

Fastest Way to Find a Job



Host:
Carl Chapman



Speaker:
Peggy McKee

**Make sure you won't have
any interruptions...**

**We're going to cover a lot of
ground today and give you a
ton of great information.**



Peggy is going to explain why today's job search is so different from anything you may have experienced in the past and...

Then she's going to teach you the very Fastest Way to Find a Job today—in this economy, against all the competition you're facing.



Maybe you're here...

- Because you've just started your job search and want to learn all you can to **find a job fast**.
- Probably you're here because you've been **searching on your own** already, and you've discovered that -
 - Getting a job today is difficult.
 - There are a few challenges that weren't there the last time.



It's not your imagination.

- This job market of the last few years has been **the roughest I've ever seen.**
- The **economy has taken a huge toll** on the job market.
- The job search process itself **throws up roadblocks** that didn't used to be there.



Survey of job seekers' most common complaints:

#1

Applying for jobs and never hearing back.

#2

Don't get called in for interviews, which really is the same thing as number one.

#3

There aren't enough jobs on the job boards.

It's not just you.

- Most job seekers who find themselves **struggling in the job search** start wondering, “What’s wrong with me?”
- It takes a real **toll on your self-esteem.**
- **Everyone is finding it harder** to find a job these days.



I know it seems confusing.



**There are two main obstacles in
your way right now.**



The first obstacle is unprecedented competition for jobs.

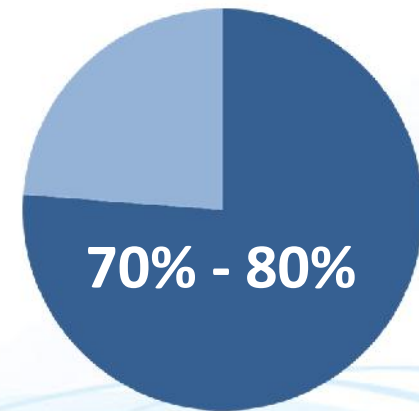
- Those same job boards that are so fantastic - because they let you see all kinds of job openings - *let everyone else see them, too.*
- The **number of people** who apply for those jobs has gone way up.
- If 1000 people apply for a job, **only about 5 of those applications** will make it to the hiring manager's desk.

5 out of 1000. Those are terrible odds for you.



The second problem is the jobs you see online are not all of the jobs that are actually open.

- Most companies and hiring managers would **rather not post job openings online**, because it creates a flood of applications.
- There's a process that goes on behind the scenes to try to **fill that position before they get around to posting it** on a job board.



**70% - 80% of all
current job openings
are not posted.**

Employers complain about this issue, too.

- Lots of companies talk about **how hard it is to find good people** to hire.
- This system is working against the people who need it - **companies and job seekers.**
- The system is broken.

I am going to show you exactly how you can turn this around.



The Fastest Way to Find a Job requires 3 things:

1

Your **resume** has to really, really sell you. It is the foundation of your entire job search.

2

You have to approach the job market a little differently than before, and focus on **contacting hiring managers directly**.

3

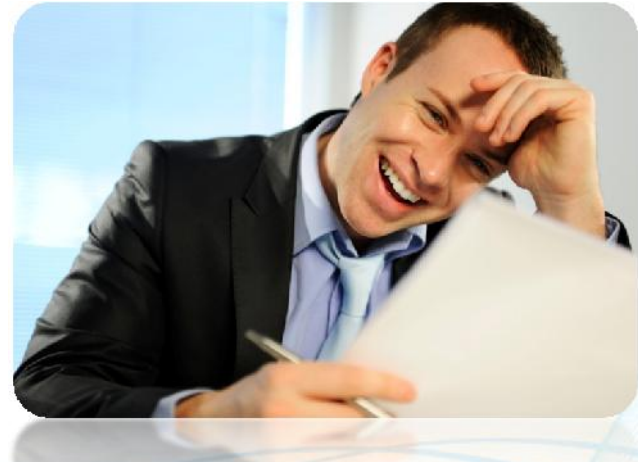
You have to **get lots of interviews**—not just one or two.

Step 1: Turn your resume into a marketing document.



Why should your resume be a marketing document?

- It's what –
 - The employer sees before they meet you.
 - They use to decide whether or not to call you in for an interview.



