

This **Landing Page** was written for Kermes Consulting, specializing in career advisory services for highly paid executives.

Web Page Title: The Hidden Job Market. The Secret to Securing the Job You Deserve.

Meta Description: Find the hidden job you're looking for... 80-85% of all jobs are secured by tapping into the Hidden Job Market.

Web Page

Unlock the “Hidden Job Market” and the Jobs Will Find You! In Half the Time

It's a fact... 80-85% of all jobs DO NOT come from recruiters or job boards

Dear Job Seeker,

Allow me to share the story of one of my clients, Jeff Billis of Virginia. In his own words...

“I looked over at the clock and it was 11:45 AM. Another morning of dead end job searching. Just like so many other mornings since being let go from my job at Oracle eight months earlier. The frustration was like nothing I had ever experienced before.

“Working the job boards. Contacting Recruiters. Making cold calls. Rewriting resumes. It was like a broken record. And just the thought of spinning my wheels all over again that afternoon?

“It was starting to get to me.

“Obviously, the old ways were no longer working for me. The last time I was out looking for a job was in 1989. It was now August 2009. Could I have picked a worse time to be looking for work? But what choice did I have? **I had a family to feed.**

“That's when I decided I needed to change the channel. But how? As luck would have it, I came across an ezine article, written by Kevin Kermes. I was intrigued, so I went to his website and liked what I read. As it turned out, there was a Job Search Bootcamp that Kevin was starting up shortly. So I signed up.

“What a game changer... Kevin's cutting edge methods put me at such an advantage over my competitors. It was all about finding the hidden jobs. Before I knew it, Kevin had me

networking, blogging, using social media. What a difference! For the first time in close to a year, **I felt like I was back in control again.** My energy level shot through the roof.

“So, long story short? Within several months I landed a job with the #1 Cloud Computing company in the world... And, I no longer look at the clock. I’m way too busy for that.”

You’re Not Alone

Can you relate to some of the fears and frustrations Jeff was experiencing early on? Well, just know that you’re not alone. I don’t need to tell you how difficult it can be to land a decent job in this tough economy.

The good news is – you can. **You absolutely can!**

You just need to change the way you approach the process. Business hasn’t shut down. In fact, hiring managers are hiring hundreds, even thousands, of people every week. There’s no reason why you shouldn’t be one of them.

“Kevin made me realize that I needed to focus not just on *what* I was in my previous jobs - but on *who* I am now. My life skills. My talents. My experiences. The whole package. Kevin totally changed my perspective on what it is that I *really* have to offer.” Donna Reed, Huntington Beach, CA

Trust me when I tell you - it isn’t you. You started your job search with all the right intentions. You had a plan. The desire was there. And your energy level was high.

But as weeks turned into months (and in some cases, years) your energy level sagged. Your confidence eroded away. Nagging doubts and fears inevitably crept in.

Frustrating? How could it not be? You were the fisherman up at 4am, with the best fishing gear and years of experience.

But what if I told you that the lake you were fishing in had precious few trout. And, to boot, there were scores of other fisherman constantly bumping up against your boat.

Now, what if I also told you that a stream nearby was swarming with fish. And even better? Only a few fishermen knew about it... Would that get your attention?

Well, that stream isn’t just any stream. That stream is where you’ll find...

The Hidden Jobs

The hidden job market is where 80-85% of all jobs are found. And, remarkably, very few job seekers ever find out about it.

Why? Because most job seekers have been sold a false bill of goods. They've been trained to think that a "can't miss" resume posted on a jobs board or passed along to a recruiter will land them a decent job.

And, while a small percentage of job seekers do find work through job boards, the deck is heavily stacked against you. If you've ever wondered why you never heard back from a company whose job you were a "slam dunk" fit for - here's why.

- **The job boards do *not* work for you.** They work for the companies paying to post ads. Therefore, they care about delivering volume – not quality.
- **Many of the jobs posted aren't real.** Oh, maybe they were months ago - but now they're out of date. And in some cases, they're only used to harvest resumes or just help companies who want to brand themselves.
- When you do apply for a job, **your resume gets dumped into a database focused on keywords** - and not into someone's email inbox. So...
- In many cases, **a real person never sees your resume.**
- And maybe most surprising of all? Even with all those resumes being posted, **less than 7% of all jobs** are filled through job boards. **7%!**

So, what about Recruiters? The news is just as bad. Consider this...

Recruiters charge the company a fee equal to **20-30% of your base salary** for placing you. Companies that *might* otherwise consider you if you have 7 out of the 10 assets they are seeking, are going to want 11 out of 10 if they're paying a \$15,000 or \$30,000 "bounty".

