



LaunchToLead

The 21-Day Engineering Career Launch Blueprint

Program Overview for Review

3

90-Minute Sessions

21

Day Transformation

52

Proprietary Methods

Created by Mansour Manci

Staff Engineer & Engineering Manager | LaunchToLead.io

The Problem I'm Solving

The Reality for New Grads

- ✗ **18–22% unemployment rate** for recent engineering graduates
- ✗ **250+ applications** to get 3–5 interviews
- ✗ **73% report anxiety** during job search
- ✗ **\$6–7k/month lost income** for each month unemployed

Why Current Solutions Fail

- Career centers give generic advice to all majors
- Online courses are 40+ hours of passive videos
- Resume services don't understand engineering
- Most coaches are HR/recruiters, not engineers

My Unique Position

I am **not an HR person, not a recruiter, not a career counselor**. I am an **engineer**.

I got an engineering degree and landed the job at John Deere without connections or a stellar GPA. I've hired engineers, interviewed candidates, and coached dozens of students and early-career engineers using the exact system I now teach.

21-Day Program Structure

0

Pre-Session 1: Lay the Groundwork

Days 1-3

Self-study materials to establish job search foundation

9 Methods: Job Sourcing Strategy, Job Board Hierarchy, Application Pipeline, Warm Intro Protocol, Resource Activation System, and more

1

Session 1: Deep Resume Transformation

Day 4 (90 min)

Live 1:1 coaching to transform their resume from generic to compelling

8 Methods LIVE: Me-in-We Extractor, Impact Bullet Builder, Hidden Metrics Finder, Universal Translator + ATS Pass, and more

→

Post-Session 1: Apply What You Built

Days 5-7

Client applies to 10+ jobs, sends networking messages, creates tailored resume versions

2

Session 2: Interview Story Vault

Day 8 (90 min)

Build a library of compelling stories that answer any behavioral question

10 Methods LIVE: High-Impact Story Framework, Competency Story Map, CAR Format Perfection, Technical Gauntlet Prep, and more

→

Post-Session 2: Interview Ready

Days 9-14

Client completes story vault, applies to 20+ more jobs, schedules phone screens

3

Session 3: Mock Interview & Close

Day 15 (90 min)

Full mock behavioral interview with real-time coaching and feedback

9 Methods LIVE: Behavioral Question Bank, Real-Time Story Coaching, Offer Evaluation Framework, Negotiation Scripts, and more

🚀




Launch Into Market

Days 16-21+




Client has 50+ applications out, interview skills polished, and a system for the rest of their search

What's Included

Core Program

-  **3 x 90–Minute 1:1 Sessions**
4.5 hours of live coaching
-  **52 Proprietary Methods**
Frameworks with memorable names
-  **Session Recordings**
Review anytime

40 Bonus Resources

-  **Pre-Session Materials**
9 resources per phase
-  **Templates & Scripts**
Cover letters, networking, negotiation
-  **Worksheets & Checklists**
Actionable tools for each phase

9 Problem Categories Addressed

1. Job Sourcing 5 methods	2. Networking 5 methods	3. Resume 10 methods
4. Phone Screens 3 methods	5. Behavioral Interviews 8 methods	6. Technical Interviews 5 methods
7. Offer & Negotiation 6 methods	8. Mental Resilience 5 methods	9. Cover Letters 5 methods

The Value Equation

Grand Slam Offer Framework:

$$\text{Value} = (\text{Dream Outcome} \times \text{Perceived Likelihood}) / (\text{Time Delay} \times \text{Effort})$$

↑ What I MAXIMIZE

Dream Outcome

"Land a top-tier, high-salary engineering job without imposter syndrome or the application void."

- Fortune 500 companies, \$70k-\$100k+ starting
- Walk in with confidence
- Stop sending 250+ apps into the void

Perceived Likelihood

My Origin Story: No ivy league, no mentors, no stellar GPA — but landed John Deere with this exact system

Inside Knowledge: Recruited for Deere, interviewed as engineering manager

Client Results: Coached students who landed at top companies

52 Named Methods: Professional frameworks, not generic advice

↓ What I MINIMIZE

Time Delay

- **21 days** — not 6 months of modules
- **3 sessions** — not endless course videos
- **50+ apps out** by day 21
- **Immediate value** from Session 1

Effort & Sacrifice

What they DO:

- Attend 3 live sessions
- Do light homework between
- Follow the system

What they DON'T do:

- Watch 40 hours of videos
- Figure out what applies to them
- Create anything from scratch (templates provided)

52 Proprietary Methods

Every technique has a branded name for differentiation and easy reference. Organized by the 9 problem categories addressed.

Job Sourcing (5)

- The Job Sourcing Strategy™
- The Job Board Hierarchy™
- The Application Timing Strategy™
- The Application Pipeline™
- The New Grad Friendly Company List™

Networking (6)

- The Warm Intro Protocol™
- The Resource Activation System™
- The Networking Mindset Shift™
- The Referral Request Script™
- The Career Center Activation™
- The Company Research Deep Dive™

Resume (9)

- The Me-in-We Extractor™
- The Impact Bullet Builder™
- The Boring-to-Standout Upgrade™
- The Universal Translator + ATS Pass™
- The Passion Proof Finder™
- The Hidden Metrics Finder™
- The Domain Translator™
- The 4-Minute Tailored Bullet System™
- The Asset Mindset Shift™

Interview Prep (12)

- The Master Story Vault™
- The Competency Story Map™
- The Power Pause + Story Arsenal™
- The High-Impact Story Framework™
- The Numbered Roadmap™
- The 3-Tier Impact Ladder™
- The Daily Story Practice™
- The Interview Cheat Sheet™
- The Visual Aid Binder™
- The Human Element Questions™
- The Technical Gauntlet™
- The Digital Stage Presence™

Career Fair (3)

- The 60-90 Second Pitch Structure™
- The 24-48 Hour Follow-Up Protocol™
- The Career Fair Prep Checklist™

Phone Screen (3)

- The Phone Screen Prep Guide™
- The Human Element™
- The Phone Screen Questions to Ask™

Offer & Negotiation (5)

- The Research Your Worth System™
- The Offer Comparison Tool™
- The Entry-Level Negotiation Scripts™
- The Offer Timeline Management™
- The First 90-Day Success Plan™

Mental Resilience (5)

- The Rejection Reframe System™
- The Burnout Prevention System™
- The Ghosting Response Protocol™
- The External Pressure Scripts™
- The Comparison Trap Escape™

Special Cases (4)

- The Gap Explanation Scripts™
- The Digital Footprint Audit™
- The Companion Cover Letter™
- The Interview Types Guide™

Investment & Guarantee

Pay in Full

\$1,997

One-time payment

Best value • Immediate full access

Payment Plan

3 × \$699

Per session

Flexibility • Pay as you go

The Math

Cost of Being Unemployed

\$6–7k/month

Program Investment

\$1,997

If It Saves 1 Month

4–5× ROI



The "Complete Confidence" Guarantee

If after Session 1 you don't feel like a completely different candidate with a transformed resume and renewed confidence, I'll refund your payment in full. No questions asked.

Limited to 10 clients per month

Quality 1:1 coaching requires limited enrollment

"Give me 3 meetings and you will be a completely different candidate on the other side."

Tangible, actionable systems — not hoodoo voodoo self-confidence garbage.

— Mansour Mancini

Staff Engineer & Engineering Manager

LaunchToLead.io | mansour@launchtolead.io