right content, and boost your most relevant branded content to the top so it's easy to locate when recruiters search for you. (Which 90% or more of the time, they will!)



## Ace Your Interview and Negotiate Like a Pro

### Think like a consultant in the interview and negotiate like a pro

In this lesson, you will learn about strategies for before, during and after the interview. Case study interviews. Panel interviews. Stress interviews (oh my!). You will learn how to prepare for an interview and how to follow up after one with confidence and savvy. Also, as a bonus, you'll learn to apply a sales approach to interview follow up that will leave hiring managers impressed and inspired! Lastly, learn key salary negotiation tricks that can add thousands of dollars to your final salary, without jeopardizing your relationship with the hiring team!



### Course Outcome Highlights:

- Learn how to replace time spent online applying to open positions, with productive activities that will yield better results.
- Get clear on your goals, target function, industry and geographic region, to become more attractive to employers, and create a job search blueprint that will help attract those 'right fit opportunities' to you.
- Understand the mechanics of a good resume, how to separate responsibilities from accomplishments, and how build a career summary that gets attention.
- Learn to understand how social media can help – or hurt – your search, and how to make it work in your favor.
- Prepare for the interview, and follow up after the interview, in a way that will set you apart from your competition.
- Overall, become a more knowledgeable job seeker, and SO MUCH MORE.