A resume that **acts as a marketing document** doesn't just list your previous jobs and say what you were "responsible for," it:

- ✓ Says What You Accomplished
- ✓ Uses Numbers
- ✓ Action Words
- ✓ Bullet Points

The very first place I see most people having problems with their resume is in the objective statement.

- Is in the **objective statement**.
- How do **well-written objective statements** help you?

1. They make sure that you are considered for the right opportunity.
2. What if you are transitioning from one area to another? An objective statement makes that clear.

It markets you by saying who you are and what you do.

Jeff Job-Hunter
160 Forest Glade Ct.
Eads, TN 38028
cell (901) 359-4949; home (901) 466-1591
jhhunter1@gmail.com
Open to relocation

OBJECTIVE

Persistent Sales Representative with 10 years of B2B sales experience looking to secure an outside sales position within a growing medical device sales organization.

EMPLOYMENT HISTORY

JACK GARLAND AND ASSOCIATES, CORDOVA, TN 2008-Present
Vice-President of Sales

Create and manage the sales of employee benefits, commercial and life insurance with a focus on generating new business and maintaining relationships in Tennessee, Mississippi and Arkansas.

- Top producer award every year
- Achieved all personal sales goal and have attained 40% growth every year within the agency
- Million Dollar Roundtable qualifier

THE INDUSTRIAL GROUP, MEMPHIS, TN 2002-2006
Marketing/Tenant Representative

Responsible for marketing and leasing 3.5 million square industrial park to new tenants in marketplace.

- Maintained a 95% occupancy rate for renewal tenants and increased building occupancy by 45% during tenure.
- Negotiated Nike golf lease of 500,000sf, which was one of the top two lease transactions in Memphis market in 2003.
- Received pinnacle award for top producer in Memphis industrial market.

ADT SECURITY SYSTEMS, MEMPHIS, TN 2000-2002
Sales Representative/Trainer

- Increased sales 500% in 2 years.
- Established new accounts throughout Southeast and received sales representative of the year award.
- Responsible for opening new branches and training associates in 10 states.

PROFESSIONAL ORGANIZATIONS

NAIFA(National Association of Insurance and Financial Advisors) Board Member 2007-present

NAHU(National Association of Health Underwriters) Board Member 2007-Present

CBIA(Certified Builders Insurance Agent) Member

CCIM(Certified Commercial Investment Member) Candidate

SIOR(Society of Industrial and Office Realtors) Candidate

EDUCATION

University of Memphis, Memphis, TN
Bachelor of Science, Business

2001



Let me give you an example of a good objective statement and a bad one:

Good:

Marketing [or communications] expert who seeks to use her science background and record-breaking promotion strategies to build pharmaceutical brand awareness and revenue.

Operations Manager

Bad:

OBJECTIVE

Opportunity to apply knowledge and experience in a progressive, service based environment with a residential housing focus

The second big problem people have with their resumes is they use big, long paragraphs of information.

Paragraphs

Bullets

5. Finance Manager, Save the Children, South Sudan (JUBA): From August 12, 2010 to November 11, 2010.

Responsibility includes: USAID grant oversight, financial management, budget management and monitoring, strengthening the capacities of national staff in the field of finance and grant management, working closely with the Sudan NGOs and building capacities of the NGO staff, donor reporting, providing financial management advice to the non finance staff (including directors and program managers), ensuring donor compliances, ensuring expenditures are correctly captured in grants. Be a contact person for Save the Children USA regional office on sub grant agreements between Save the USA and Save the Children in South Sudan. Provided the required reports to Save the Children USA Sub grant agreements with support from the Grants Manager, deal with time sheet and effort reporting issues, closeout finished grants and establish challenges in sub-grant management with recommendations.

6. Emergency Finance and Grant Manager, Save the Children, Myanmar (from June 27, 2008 – June 30, 2010). However, currently (since January 2010), worked with the capacity of a SC US Funding and Grants Advisor.

