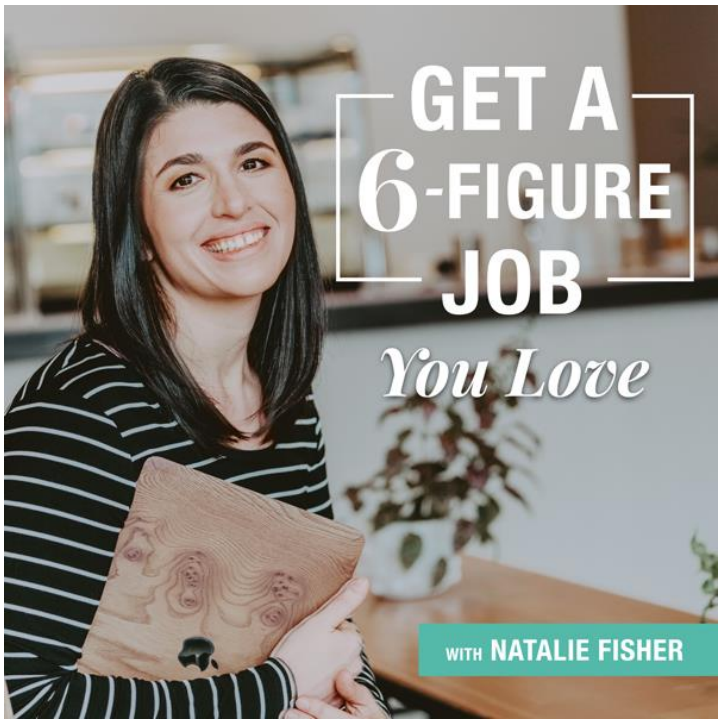
Ep #85: Workshop - Landing a Premium Offer in Less Than 2 Months



Full Episode Transcript

With Your Host

Natalie Fisher

Get a 6-Figure Job You Love with Natalie Fisher

Hello, welcome to today's very special episode of the Get a 6-Figure Job You Love Podcast. This is episode 85 where I am replaying you a very special workshop that I did to my email list called how to land premium offers in less than two months. So, stay tuned. Hey there. Welcome to the Get a 6-Figure Job You Love Podcast. I'm your host, Natalie Fisher. I'm a certified career mindset coach who also happens to want to skip all the BS and get to what it really takes to create real results for you in your career. On this podcast, you will create real mindset shifts that will lead to big results and big changes in your career and your income. No fluff here. If you want to get a 6-figure job you love and create real concrete results in your industry and make a real impact, you're in the right place. Are you ready? Let's go.

All right. Welcome to today's workshop. Land your premium job offer in January, 2022. Sounds like a big, tall order, right? But we're going to do it and I'm going to show you how other people have done it in less than two months. So, let's get rolling. Welcome to today's workshop, thank you for taking the time to be here. It's going to be well worth it for you. First I want to start with what a premium offer is. A lot of people aren't familiar with premium offers because they haven't necessarily had one before or worked in an environment where that was possible or even really know what it is. So, some of you have, some people have had great experiences and they just want to up level, which is also great, but I just want to show you what's really available, what my clients get on a regular basis and how you get them.

So, here's some examples of what premium offers are for me, what they have been for my clients, but you get to decide exactly what that is for you and what it means for you and what environment you want to be in, how much you want to be paid. So, you're free to be yourself, you're feel appreciated as you are. You don't feel like you have to pretend or fake answers or pretend to be someone else, you enjoy at least 80% of the actual work in the description. The pay matches what you feel aligned to, you feel compensated well. You feel good about that. You don't feel like, oh, I really should be being paid more, you don't feel like you're underpaid, you feel good about your salary. The culture matches your values. So, some examples of great cultures that I've worked in and great cultures that my clients have talked about are, it's okay to make mistakes and try things.

Sometimes you need to do that in order to get to great breakthroughs, and the culture encourages that, they encourage you to try things with the best interest of the company versus telling you to sit down, shut up and do what you're told and don't mess it up. And some people, that culture works better for them. For my clients, we tend to want to solve interesting problems, have interesting projects to work on and doing things that they've never done before. And with that comes with the territory of trying things and making mistakes. You have to be free to do that in order to be successful in the end. So, they're also open to new, innovative ideas versus this is the way we've always done it and we don't want to hear about anything new. So, I've worked in both cultures and it's obvious that one is a better fit for me than the other, right?

And same goes for my clients. They focus on results versus feeling gossip or drama. They really focus on what is going to create the best result, how they can do that together, and they are very collaborative. So, they support growth, maybe they have an employee growth plan in place for their staff, but they have a culture of supporting people to go where they want to go next. So, that means conversations with your manager are not hard to have, the manager is open and wanting to help you and see you grow instead of putting you down and making you feel like you're never enough. So, there's these two different environments and there's two different types of management styles, well, there's a lot of different types, but some of my clients have been in the situation where they feel like that's not working for them and they really deserve more.

And so, sometimes it's getting to that point where you know that that's for you, you know that that's the time for you. So, they value employee training and education, they value investing in their employees,

knowing that when they invest in their employees, their employees are going to produce more value. They give you autonomy that you need to get your best work done, they trust you. They encourage team collaboration, helping each other out versus the every man for himself type of culture. They like to hear all ideas out from whoever the idea is, and they want to implement the best idea. So, these are just a few examples of what it can look like to have a premium offer, and you get to create this for yourself. And it's very important to decide what you want ahead of time, right? So then when you go and find it, you know what you're looking for versus just being like, yeah, I'll just apply for that.