And since recruiters represent (own!) the candidate for up to a year, that candidate can't even apply on his own for a different position at that same company without the recruiter getting the commission.

In essence, **recruiters are modern day bounty hunters.** They will get their commission - whether they deliver you "dead or alive."

So, are you ready for the good news? Because there's plenty of it!

Not only can you get the job you deserve – but you can find it in half the time.

I know that a pretty bold statement. And I couldn't make it if I didn't have the track record to back it up.

Over the past decade, I've found thousands of individuals the right job for them.

I've worked with everyone from **Fortune 500 CEOs to new professionals** with wet ink still on their resumes. And, time and again, I've been able to use my insider's knowledge to get them the job they wanted – and faster than they ever expected.

“Less than 2 months after implementing Kevin’s strategies, I made my first contact with my new employer. And I actually have a better compensation package than my previous job.” Ed Warner of Atlanta

And now I’ve taken all of those strategies – the very same ones that Jeff, Donna and Ed spoke about - and developed a program that allows you to access them, as well. This access will propel you way beyond almost every other job seeker out there – and allow you to quickly land the high paying, “killer job” you’ve been searching for. It called...

“Job Search 2.0” More Jobs – Less Competition

Remember that stream of swarming fish? Well, just think of “Job Search 2.0” as the very same stream – the **Hidden Job Market** - where 80-85% of all jobs are eventually filled.

Job Search 2.0 is actually the offspring of the **Virtual Bootcamp** that I’ve held several times a year.

What I found out was that many people who wanted to participate were unable to do so because of scheduling conflicts. Also, since I limited the number of people in the Bootcamp, I kept having to turn people away.

The only solution was to create a program that duplicated the Bootcamp experience. That program could then be immediately experienced by you - on your schedule.

Let’s face it... You need to find a job quickly. Not a year from now. Or even six months from now. This Bootcamp program allows you to cut that time drastically!

The average search length for “Job Search 2.0” participants has been reduced to just 95 days!

Now you too can immediately put into practice all the proven methods of the “Job Search 2.0” program – without having to wait for my next Virtual Bootcamp.

[I’m Ready to Find the Hidden Jobs Now](#)

11 Dvd’s that Unlock the Hidden Job Market

The “Job Search 2.0” program consists of 11 Webinars and Training Videos on DVD and Download - plus bonus training tools. Thousands of people have already used this system to streamline their job search and get back to work ASAP.

And, just so you know, this isn’t one of those webinar series where you just kick back and zone out. No... You’ll have **laser focus**, as you work this new system while on calls - and march through exercises and techniques in “real time” to get you to zeroed in on the job you’re seeking.

So, let’s get down to the nitty gritty. Here’s what you’ll get...

DVD #1 - Introduction and the YS Technique™ (special guest Jessi LaCosta, creator of the FullSync quick introduction to your "new plan" and then we get right to work by talking about you. We reshape your thinking about the job search and develop Your Solution using the YS Technique™. This is at the core of how you will differentiate and stand out from the competition. As an added bonus, we have Jessi LaCosta creator of the FullSync Method™) who walks you through two exercises to help you develop your brand



DVD #2 - Your Resume: We will walk through recrafting your resume using the YS Technique™. We look at prior client's resumes, what works and what doesn't. By the end of the webinar, you will build your resume to be the tool you need in your job search. I also have template examples to help you create your resume.



DVD #3 - Social Media (plus Twitter™ Interviews and Hootsuite™ Training Video) session, as we look at LinkedIn™ and Twitter™. Watch as I use "real time," practical examples to call to show you how you are going to use these tools in your job search. If that isn't enough, I conducted interviews with professionals who found their job using Twitter. They share their techniques. As a special bonus, I also include a training video on how to use HootSuite™ - an integrator of Twitter™ in your job search.



DVD #4 - Web Presence and SME Branding: I cannot give away too much here because my system really differentiates itself. I show you the way you are going to use these tools to uncover hidden conversations and opportunities your way all while establishing yourself as a Subject Matter Expert.



DVD #5 - Marketing Campaign: DVD #4 builds the system and in this session I show you how to go to uncover the "hidden job market." Using "real time" examples, I demonstrate effective ways to find jobs that aren't advertised and make up over 80% of the hiring that is going on (all with or without recruiters).



DVD #6 - Your Pipeline: Keeping the Engine Moving and Growing!: Here I show you how to drive opportunities to you, create more "buzz" about you in the marketplace. Again, no job boards or recruiters.