As an Emergency Finance and Grant Manager, I have achieved the following:

- Developed a cost proposal for the global fund's round 9 five year's programs (for the Save the Children Federation, Inc) that worth \$124 million including sub-recipient's budget. The round 9 funding in Myanmar is for the three diseases that include HIV, Malaria, and TB.
- Reviewed the cost proposals of the 24 sub-recipient (NGOs receiving funding from the global fund for the round 9 program in Myanmar through the Save the Children US); consolidation of budget of the sub-recipients in global fund's budgeting format, and assisted to the sub recipient capacity assessment team to carry out the institutional capacity assessment of the sub-recipients.
- Represented during the institutional capacity assessment of the Save the Children US – SC US is a prime recipient of the global fund in Myanmar and the local fund agent of the global fund carried out the institutional capacity assessment of it between 26 & 28 April 2010.
- Developed a number of cost proposals for varieties of programs to be submitted to various donors including to the USAID worth \$3.80 million for an integrated program (which includes Livelihoods, WASH, and Health programs) to USAID for the Nargis Cyclone affected communities in Myanmar. Save the Children has been successful in winning the proposal. Played a key role in ensuring that key processes of developing a

Jeff Job-Hunter

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NAHU (National Association of Health Underwriters) Board Member 2007 Present

CRIA (Certified Real Estate Insurance Agent) Member

CCIM (Certified Commercial Investment Member) Candidate

SIOB (Society of Industrial and Office Realtors) Candidate

EDUCATION

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Bachelor of Science, Business

2001

Career
CONFIDENTIAL
Your secret to job search success!

Why bullet points?

- They draw your eye down the page, and they are easier to read than entire paragraphs.
 - Communicate better than paragraphs.
 - The reader can easily skim your information.
 - Your resume has a better chance of being looked at.

No one's eyes glaze over reading bullet points.

JOHN DOE
Full Address • City, State, ZIP • Phone Number • E-mail

OBJECTIVE: Design apparel print for an innovative retail company

EDUCATION:

UNIVERSITY OF MINNESOTA
College of Design
• Bachelor of Science in Graphic Design
• Cumulative GPA 3.93, Dean's List
• Twin Cities Iron Range Scholarship
City, State
May 2011

WORK EXPERIENCE:

AMERICAN EAGLE
Sales Associate
• Collaborated with the store merchandiser creating displays to attract clientele
• Use my trend awareness to assist customers in their shopping experience
• Thoroughly scan every piece of merchandise for inventory control
• Process shipment to increase my product knowledge
City, State
July 2009 - present

PLANET BEACH
Spa Consultant
• Sell retail and memberships to meet company sales goals
• Build organizational skills by single handedly running all operating procedures
• Communicate with clients to fulfill their wants and needs
• Attend promotional events to market our services
• Handle cash and deposits during opening and closing
• Received employee of the month award twice
City, State
Aug. 2008 - present

HEARTBREAKER
Sales Associate
• Stocked sales floor with fast fashion inventory
• Marked down items allowing me to see unsuccessful merchandise in a retail market
• Offered advice and assistance to each guest
City, State
May 2008 - Aug. 2008

VICTORIA'S SECRET
Fashion Representative
• Applied my leadership skills by assisting in the training of coworkers
• Set up mannequins and displays in order to entice future customers
• Provided superior customer service by helping with consumer decisions
• Took seasonal inventory
City, State
Jan. 2006 - Feb. 2009

VOLUNTEER EXPERIENCE:

TARGET CORPORATION
Brand Ambassador
• Represented Periscope Marketing and Target Inc. at a college event
• Engaged University of Minnesota freshman in the Target brand experience
City, State
August 2009



Where should your bullet points go?

- Under Each Job You've Had

**That's a powerful,
energetic way to sell
yourself.**

Always start bullet points with **action words**:

- “Managed team.”
- “Led campaign.”
- “Organized project.”
- “Improved efficiency.”
- “Reduced turnover.”
- “Won award.”

What does that do to his bullet point?

Instead of saying:

“Responsible for monthly newsletter.”



His bullet point said:

“Created and published monthly newsletter that brought in 24 new customers in the first month and \$2400 in revenue for the first year.”

Make them specific, powerful, and selling.

What can you quantify? Everything.

- Describe your accomplishments as much as you can in terms of **numbers, dollars, or percentages**. You can add numbers to describe almost anything:

- How Many Direct Reports You Had
- Production Numbers
- Project Budgets
- Schedules
- How Often You Were On Time with Scheduled Projects
- Turnover Rate
- How Many Projects You Handled
- Success Rate of Your Projects
- Cost of Projects
- Accuracy
- Rankings
- Sales
- Revenue
- Customer Numbers
- Procedures that Improved Something in Some Way



Let me show you how powerful this is:

PROFESSIONAL EXPERIENCE

WRR Classical 101.1 FM / City of Dallas ~ Dallas-Fort Worth, TX
Senior Account Executive and National Sales Manager

1998-2012

Prospected and developed new radio advertising clients to produce long term client commitment. Charged with growing and servicing established clientele for a classical radio station in the 5th largest national market of Dallas-Fort Worth.