Maybe I'll like that. Nah, I don't really want that, but maybe I can make it work, and then you find yourself justifying things that you didn't really want because you think you can't get any better. And a lot of the times, people don't believe that they can get that premium offer so they settle for less and accept something less than they really wanted. And I say that you will never get your premium offer if you don't believe that you can get it, you're going to take something else along the way and be like, well, this is the best I can do for now. So, this is going to be very valuable to you if you're in a spot right now where you know you have a lot of value to offer, but when it comes to the job interview, you have trouble articulating it clearly in a way that really lance. So, you know you offer value, but you just don't know how to get it out there, you just don't know how to say it.

You have trouble communicating your transferrable skills into something valuable to employers. Even though you know you have capability and you know that you can add the value, you know you can deliver, you just have trouble communicating those skills so that other people get it. You spend a lot of time preparing for your job interviews, but when it comes down to the performance of it, you have difficulty delivering answers confidently, so you might be one of those people who spends a lot of time preparing and preparing and preparing, and you need to be looking at your notes all the time, and then you find yourself still freezing for answers or still second-guessing yourself and feeling like you didn't do a very good job of answering no matter how much you prepare. You know you're meant to be making more than you are.

So, you know you're being underpaid, a lot of people are, a lot of people adding huge value are underpaid while other people who aren't adding as much value are paid more. You know the work that you do is worth more, and you know you're capable of more when given the opportunity, but you struggle to make a strong case so you find yourself stuck at that income level or stuck in that position that no longer aligns with you that you have now outgrown. This will be valuable to you. If you believe that with the right guidance, just with the right mentorship, with the right information, you can totally see yourself in the 6-figure role that you love, and you can start making your plan for how you want to move up from there and from what other impact and contributions you want to make from there. This workshop is not for you if you're more committed to focusing on limitations than on possibility.

So, some people, they can be very, very stuck on their limitations and be like, but I can't because this and this and this, and that's where I want to get you out of it, and I want to be like, okay, but what if all that is true, but it's still possible. So, my promise to you is to deliver as much value as possible in this hour. We might go a little bit over, you don't have to stay, but we'll get through as much of it as we can in an hour. Nothing I teach you is theory or pretend like maybe it'll work, it's been tested and proven by hundreds of people. So, to get the most out of this, your only job is to keep an open mind about the new information you're going to learn today, and ask yourself, how does this apply specifically to me? And take notes if you can, and start to think about how you're going to implement what you learn.

So, during the workshop, you're going to learn the three behaviors to avoid when interviewing for your ideal positions. And then, the five-step framework for landing that 6-figure position is the perfect fit for you in a short amount of time. So, here's the thing, the job search for most people is like getting on a bike, a bike that doesn't really work very well. It's kind of rusty and it doesn't run very well, but they

think they just need to get on this bike, they don't really put much thought into it and they just need to pedal as fast as they can with no clear destination in mind. They might roughly know where they're going, but they don't really know if they're going to get there or how long it's going to take or what the fastest way is or what the most efficient route is. Right?

It's like when we went through the beginning, like what this premium offer looks like, you need to be able to get really clear on your destination. And so, what happens is most people think they have to get on this bike, just get on the road and pedal fast as they can, and then they end up just keeping pedaling, pedaling, pedaling, pedaling. And a bike is a slow way to get somewhere when you're covering any kind of distance. So, when you're on a bike, all you can do is pedal, and you reach a ceiling for how fast you can go, and how much energy you have every day to get there. And because it's powered by only your physical capabilities, it's limited by the fact that you get tired. But there is always another option to a bike, and it's called a car. A car might cost you more up front than a cheap bike.

You could maybe even get a bike for free, but what would you do when you get the car? Why are people happy to spend money on cars? Lots of reasons, right? Cars are fun. We buy cars because they get us where we're going faster. We buy cars because they're more comfortable to travel in, they're efficient, they save us hours and hours and hours. They give us so many more options, we can control the speed which we go at, we can use a GPS and program it where we want to go. When we go uphills, we don't have to rely on the power of our physical legs. The GPS gives you a heads-up about the traffic coming, the rerouting that might be happening or other potential roadblocks you might face. And it gives you so much more information about how to get to where you're going faster and more efficiently. So, let me ask you this.

If one person takes a bike and one person takes a car to get to their destination, who's going to get there first. A car makes us feel so much more in control of our journey, we have no doubt we'll get there. The destination is waiting for us, and it is there for us to just drive to. So, would you rather get your 6-figure roll by peddling on the bike? Or would you rather go off the bike and into the car, program the GPS and get there faster and more comfortably. Plus, having an experienced guide who made the journey with hundreds of people before so you know you're in good hands. The problem is, most people would actually stick with the bike, and this is what actually happens in real life. This is a metaphor for a bigger thing, but they actually stick with the bike because they're coming from scarcity and needing to feel safe.

So, if they think the car is too expensive, they don't think that it's worth it. They think that it's not... Maybe they don't know how to work it, or they don't... They have some fear around something new. The bike is more comfortable even though it's slower and it's clunky and it hasn't gone them very far. But at least they know what to expect with the bike, right? This is the reason we see so many smart, capable people struggling. So, what does it cost then to stick with the bike? It costs months of exhaustion, because it's peddling on a bike so they can go only so fast. It can only cover so much ground per day, it has limitations. It costs them hardships and their emotional wellbeing and unnecessary struggle and pain. It cost them having to pedal through hard weather conditions when they could be inside a comfortable car.

It cost them a lot more money than they would've if they just paid for the car because of all the extra time it took to get there. It cost them the potential of giving up and not making it there at all because the journey on the bike was too hard and they couldn't endure it so a lot of people actually give up. And then, moving into the interview framework that I'm going to teach you today is the difference between pedaling on a bike and having a car. It's the fastest way to land job offers that are actually the right fit for you, that are what you want, the pay within the salary band that you want, also known as premium offers, without having to compromise the quality of your life, working remotely, if that's what works

best for you. Your time without working 12 hours a day extra, or your sanity without working in an environment that doesn't support you.

