



# The 21-Day Engineering Career Launch Blueprint

Program Overview for Review

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**3**

90-Minute Sessions

**21**

Day Transformation

**52**

Proprietary Methods

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# The Problem I'm Solving

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## 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

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## 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

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## 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

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## 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

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## 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 × 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

**4–5x 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 Manci

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