- Built an account portfolio from the ground-up to over \$1 million annual billing in a radio station with \$3.5 million annual sales revenue
- Posted 3 consecutive years of all-time record setting sales. Unsurpassed in the station's 91-year history
- Developed comprehensive marketing programs for accounts that include on-air, personality endorsements, on-site promotions, contests, and on-line elements
- Designed and implemented grass-roots marketing and promotional campaigns for local and national clients
- Developed new business while maintaining and growing existing local, national and advertising agencies accounts
- Employed consultative sales approach working with client's on their overall advertising plan and budget
- Invented creative ways in which clients could more cost effectively increase audience exposure at reduced expenditures to promote their products and services



#2 On Our Agenda for Today: Get Interviews.



The first thing you have to understand is that the job search itself is a sales process.

- This might seem like a strange idea, but think about it:

Hiring Manager



Buyer/Customer

You



Product

Purchase Price



Your Salary

How can you market, or sell yourself to that hiring manager?

So, your resume is a marketing brochure...

- That **tells about your product** and piques interest in it.
- Remember, **the hiring manager is your potential boss, or your boss's boss** - that's the person who:
 - Needs someone to fill this position.
 - Will make the decision to say, "You're hired."



Who would your hiring manager be?

- Director of Accounting
- Accounting Manager
- CFO
- Regional Sales Manager
- National Sales Manager
- District Sales Manager
- VP of Sales and Marketing
- VP of Marketing
- Director of Marketing
- Senior Product Manager
- Customer Service Supervisor
- VP of Sales and Marketing
- Director of Engineering
- VP of R and D
- Division Manager
- Principal Investigator
- Director of IT
- VP of Technology

This is where we are going to veer off dramatically from a typical, slow job search.

- A typical job search involves **filling out applications online and sending them off to the company.**
- What you must understand is that **Human Resources people are gatekeepers.**



They hold back the tremendous crowds of applicants and let only a few people in.

Here's why:

- They look for **perfect resumes** - resumes that have:
 - All the Keywords
 - The Exact Experience
- Remember... only about **5 out of 1000** applications make it to the hiring manager's desk. ***This is why.***



Some Human Resources person decided 5 of those applications were an exact, perfect fit.

Most human resources folks can't see that your skills can transfer into that job.

- The hiring manager is the one who:
 - Knows that job very well.
 - Understands how your skills can transfer.
 - Is more motivated than anyone to fill that spot.
 - Carries the responsibility of the job.
 - Can say “yes.”

**Recruiters work the
same way.**



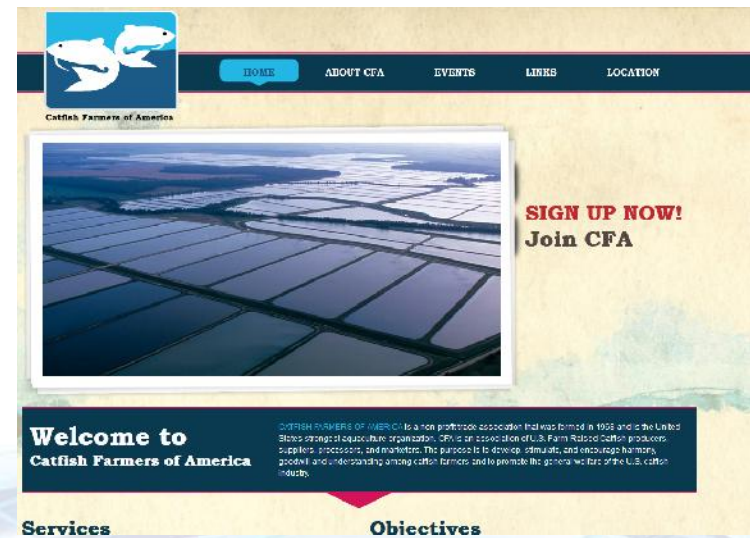
Recruiters go fishing for candidates all the time to present to their clients.