So you need to have an environment that supports you so that you can do your best work. And it's not just the interview framework alone, it's a few specific behaviors within the framework that I'm going to teach you as well. So, this is me flashback to 2014, forgive the pixelated photo, I don't have many photos of me in that day. I was laid off along with 78 other people and this company I worked for abruptly shutdown. I was working my way into an HR manager position when this happened, and I was making about 60K a year. I had no official HR experience, but I had been helping out in the HR department. So I knew how things worked and I felt confident that I'd be able to make a difference in an HR department as an HR manager. Recruiters told me I was delusional, in fact, they said, "Several recruiters would say, I would never get that position."

And from my experience, I'd worked in this company where the HR manager wasn't... From where I was sitting, I could have done a better job than this HR manager and I was so confident that was true. The recruiters told me that I would've needed to get a degree in HR, at least five years experience and a handful of other certifications in order to make this happen. And I just remember thinking, I don't think that's true, because I'd seen evidence that this other HR manager that I worked for, he didn't have any of that, and he was hired into that position and I don't think in my personal opinion that he was doing the best job, and I thought I could do better. So, January 2015, I started the interview process for HR roles. I landed an HR role that turned out not to be an HR role at all. It was more of an accounting role and it was awful.

So, I ended up having to quit that role due to it not being a right fit. I learned a lot of lessons there not to be mistaken or not to make those same mistakes again. I started with my dream company xMatters in July 2015. And from there, I was promoted to a 6-figure HR manager in a short amount of time. By February 2016, I had my first 6-figure position in which I had no prior experience. And it all happened because of this interview framework that made me really good at interviewing, and it made them remember me above anyone else. And this is what I've taught to my clients. So, the interview framework allowed me to quickly identify what their problems were and become a match for solving them. It allowed me to quickly discover whether they were a company I wanted to even work for and whether the work would align with my long-term goals.

It allowed me to walk away from some interviews knowing that I would be the one to reject them because I knew what I was looking for and I was like, this is not a right fit for me. So, it made me empowered through the process. Most importantly, it showed me that I could choose where I wanted to add my value and how. So I was no longer asking them for a job, I was offering them value and that felt much more empowering. I no longer had to worry about my worth being measured by whether or not I was offered a job or not. So, here's the three behaviors to avoid when interviewing for your premium roles. So, the first one is treating the interview like you're going into a lion's den instead of judgemental critics that you need to impress. And it feels like this, and you can feel the anxiety, you have anxiety when you go in.

You're like, oh my goodness, what are they going to think of me? They're probably going to be thinking I'm not good enough, or that other people have more experience, or what if they ask me about this and I haven't done it, all that stuff comes up when you're thinking of it this way. But instead, treating it like a conversation with your future coworkers who are interested in who you are and what you do and how you can help. So, the vibe is very, very different and you get to create that vibe with your energy, with how you're going in there and how you're thinking about it. This is a problem when you don't do it because it puts enormous pressure on yourself to get it right. You're like, I must get this right. You think you have to have all the answers and then you build up all this energy that is really pressure.

Like it's putting so much pressure on yourself. Let's then lead the energy and control the dynamic that makes you believe that you have to impress them. Behavior too, thinking the more you prepare for an interview is the is better, and that the better you are going to do. But if this were true, then people who prepared for hours and days would always get the job. And that's not true, in fact, many of my clients have been doing that for years and we're not getting the successful results that really they should have been if that was the case, if that was going to be the answer. And what I teach you is you can drop a lot of that prep time, spending hours or days preparing for an interview is not necessary. This is a problem because you can never prepare enough to know 100% of the answers 100% of the time.

You set yourself up for the game that is not winnable. It's never going to be winnable if you feel like you always have to know everything, okay? Because you can't. You rely heavily upon the preparation instead of what you actually know deep in your bones about your own value and your own contributions. And then you don't have the space for the best of you to come out, you don't have access for that because you're confined by what you prepared and what you think you're supposed to say, and what you think is right, that you read somewhere else. Also, the prep like basing it on what you think is the right thing, what you think they want to hear. And then, behavior number three, memorizing answers, scripts or stories to get it right in the interview. So, when you're memorizing this stuff, you're like, okay, I got to recite what I've memorized.

And then you start to sound a bit over rehearsed or robotic. It sounds a bit contrived. And when you're trying to remember the script, you can't show up as the most valuable person in that moment, instead, you're showing up like the person you think they want, which sounds robotic, contrived and over rehearsed. And I would ask you to consider that you'd never take a script on a coffee with a friend or on a date or in situations where you don't know what they're going to say, and you're just having a conversation. The good news is you can stop overwhelming yourself with trying to remember everything and get all the answers right. It is not necessary, and it is not what gets you the job. If it was then everybody who over prepared would have their offers, they wouldn't have any issues. And that's not true.

This pressure mounts and mounts, and when you feel pressured, you are not naturally engaged and fluid in your responses, and your interviewers don't get the experience. They don't get to have that clear vision of who you are. So, they get an overly rehearsed version of you that you think they want to hear from, and that usually sounds like everyone else. So, when this happens more than once or twice, and you don't get the offers that you are hoping for, your confidence starts to decrease. And then you start to feel like there's something wrong with your value, like your value has decreased. And then you lose momentum and you slow down. And this is why people have such a bad experience with the job hunt in the first place. So, the alternative is, if you want to start getting offers, you need a strategic framework in place, but not an over rehearsed performance.

So, you need to very simply show up like a normal human being, be open and curious about what they're doing, let them know the ways in which you help them and get curious about what their goals are. This is the opposite of an over rehearsed performance. Weirdly enough, this is very challenging because we've been conditioned that to be good enough, we need to have 100% of the answers 100% of the time, which is of course not possible because we're human. So, I'm here to be your guide and take you to the other side without needing all of this. And you can be the most confident version of yourself with the skills and experience that you already have that you bring now. So, if you're already getting interviews, that is a sign that you already have what you need. So, within one year, I went from 60 to 100K while switching industries from admin to HR management.