DVD #7 - Practical Application: One of the most inspirational and powerful sessions. Bootcampers (Jeff and Donna) share their stories as to how they have used this system, how it worked for them and how it will work for you. They pull back the curtains and you see it all. This is the "to get" or "pay it forward" spirit and success of this program.



DVD #8 - The Interview: I show you how to use the YS Technique™ to have a more 1 the results -and the job - you both want and deserve. It is a different approach from mu



DVD #9, #10 & #11 - LASER Coaching Calls 1, 2 & 3: In these sessions, I take Boot one-on-one LIVE. This is intense, chock-full of excellent information and just as power is for the client being coached. These sessions are highly focused, tailored coaching.

BONUS - Q&A Sessions and Private, One-on-One Coaching - During the LIVE Job Search 2.0 Bootcamp, I held Q&A calls and Private, One-on-One Coaching Sessions. Through my Career Mastermind Program (*you get two months free in it as part of this package - read more below*), I offer both of these as ongoing support to you. You can send your questions in or ask them live on the Q&A Call held each month. Need a more dynamic, in-depth conversation to really dig into your job search question? You can schedule time One-on-One with me for a Private Coaching Call. I offer these several times a month and they are included in your two months free in the Career Mastermind Program. OVERALL VALUE - \$3500

If that isnt enough, here is what you also get:



1. BONUS - "How to Get the Job You Want" Download

This program outlines the techniques we use in the program and is a great roadmap. They are the exact strategies developed for my exclusive One-on-One Job Search Coaching Program. And the value continues even after you find the right job. Using the techniques in this program, you can keep your network thriving, growing and working for you indefinitely. - VALUE - \$1495

2. BONUS - My "Trusted Advisor" List

This is a list of the people, resources, tools and solutions that you can use to drive your job search and career forward. I have spent many years -- and thousands of dollars -- to figure out who exactly is the best at what they do. You get it FREE so you can save the time and effort, and use it to build your career right away. - VALUE - Priceless

3. BONUS - 100+ Job Search Sites

While you won't be using these to apply for a job, they are great leads for companies, contacts and (sometimes) position openings. It will help you increase your network and rolodex enormously - VALUE - \$99

4. BONUS - Free Resume and Cover Letter Templates

Templates of resumes and cover letters used by my One-on-One Coaching clients - VALUE - \$450

5. Free Subscription to the "Build the Career You Deserve" e-zine

Currently read by over 21,000 professionals, it provides the tools, resources and insider tips to getting the most out of your job search and your career. VALUE - \$129

6. Two Months FREE in my Career Mastermind Program

This program consists of three calls monthly: the first is a Q&A call where I answer any and all job search (and Bootcamp Homestudy) related questions for Mastermind Members. Then, 2 in-depth calls with Subject Matter Experts (SME's) in areas specific to the job search: Resume Writing, Interviewing, Compensation Negotiation, Personal Branding, Executive Search Firms, etc.. You also get One-on-One Coaching calls with me each month - another great way to keep your job search on track. Plus, additional training videos and articles to support your job search and career management.

An Unbeatable Offer

The overall value of this package (The 11 DVD's plus the 6 bonuses) is \$5,673. And for some job seekers who landed their dream job as a result of this program, it would be worth every penny - given the current economic climate.

But not everyone has that kind of money to throw around – especially now. So, I did some research with my colleagues and clients to try to find a fair price. After a month of wrestling with the price, I decided to offer it not for \$3,000 or even \$1,000.

I finally settled on a price of just \$497.

And even though that's over \$5,000 off it's actual value, I knew I needed to quickly get it into your hands so you could (as Jeff Billis said) "change the channel now." Not a year from now. Or even 6 months from now. But now!

A Rock Solid Guarantee

Because this program has already netted so many of my clients the jobs they were searching for, I'm willing to make this **Unconditional, 100% Satisfaction Guarantee.**

Take it out for a test drive for 30 days. And see if doesn't dramatically – and I do mean **dramatically** - shift the paradigm forever. The only thing I ask is that you actually put into action the proven methods of this program. The CD's can't help you if they're just sitting on the shelf

If after 30 days you're not completely satisfied with Job Search 2.0 Bootcamp System, just return the DVDs and **you'll get every penny back!** No questions asked. There is absolutely no risk to you.

However you may keep the “How to Get The Job You Want” CD and the Bonus CD as my gifts to you.

So... are you ready to hit the ground running? To unlock the hidden job market? To cut your search time in half? And most important...

Are you ready to get your life back?

It's just a click away.

[I'm Ready to Find the Hidden Jobs Now](#)

Add To Cart