- Most of the candidates that recruiters haul in are **catfish**.
- Catfish sell for about **\$1 / pound**.
- Here's a picture of **my son** catching one himself.



Client companies don't want a recruiter to give them a catfish.

- They feel like **they can go catch their own catfish** pretty easily.
- They're **everywhere**...in every lake, pond, and river.
- There are even **catfish farms**.



If a company is paying a recruiter to go fishing for them, they want a tuna.

- This Bluefin tuna sold in Tokyo for about **1.8 million dollars** – it's:
 - Rare
 - Hard to Catch
 - Worth a Lot More Than \$1 / Pound



That's what the companies want when they hire a recruiter...the million-dollar tuna.

So who's a tuna?

- A **tuna** is someone who –
 - Is very specialized.
 - Is a real expert in their field.
 - Has jumped higher and ran farther than anyone else.
 - Has hard-to-find skills.
 - Is probably currently employed.



If you're a tuna, then a recruiter will go fishing for you and try very hard to catch you.

If you are...

- A new graduate.
- Fresh to a career.
- Someone who **doesn't** have specialized, hard-to-find skills.
- Someone who's **unemployed**.



**For now, you're a catfish and a recruiter
will throw you back.**

Right now recruiters are biased toward employed job seekers.

Companies are turning to recruiters in this economy **only if they can't find a candidate** on their own.

A job seeker who isn't employed is really at a **disadvantage with recruiters** right now.

Recruiters should count for only about **10-15% of your job search**.

If you're a catfish, for now you should only pursue recruiters to continue establishing a network.

Look at job boards the same way.

Most job seekers spend 90-100 percent of their time on job boards and recruiters...

But instead **you should only be spending about 20 percent of your time there.**

Spend the rest of your time going directly to hiring managers.



Biggest time-saving secret for job boards...

- Learn to use **Indeed** and **Simply Hired**.
- Why those two? Because they're ***aggregators***.
- They are a huge storehouse of **all the job postings online**.
- They also have **advanced search abilities**.



**Set it up so that they automatically email you
any job listings you would want to see.**



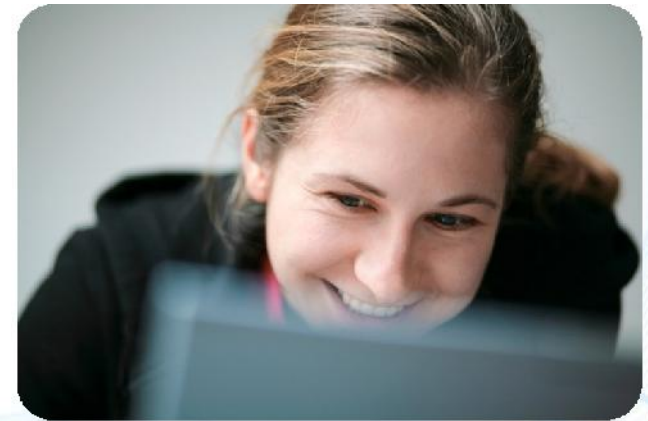
Another time-saving secret: Google Alerts

- If you're interested in a particular company, you can **set up Google Alerts to let yourself know** anytime that the company shows up anywhere online—in the news, on the job boards, or wherever:
 - Search for Google Alerts.
 - Enter the terms you want it to alert you for.
 - Set it to send to your email.



One of the gifts we gave you for attending this webinar today...

- Were **two videos** that demonstrate **how to use these tools**, the aggregators and Google Alerts, more efficiently.
- I encourage you to watch those videos and **get these notifications** set up.



It will save you a lot of time in your search.

Why use these to find jobs?

- Just because you find the job listing online, **doesn't mean I want you to apply for it online** –
 - Once you find out about it, your next step needs to be finding the hiring manager for that job and introducing yourself.
- Setting up **Google Alerts** lets you know about any activity of a company you're interested in –
 - If they start an expansion, they might start hiring—so that's something you'd want to know.
 - If you get an interview, you're going to want to do some pre-interview research and Google is a great place to start.



The way to find those jobs that aren't posted— otherwise known as hidden jobs...

- Is simply to **contact hiring managers.**
- One of the **most important ideas** I want you to come away from this webinar with is this:



In your job search, you need to be contacting potential hiring managers in your field, **whether or not they have a job posted.**

How are you supposed to find these hiring managers to contact?