And I didn't have any additional certifications and I didn't take a pay cut. I just applied the methods in my process. So, you might be thinking you might not be able to make that big of a jump. I'm not sure,

maybe you're thinking that, maybe you think you could with this in information. Well, I'd like to open you up to the possibility that you could be wrong, okay? Because a lot of my clients, they didn't think it was possible for them either. But what it takes is first for you to be wrong about what you think now, you could be wrong. Many of my students have made large jumps just like this one. [inaudible 00:20:30] at 45K a year to a 6-figure Salesforce business partner role. And she didn't have any official paid experience in Salesforce, but she was able to do this. [inaudible 00:20:41], she was a student, she was doing data entry.

And she made a 21K jump into her role where she went to school for. Nicholas went from finance. He was working in finance for eight years and he made a jump to implementation specialist to consulting and made a 45K increase. So, this was done without getting three to five more years experience going back to school, getting more certifications, taking unpaid in internships or accepting rules for less pay. And we tell ourselves, yeah, we'll take it for the experience. But really it's not necessary. What is necessary is learning the key strategies and interviewing methods, which do you think would be easier? Because at the end of the day, you can go and get additional certifications, more experience, and you can do all that stuff, but you will still need to be able to interview successfully. So either way, you need this.

Carolina landed 178K position for a Dell company even after not having the exact experience they were looking for on the description. The point is, people are getting hired every day who have less experience than you do, less qualifications than you do. And they are being paid more than you, simply because their interviewing method is solid, their belief in themselves is solid. They understand this process. And it really frustrates me to think that people doing lower quality work are being paid more than people who are adding major value in many cases because they don't know how to interview effectively, and they have a lot of self-doubt about themselves. They know how to ask. So the people who are being successful, they know how to ask for what they want and get it, and they fully believe they deserve it, and they're worthy of it.

And then, there's another group of people who are adding great value, producing amazing results, but are still doubting themselves and are like, oh, well, I don't know if I deserve it or I don't know if I can do it. And it's really frustrating to think that a lot of those people really should be in higher level positions, but they're not because those things hold them back. It's not because they're any less capable, it's not because the people who are successful are more capable and the people who are less successful, everyone's capable as far as producing the results go, it's just how they sell it. So, have you ever heard that like the best marketed product is the one that wins is not actually the best product? Because the marketing is what counts, the marketing is what gets people on board.

So, you won't be able to do it without refreshing your own thinking. So, not just a strategy of what to actually do, but behind the scenes strategy of how to think, like what's your approach, what is the way that you will think differently in order to get this? It will require you being willing to get off the bike and into the car. And this is the five-step framework that I'm going to teach you right now. So, it starts with self-confidence. And this is the most important part of the process because a lot of people start with a lot of self-doubt. And if you didn't have that self-doubt, you'd probably be where you want to be right now. So, there's areas of your confidence that are lacking and things that have taken you out of your confidence and your value as you've been going along. So, we have to make sure that that foundation of self-confidence is set and it is very strong, and that there's no cracks in it.

Secondly, we need to make sure that you're able to communicate that through words so that you can get through to the right people and that you can start getting interviews and talking to the right people. Then three, you need to take control of your own opportunities. So, you need to take control of how many opportunities you can get, that you can create for yourself. And when you start doing that, you

start to feel empowered, part of this process, you start to enjoy it because you feel in control. It's not like, oh, I'm looking on the boards, I'm seeing what's available. I'm applying and that's it, that's all I can do. No, one's getting back to me. Can't do anything. No, you're in control always. The amount of opportunities you have is up to you. And I show you exactly how to create those for yourself.

Four is whole interviewing. So interviewing from a place that really dictates who you are from your core, from your bones, the value that you've created and the value that you will create for them and helping you to land that with somebody who really resonates. So it's like you need to find the person who you want to add value for so the hiring manager that needs what you do. And you need to decide what the value is you want to create for them and then you need to offer it to them with confidence. And then, you need to have a conversation with them about the value, and that's called the value and impact conversation, where you align with the amount of money that you want to make and you make a win-win deal for both of you. So the self-confidence piece is, you have to be clear on what value you have to offer.

And most people are not, most people are diminishing it, dismissing it, saying it's no big deal. And you might say, yeah, I've added a lot of value. You need to be specific about that value, you need to make it real in someone else's mind and there's a strategy to do that and that's how I show you how to do it inside the program. Without being clear on this, you're not ready to interview yet. So, here's Karine, and she went from really low self-confidence and majorly doubting herself to now leading her own project team. So, she was a PhD student, she had finished her PhD. She didn't have a ton of experience, but she did have some work experience and she literally did not think she was smart enough. And the point is that she always was smart enough, she was very smart, but she didn't believe that herself.

And she would've stayed stuck there for a very long time not believing she was smart enough because she kept getting results that showed her evidence of her not being smart enough. But when she started believing she was smart enough, then the world started responding differently. And this is one example of somebody who had some self-doubt, who was very smart. And all my clients are like this. You listening, you have some self-doubt probably around what you want to do or you would've done it already, and you're just not sure how to get yourself to believe that. And when you believe it, you show up differently to other people, and everything around changes. The response you get changes. So you need to know what your specific value is, something you do really well, what differentiates you from other candidates.

Some things you're not as interested in and you want to be discerning about where your time is best spent. This is where you get intentional about who you are and what you want and where you want to add your value. So, just because you can do certain things, it doesn't mean that's where you want to be. So, you want to make up your mind on where you want to land, so what kind of company do you want to be in, what kind of environment, what does it mean to you? So, this is all about making really clear decisions for yourself before you go out there and get into situations where you could accept something that you don't really want. You could probably do a lot of different roles and work for a lot of different companies, but in order to find the role that's the best fit for you, you need to make some decisions ahead of time.

