



EXECUTIVE SUMMARY

GET HIRED NOW!: A 28-DAY PROGRAM FOR LANDING THE JOB YOU WANT

By **C.J. Hayden and Frank Traditi**
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"Why can't I find a job?" That's what the desperate professionals who contact C.J. Hayden and Frank Traditi ask. "I've been searching the want ads and the Internet for months, but I'm getting nowhere," they say, sadly unaware that an estimated 85% of available jobs are never advertised, and only 2% of job-seekers find work on Internet job boards. It's no wonder these frustrated job-seekers come looking for help in finding work.

In 20 years of helping job-seekers with one-to-one coaching and workshops, Hayden and Traditi have discovered three reasons that smart, successful people fail at finding a new job:

1. They don't know how to look for work. Most people have never been taught how to find a job, so they rely on applying for advertised positions, the least effective job search method.
2. Their job search is haphazard and disorganized. They start and stop, sit and stew, first try one idea, then another. They don't have a strategy, a system, a plan.
3. They can't stay motivated. Many work on their job search completely alone or even in secret. With no immediate results, they get frustrated. Rejection letters are common, and their approaches often receive no response at all. They feel like giving up.

Get Hired NOW! is a 28-day program for conducting a successful job search. Like its predecessor Get Clients NOW!, it incorporates successful strategies into a simple systematic approach that puts readers immediately into action toward their goal. Get Hired NOW! is a book that has actually been requested by the readers of Get Clients NOW!, who for years have been asking Hayden to adapt her winning action plan for use by job-seekers.

Here's why the Get Hired NOW! system works:

1. It teaches readers how to find a job step by step, using proven job search techniques for the 21st century marketplace. Get Hired NOW! shows readers how to make the shift from passively looking for advertised positions to actively marketing themselves to the right people.
2. It puts the steps into a system built around two powerful components: effective job search strategies and a road map for success. The system shows how all the pieces of the job search puzzle fit together – what to do, when to do it, and how to know if your plan is working.

3. It provides a motivational coach-yourself-to-success program packed with tools and techniques to overcome frustration, rejection, and fear. This is the unique element that has enabled the book's predecessor Get Clients NOW! to sell over 35,000 copies to date.

Get Hired NOW! is targeted to managers, professionals, and salespeople, estimated at 28% of the almost nine million Americans currently out of work. Of the 64 million managers and professionals who already have jobs, approximately 40% are seeking other employment. Get Hired NOW! teaches these people what really works to find a job - connecting with people who know where the jobs are by networking, building referrals, contacting potential employers, informational interviewing, and using recruiters and agencies. Its action plan can be updated and used over and over, and continue to work for the life of the reader's career.

In addition, Get Hired NOW! has a ready-made audience with the career coaches, counselors, and consultants and people in marketing and sales who are already using the Get Clients NOW! system to build their businesses. Just as Hayden has done for Get Clients NOW!, the authors plan to stimulate book sales for Get Hired NOW! by building a licensing program for career professionals based on the book. Forty career coaches in five countries have already been certified to teach the program.

Words of Praise for Get Hired NOW!

"Your ability to find and get the job you want largely determines your success or failure in life. This book is the best ever written on the subject."

--- **Brian Tracy**, Author, *TurboCoach: A Powerful System for Achieving Breakthrough Career Success*

"Hayden and Traditi are the consummate experts when it comes to providing real life, immediately usable and extremely valuable, guidance and advice. If you want to find the job or career of your dreams, this book is a must read."

--- **Marcia Wieder**, America's Dream Coach®, Author, *Making Your Dreams Come True*

"Get Hired NOW! is the ultimate example of using power thinking plus positive action to create your ideal career. If you're ready to stop dreaming about a new job and start doing something about it, this book will make it happen."

--- **Caterina Rando**, Author, *Learn to Power Think*

Contact Information:

Frank Traditi
303-471-8733
frank@coachfrank.com
www.gethirednow.com

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