- **Research:**

- Google
- LinkedIn
- Facebook
- Corporate Websites
- Your Network



Anywhere you can think of to dig up the name and email, or the phone number, of a hiring manager in your arena.



- **Not everyone** is going to go to the effort to do it like you are.
- That means that far, **far fewer people** are going to be talking to that hiring manager about that job.



You have effectively narrowed down the field and become a very big fish in a small pond.

How do you choose which hiring managers to contact and what do you say?

- You choose hiring managers who could be your boss at places you'd like to work and say –
 - *“Hey, here I am, this is what I do, this is what I could do for you. Are you interested?”*



Hiring managers are impressed when someone shows up who has the drive, the initiative, and the energy to make that kind of effort.

3rd Big Point Today:
You don't want just one or two interviews.
You need a lot of interviews.

How do you get them?

- You get a lot of interviews by **contacting a lot of hiring managers.**
- You need to contact a large number of **potential buyers (managers)** and tell them about **you (the product)!**



**“Early to bed, early to rise, work like hell,
and advertise.”**

How does that work?

Contact **20** Hiring
Managers

Hear Back from **1** or **2**
of Them

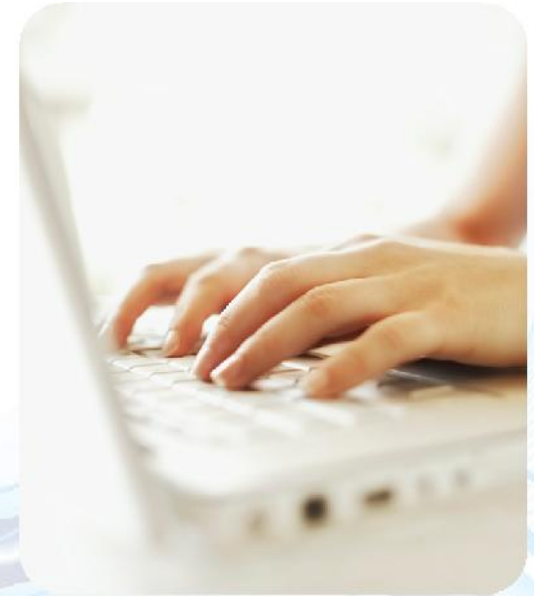
Contact **200** Hiring
Managers

Hear Back from **10** or
20 of Them

If you keep contacting them over time, you
increase your odds even further.

Just send them an email to say:

- *“Hey, I’m still looking for an opportunity.”*
- *“Hey, I thought you might want to know I took this class or got this certification.”*
- *“Hey, here’s something I thought you might be interested in.”*



Just keep the conversation alive and keep reminding them that you’re there.

This is the strategy...

- That will get you **way more interviews** than hours and hours of filling out online applications.
- This is what's going to get you **the results you want.**
- You have shown up with more than your “A” game and **you will leave your competition in the dust.**



Today I have shown you...

- You've got to **step out of your comfort zone and be aggressive.**
- It's **not enough** to rely on –
 - Online Applications
 - Recruiters
 - Network



I hope that I've also shown you that this is within your grasp. You can do it!





Now you know that you've got to **turn your resume into a marketing document.**



You've figured out that there is a **different set of people you should be contacting** than the ones you have been contacting with those online applications. You've learned that you haven't been talking to **the decision-makers who can say "yes" to you.**



You've realized that you've got to **contact enough of those hiring managers** that you have a good statistical opportunity to get lots of interviews. You know **how to find those hiring managers**, and you even know **how to start that conversation.**

I'm not saying any of this is easy.

- **Competition is strong**, and most job seekers feel pretty bumped and bruised by the whole process.
- But the biggest problem is that they're just **going about it the wrong way**.
- This **new proactive approach** does work!
 - Turn your resume into a marketing document.
 - Find and contact hiring managers directly.
 - Contact as many hiring managers as you can find.



Additional Training Materials

Based on what you've learned here today,
**if you feel that these areas of your job
search are not where they should be,**
then we have some additional training
materials for you...

**I've bundled together 4
products for you that will help
you find a job very, very fast.**



#1

LinkedIn Profile Tutorial

- Your **online presence** is a key piece of your job search strategy.
- The Tutorial will show you **how to fine-tune your profile** with the same philosophy we talked about with your resume –
 - Selling Statements
 - Keywords
 - Bullet Points
 - Unique LinkedIn Tips
- You want your profile to represent you so well that it **entices recruiters and hiring managers** to want to know more.