And that is, what is it that you do really well, why do you want to work for this specific company, and what things are not your specialty. And it's okay to not be a fit for every role. In fact, that is a really good sign. You do not want to be a fit for every role, you're never going to be. You want to stay focused on your ideal role, your ideal environment and your ideal pay and fit. And if you feel nervous in interviews, it's because you are not clear on who you are and what you want. Two, the words, the words that we use are so powerful. The words will create opportunities or make people ignore you. You get to create interviews and job offers with your words, so you want to make it as easy as possible for them to see

you like a unique candidate, somebody that stands out. And this is something that you can do with your words.

And it's not by following the regular conventional resume advice, because that just makes you sound like everybody else. And I've read through a lot of resumes and all of them are mostly the same, but I know how to make one stand out. Three, opportunities, you need to create them instead of waiting for them to come along, you need to take control of that and start creating them for yourself. You need a steady stream of new opportunities to reduce the pressure on yourself with each interview. And you have the ability to do this quickly. The right people will start to help you. They will start to want to have conversations with you, and they will start even responding, reaching out and connecting you with other people, but only if you're approaching them and connecting them with them in the right it way.

This is [Jamar 00:29:08]. She was able to create three interviews, one after the other and get three offers and she only went through the opportunities part of the course. She didn't even get to the other part until later. So, she was able to negotiate this offer, she went back and went through this salary module and she negotiated $22,000 extra in her role. And now she knows she has the skills and the abilities to go and do that again if she ever needs to which is more valuable than where she was when she started. This is Michael. He was frustrated with the job hunt process. He ended up with two competing 6-figure offers. He went from not understanding the process, feeling frustrated, hitting a wall, to feeling confident and figuring it out, and how to navigate the process gracefully, and he landed two competing 6-figure offers.

The next part of the process is the whole interviewing, and this is where you need to get really curious about them. The biggest mistakes people make is they are very self focused versus focus on the results that you want to create with the hiring manager or on the team that you're going to be hired onto. So, you want to focus on the results that you want to get and the value that you're going to create for them. Instead of focusing on yourself and what's in it for you and how you can impress them, very, very different energies. Getting curious, this is an opportunity to tell them what you do specifically well and give them very relevant examples, it's not a time to tell them everything you've ever done. To zero in clearly and relevantly on the specific things they're looking for, to solve and accomplish what they are hiring you for.

And if you can paint that picture for them, they're going to want to hire you. They need to feel that trust and they need to know that you're the person who's going to do this for them. This interview is an opportunity to share how you genuinely match up to the need they have. It should feel congruent with what you want to be doing, and if it doesn't, it's probably not the right fit. You don't want to assume that they will just believe you can do it, don't assume that your work should speak for itself. You might have been in it, you might have seen it and you know, but they don't know anything, you have to explain to them with specific examples. And then the value conversation, in order to collaborate for high salary, you need to be clear from the beginning what you want and you need to align with it.

The most effective mechanisms for this are to collaborate a win-win. So, when you know that you're looking for a win-win from both people, you can have that conversation in a much different way, versus if you think you're fighting for what you deserve, and this is a negotiation and you have to be really tough, you are going to approach it in a different way and I think that's why a lot of the times, people end up in unpleasant situations when they're negotiating, because they're looking at it the wrong way. Like really, you have something they want, you have value to offer, or they wouldn't have made you that offer in the first place, and so, you're just trying to collaborate something that works really well for them and works really well for you as well. So, no one, not even employers want to appear unreasonable.

So when you use the collaborative approach, it's very difficult for them to not want to play ball. And my step by step salary and impact module utilizes several different tools during this stage. So, everything

you could possibly be up against, I teach you a tool on how to handle it. This is Carolina who I talked about earlier. She went from wobbly self-confidence after moving back to the US from Cuba and landed a 178K position for a Dell company. She was very doubtful when she started because of things that recruiters had told her and things that she had come across and she had come across a lot of rejection before she started working with me and her confidence was starting to go down. When we were able to put her through that self-confidence phase, she was able to bring back her value and she was able to offer it in order to get this 178K position and they made the decision to hire her very quickly after that.

This is Kelly. She went from doubting herself in interviews, not knowing exactly what to say, to being really, really masterful at interviewing and really utilizing the tool of curiosity in order to identify with what they needed and then being able to express that to them. She made a 23K quantum leap in two months and she is now moving into a leadership position in the new year. This is Connie. She went from insurance to 6-figure Salesforce business partner. She went from not feeling worthy like she didn't have anything special to offer. She would say, "Well, if it happens, it happens. If it doesn't, it doesn't." That was her mentality when she came to me and now she has landed this position and she's able to travel, this company supports her growth, she's working with the team that she loves and she did this all based on the program and everything that I taught her and she came to me really doubtful, not knowing whether this was possible.

So, this is how it starts like having the self doubt in the beginning is a normal part of the process. You just have to be open and willing to the fact that you might be wrong. You might not need to be as doubtful as you are and it's safe to be doubtful. It's safe when you doubt yourself because you're like, "Well, if I can't do it, then you don't have to be disappointed later on." But it also keeps you very small and trapped in a little place where you're not going to move very far from there. So, this is Nicholas. He went from finance to implementation specialist in one jump while doubling a salary and he was also thinking, "Oh, I might just have to take another job in finance because I don't have any experience over here and everyone just wants to contact me for finance jobs."

And he was in a position where he could have gotten another finance job, but that's not what he wanted. So, he had to hold onto that belief, find evidence of that belief that it was possible for him to move into consulting and that's what allowed him to do that and along with the coaching process, he was able to accomplish this amazing result and he was able to do it without losing any pay, without gaining any additional certifications or experience. He did it with what he had and premium job offers don't just happen on their own. Each one of my clients has landed a premium offer because they implemented the curriculum really well. So, let's recap the behaviors to avoid. First, we want to stop putting large amounts of pressure on ourselves.

This is when we are trying to create outcome, when we're trying to show up in service and in value and in confidence, we can't do that when we have a ton of pressure that we put on ourselves. So, telling yourself that you have to get it right, you have to know all the answers or you can't blow this is not going to yield the result you want because I'm guessing you've probably tried that and you've probably already gone and tried to interview that way and it hasn't worked. Also, we don't need to be spending days or hours prepping for each individual interview. There's a point where preparing has a diminishing return, it actually hurts you rather than it helps you. It's not like a test in school, you do not need 100% to pass. And then you don't want to be memorizing and practicing your stories over and over again from the use of contrived scripts. No one wants to talk to the robot version of you.

And to recap, these are the steps, the self-confidence framework, the words that you use on paper to communicate out the opportunities you create, the whole interviewing method and this value and impact conversation. Now, this framework is not a bunch of theory or speculation or assumption it's been tested and proven and it has worked by myself and hundreds of other students. So, if you take one

thing away, I want you to know that you can use your current skills and abilities, and right now from where you are, you can get a 6-figure position without going back to school or getting a bunch of degrees or certifications, without gaining a ton of additional experience first in different companies, without working 12 hours a day and without compromising what you want.

And none of these things matter either. It doesn't matter what color your skin is, it doesn't matter how old you are, it doesn't matter your gender or orientation, it doesn't matter if your experience or degree is in another country, it doesn't matter if you don't check all the boxes on the description, it doesn't matter if you have an accent and the list goes on and on and on and I have clients of every single walk of life that I've described here and many more that have gone to accomplish this result without any of these things getting in the way. So, limiting beliefs like these and many more are exactly what we tear apart inside the program. So, we need to work to untangle those limiting beliefs so that you can be free to move forward and get to where you're going. So, I've developed a five-step curriculum that makes it easy for you to create your very own 6-figure offer and I've outlined that system for you today.

So, the question is how can you apply this framework to your own professional career and tap into the power of your own interviewing skills and abilities to increase your income now and for the future? So, choice number one is you can keep peddling on that bike that we talked about and that's what many of many people are doing. They're peddling and peddling and peddling and that is why on LinkedIn you see a lot of posts about rejected, rejected, rejected, this is taking so long after a year, I got my offer, that's why you see those posts. It's because people are peddling on the bike and we get in our heads that that is just how the job search is but it's not like that for the people in my program, it's not like that for my clients because they drive. They opt for an easier route and yes, a car costs more money, but it gets you there for faster and then you get to make your money back right away.

If you've been in the same position for more than two months, I would ask yourself if you're peddling on the bike, you feel like you're peddling on the bike, you feel like you're not making very much progress. If you're not feeling 100% confident that you're going to achieve your result, then that's another indication that you're peddling on the bike. So, introducing the 6-figure curriculum, enrollment is now open and this is the only lifetime coaching program that gives you everything you need to land that 6-figure role starting from where you are now. And I want to give you a bird's eye view of what you'll get in my proven program. So, module one is the self-confidence, and here's just a few bullet points of what we cover. There's an extensive video curriculum on everything, the videos are very short, easy to consume, easy to go through and it's a very fun program to do.

It's not like something you have to do, it's something you could just take one video and get the breakthrough from that. So, how you rewire your brain from self-doubting and uncertain to decisive, confident and grounded in your own value. What you ask yourself every day to create that self-confidence on demand and make it a habit. We have to make it a habit because we've been used to doubting ourselves. How to create your own success blueprint of the past and how you created results in the past so that you can clearly see how you deliver those results in the future and so you can clearly articulate what your zone of genius is to the right people. Module two is showcasing your personality uniquely through words. So, I cover the resume and cover letter and I give you examples of 6-figure resume and cover letters that my clients have used.

And I gave you the principles of how to create your own unique resume and cover letter in this way. So, the number one principle that will 100% remove any unnecessary fluff from your resume and cover letter, how to write in a way that showcases your unique personality, where hiring managers are generally looking forward to actually meeting you and how to embody a high value candidate through the tone of your written communications. So, a lot of people write in a needy tone, and they're not even aware that they're doing it because they just think that's how it's supposed to be done. But I show you

how to write in a confident tone so that you stand out. Module three, creating abundant opportunities using the opportunity stocking technique. So, you will take advantage of all the ways that opportunities can be created.

I give you different tools, different apps, different strategies. And also, the most important part is the mindset required to get those opportunities, like why people do create them and why other people don't, that is what I answer in the program. So, how to understand all the different ways and how these opportunities are to truly created, because there's opportunities being created every single day and you could be creating opportunities right now if you had this information and you knew how to do it, and you knew how to think when you're going through the process. You create opportunities without sounding needy or transactional by exuding a high feeling of service and curiosity, instead of where most people come from is they're like, oh, I don't want to beg someone for a job. I really don't want to ask people for help.

And then they end up not wanting to reach out and they don't create those opportunities, and when they do, they don't go anywhere. Module four, interviewing as your whole self. The whole interviewing method. So, how to interview in a way that clearly establishes you as a high value, highly in demand candidate for your industry. And then, the one magical frame that always makes interviews feel relaxed, confident, and fun. Yes, they can be fun. We need to stop this internal pressure we're putting on ourselves. And once you that lifted, everything will be so much easier for you. And then module five, mastering the value and impact conversation, how to proactively set this conversation up from the get go so that the heavy lifting is already done. And the truth is that 90% of this conversation happens before it even happens.