~~\$17~~



#2

Hidden Jobs Finder

- This is what's going to answer every question you have about **how to get interviews**, and how to get more than one or two interviews. It tells you –
 - Exactly how to find hiring managers.
 - Exactly what to say to them.
 - What to do after you say “Hello.”
- Complete, **step-by-step system** for finding hiring managers and getting interviews.
- Over 2 ½ hours of **video coaching**.
- **149 pages of handouts**.
- Broken up into **easy-to-follow modules** that tell you exactly how to find hiring managers using Google, LinkedIn, and Facebook.
- **Messaging Appendix** with 20 pages of messages.





#3

Facebook Profile Tutorial

- The **Facebook Profile Tutorial** follows the same philosophy as the LinkedIn Profile Tutorial.
- It shows you how to **maximize your Facebook profile** so that hiring managers can find you.
- There are a lot of **mistakes that people make** on Facebook that they don't even realize will hurt them as a job seeker.



The Facebook Profile Tutorial helps you polish your profile up so it shows you at your best.





#4 Extreme Resume Makeover Kit

- The Resume Kit gives you **an hour of additional training** on everything we've talked about here today –
 - Objective Statements
 - Bullet Points
 - Quantifying Your Accomplishments
 - Formatting
 - Structure:
 - Reverse Chronological
 - Functional
 - What to Do with Your:
 - Personal Contact Information
 - Education
 - Awards
 - Outside Experiences
 - Resume Template
 - 4 Different Sample Resumes
 - Step-by-Step Instructions



We've bundled those 4 tools together for a very special price.

It's only for the people who are on this webinar call, and it's only available for 24 hours.



\$17

\$197

\$17

\$74

~~**\$305**~~

\$197



We've bundled those 4 tools together for a very special price.

It's only for the people who are on this webinar call, and it's only available for 24 hours.



\$197

Purchase Link:

<http://careerconfidential.com/fastest-find-job-webinar-special>



What you will see!

Fastest Way to Find a Job Webinar Special
Good for **ONLY 24 Hours** After Webinar



Hidden Jobs Finder
helps you find more jobs
and get more interviews!



Extreme Resume Makeover
gives you a
resume that SELLS
you--and, a FREE personal
resume review!



Facebook Profile Tutorial
uses the biggest network
in the world to help you
find a job!

\$297 Value -- You Pay Only \$197
SAVE \$100

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To Receive Your Products: All products are delivered online, so you receive them almost instantly. After payment has processed, you will receive an email with your Log In Details. Follow the instructions in the email to quickly and easily access your products on our website. Customer Service Help Line is available on the website.

All products are guaranteed for one full year.

Regular Price: \$297
Single Payment: \$197
One Payment Now

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Regular Price: \$297
Two Payments of \$97
One Now, One in 30 Days

ADD TO CART

[Click Here To Order Now!](#)

Your product will be delivered to you almost instantly

Purchase Link:


<http://careerconfidential.com/fastest-find-job-webinar-special>

1. General Information 2. Product Options 3. Instant Access

Order Confirmation:

Here's What You'll Receive:

- The "Hidden Jobs Finder" system
- 9 Videos explaining the secrets
- Free **LIFETIME** upgrades to the system as long as you remain a member
- Step-by-step handouts for each video
- A no hassles 365 day money-back guarantee
- **PLUS** all the promised **BONUSES**



100% No Risk 365 Day Money Back Guarantee!
Remember, You are never at risk!
Your fully protected by my money back guarantee.

Billing Information

Your billing name & address must be entered exactly as it appears on your credit card statement. Please check your statement for accuracy to avoid delays in processing your order.

First Name *

Last Name *

Email *

Phone *

Street Address 1 *

Street Address 2 *

City *

State *

Postal Code *

Country *

"A Guiding Light in my Darkest Hour"

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Saumitra Rahatekar
Business Development Manager
Medico Labs Inc.



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Q & A with Peggy McKee (LIVE)



That wraps up our time.

- I would just end with our guarantee, and the process that we've described here, there's just **absolutely no risk to you.**
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Best of Luck!

A series of overlapping, wavy blue lines that sweep across the lower half of the slide, creating a sense of motion and depth. The lines vary in opacity and color, ranging from light blue to a deeper cerulean.