And we start wiring your brain for this in module one so it all ties together. And how you create authority in the conversation and you naturally exude that value and impact without feeling like you're an imposter or without having prepared everything. I have really good strategies that will work for you to be able to overcome whatever it is they tell you, and you don't have to feel icky doing it. It doesn't have to feel icky or manipulative, it just feels like a conversation where you're figuring out what's going to work for both of you. And then, bonus number one is maximum career impact. So, this is the part where you've got your 6-figure role, you're in it, you're ready to start or you've already started, and now you want to think about what's next.

So this is the difference between the people who are struggling and trying to figure out how they're going to show their value and get paid what they're worth, to the people who are like, okay, I'm being paid what I'm worth, I'm in a role that I love, now what's next for me? And then they start focusing on their future plan. So, developing a plan for delivering the maximum amounts of value in the role. You need a plan to do that so that in the next six months or a year, when you're ready for your promotion or your raise, you'll be able to show that, you'll be able to present that and you'll be able to lay that out so it'll be very difficult for someone to say no to you when you're going to ask for your raise, because the value's already been laid out. Going to give you tools and checkpoints for tracking your accomplishments to set yourself up for that next career milestone.

And give you the rewiring workshop for dealing with difficult people along the way and how you can become known to be that driver of the above average results in your role, in your department, in your industry. And then, my signature questionnaire to make sure that you gather all the required info to create maximum value in your role from the very beginning. And so, when you join us before December 31st, you get the bonus of the year. It is fast track your premium offer in January 2022. So, during this virtual event, I'll be teaching you the 10 concepts that all my successful students have had to nail when they're landing their premium offers. This is everything you need to land your premium offer in January

22. So, the question really is not if you're going to make a return on this investment, but how many times over you're going to do it.

The program costs $2,000, there is a payment plan. I talk a little bit about that in a minute. The program is $2,000. And what I want you to look at is not the $2,000 that would be going out to pay for the program, but what you will do with that investment. So a lot of people look at investments the wrong way. They look at them as like what's going out assuming that they're never going to get anything back from them. And of course, no one wants to make an investment from that place. Why would you want to give someone $2,000 knowing you're going to get nothing back, nobody would do that. The way that I want you to look at the investment, if you want to make it, if you feel inclined, if it resonates, if you're feeling good, is that it is way beyond the $2,000 that you put in. You put in $2,000 and it's like you get an accumulative amount out after that.

So, you only have to make your $2,000 back and then you've paid for the program, and you do that with the first paycheck. And then after that, every single dollar you make beyond $2,000 is a return on your investment that you get to keep 100%, every single improvement you make to your life because of how you're feeling better, because of how you're more confident, every year you make more money after this year is a return on your investment. Every time you feel confident to present an idea that furthers your career, that is a return on your investment that will come back in more money for you. Every time you get a raise or promotion, or have the tools to ask for it, that is a return on your investment. Every time you feel confident and are able to add value in a bigger way, use your brain more effectively to create a larger amount of value, that is a return on your investment.

Everything else that improves in your life from feeling better about your role, about yourself, about the value, about your different financial reality and how that's changed, all of that is just return, return, return. And the time you will save in the job hunt. Like I was saying earlier, we look around and we see a lot of people struggling in the job hunt. They've been on it for months, and it's because they don't have the tools they need to do it quickly. They don't have the information, they don't have the expanded mind to do it differently. So, the time you save in the job hunt is the time that you get to be making money, you get to be earning more money in that time. As soon as you get your first paycheck, now you're not struggling anymore, now you're earning more money. The mental energy will stay. Saves you time from struggling.

You don't have to be struggling. The struggle is optional. It's like putting on a pair of glasses when everything was blurry before, I've had that experience because before I got glasses, I didn't know that I should have been able to see that street sign, but I couldn't see it. And then I put the glasses on, I was like, oh, that's what it's supposed to look like. That's how far away I'm supposed to be able to see. It's like putting on a pair of glasses where you can see clearly. And so, I have example upon example upon example of people who are completely different who have achieved these unreasonable results through this program. So, this is Kira, and she went from avoiding interviews and not owning her own brilliance to... And this was in the pandemic, so she was laid off during the pandemic and she needed to find another role, but she was really avoiding the interview process.

She was like, "I don't want to go because I don't really know what to say and I don't really feel I'm good enough." And she was able to go and feel confident, landed an even better position than she had before, and she was able to do this during three months of working together in the pandemic. This is Allison, she did it in 30 days from being laid off in the pandemic as well to being on fast track now to VP of marketing in the role that she's in. And she got a 15K increase, and then she negotiated another one after that since the time of this, this slide being created. Matthew, he was in a position where he wasn't a good fit. He got laid off as well, and he landed his first 6-figure position for a medical device company. It was what he had gone to school with, it was very in line with what he wanted.

And he was being groomed to become a manager already by his boss when he walked in because it was such a good fit and everything was aligned so well. So, he was put on that fast track. And also, because of the maximum impact, the maximum career impact module, they were thinking ahead already. They're like, "Okay, where do I want to be next?" Because they already knew that they were going to get the role. This is Mark. He went from working in a very toxic culture to a new 6-figure position in an industry where he didn't have any prior experience either. And he went from thinking a toxic environment was normal, thinking that that's what he had to look forward to in his next role. But really, he was able to find an environment that aligned with him so much better, and now he's being looked at as a thought leader with ideas that he brings to the table that he wouldn't have had before because he was thinking that he was making mistakes and that he wasn't good enough.

And everybody deals with the same challenges. So when we're able to use our brains in such a more effective way, we're able to have a lot more success, a lot faster. So, this is everything that you get inside the curriculum. So, you get all of the video modules and you also get live coaching with me, and you get LinkedIn community, so there's no lack of support inside the community. And the video modules are in order and they give you everything that you need. These are a few more of the listed results that I have from past clients and they go on and on for pages. I've just put these ones in here now. But just to show you the return on investment that is possible for you if you are willing to open yourself up to this could be possible for me, and I can believe that I can do more than I'm currently doing.

So, you can get the payment plan, which is 897. It's three payments of 897. And this is the complete... You get the complete program no matter which you choose. If you choose the full 2K or the 897. And I value the program at 10K and partially because I charge 10K for coaching right now. So, if someone were to coach me one-on-one, it would cost 10K and it would be 10K for three months. Everything that I work with, somebody one-on-one is inside this program, and everything that they have learned to be incredibly successful. And it's lifetime access. So, instead of coaching one-on-one with me for three months, you get to coach with me forever. You literally get to work with me forever. And it's not just about getting your 6-figure role, it's about what you want to do after that, and that is all included.

So you get to have return upon return upon return of your investment. Because when you implement the information inside, you will at least make 10K back in your investment at the very least. And like I've shown you in examples, my clients have made hundreds of thousands of dollars back on their investment. So, like I was saying, I charge 10K for three months of one-on-one coaching, and my clients make their money back on that investment 10 times over for that. So, it's about looking at it as an investment point of view. And this is an investment you're in complete control of. So there's a payment plan option, three monthly payments of 897 or pay in full for 2000. And you got a big savings if you do that. So, if you want to get started, you go to www.nataliefisher.ca/start, you select your payment planner or pay in full, enter your details, and then receive the welcome email and you can get started right away.

It's as easy as that. And you get the bonus. So to recap, you get the full course curriculum, the weekly life coaching, unlimited coaching forever, the bonuses, the lifetime support, and it is literally the last career investment you'll ever have to make. So, if you look at any other program, they will not give you live weekly one-on-one coaching support, they won't give you lifetime access forever, and they won't give you all of these things that I'm giving you. So, I put this together because I know it is literally the best offer, the best program on the planet for this particular problem. So, I'm masterful in solving it and I will help you. So, these are some of the wins that were celebrated just from the people who signed up in September. So, I first opened this program late September and within two months...

Two and a half months, and these are all because they've already landed their roles, have already landed their roles from being in the program. So this is Sandra. She landed her role, she started on

October 25th and she joined the program end of September, so September 28th. You can see it right there. September 28th was when she joined and she got her role October 25th. Then we have another participant. She was able to get her role and she started end of September as well and she was able to secure a remote business analyst position, which she thought wasn't possible. And then we have Bill. He was able to successfully transition into a 6-figure job with a fortune 50 company. And he signed up from... Two months from the time he signed up, he's starting his role. So, the people who started in September are already in their roles.

So, I want to ask you, you want to start as soon as possible so you can be in your role. And my goal is for everybody that signs up is going to be in their role by January, latest February or March 2022. And you don't want to postpone it because that just means you're going to postpone your start date in your new role. Another one. So she's getting 100K plus bonus as HR manager and that's starting for her January 3rd. And she was already in a role and now she's getting promoted and she's moving up with higher salary and a bonus. And here we have another win. He went from... He got a IT consulting company to pay him 100K plus benefits and he's starting on November 8th and he also started beginning or end of September. So, well worth the investment and this is the same for you. It's also going to be... It's also guaranteed.

I'm going to talk about the money back guarantee in a minute. But I want to ask you, where could you be in a month from now, what is possible for you? So much, so much is possible. There's new things possible in any moment when you make a new decision. And there's that availability to you in any moment to make a new decision. So, the 100% worry-free guarantee I created because I want this to be a risk-free investment for you. So, you either get your premium offer or I give you your money back. So, it's very, very simple. You just need to make that step, like meet me halfway and do the work and get it. And that's what all these students have done. So, I'm very confident to make it 100% worry-free guarantee, and there's no time limit on it.

And so, in your email inbox, in a few minutes, you're going to get an email and it's going to show you the in depth interviews of everybody that I talked about today on this workshop and everybody that I highlighted their stories. They came onto my podcast and they interviewed with me and they explained exactly how their experience was, how they got there, how they did it, and their feelings throughout. So, I want you to imagine yourself being the person who is interviewed next. And a lot of them were terrified of interviews before they came to me and then they were interviewing on my podcast. So, just to show a transformation can happen in a very short amount of time.

I'm originally from Spain. I moved to Chicago, to the states two years ago, and I got a job as an e-learning coordinator, which was fine, I enjoyed my time, but a year ago, I decided to start looking for better opportunities. And it's a challenge when you have to interview in another language. So, for me was kind of trauma, a traumatic thing that I had to get over it and next week, I will start a new role as a learning engineer at Northwestern University. So, it happened quickly and I was like, "Wow."

Did you love this podcast episode? This is only a tiny fraction of the kind of breakthroughs, mind blowing explosions and career upgrading magical stuff that happens when you join the 6-figure curriculum. And it's all available to you right now, join to get immediate access to the video modules and get started. And the kind of things that you'll end up saying are going to stick with interviewers for hours after they talk to you. They're going to be obsessed, they're going to perceive your value so much higher once you start seeing it yourself. And when you join us before March 31st, you're going to get a hard copy of the 6-figure curriculum workbook mailed to you. Yeah, that's right, like in the mail. It's really satisfying to have that in your hands if you're anything like me, really like to have a tactile thing to work with.

And if I might say it, it's not like any book you've really read. It's not like what you imagine. It's a deep, interactive, best friend, so to speak, that will keep you on track and deeply focused in the work to land

your premium offer in the next eight weeks or less. I can't wait for you to get your hands on it. And if you're impatient like me, there's all the information for you to get oriented and get started right away. And you get immediate access to that as well as the live Zoom calls every week and the LinkedIn party that we're having inside the private LinkedIn community as soon as you sign up. I will see you in there. And remember, march 31st, get your hard copy.