# Email Follow-up for "Find Your Dream Job" course of Ramit Sethi

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Read the full article here: <u>How Ramit Sethi Collects</u>

<u>Targeted Leads for His Course "Find Your Dream Job"</u>

(and Earns Millions)

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**The Timing** 

The Emails

How to find your Dream Job

[Day 1/7] My training on master-level interviewing

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Find Your Dream Job is open NOW (until through Wednesday)

So THIS is what someone who makes \$200,000+ sounds like

Why have other people joined Dream Job? 250+ uncensored reviews

The sad truth about what I listen to in the gym

The Hard Sell -- for ambitious people only



## The Timing

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## The Emails

How to find your Dream Job

Hi {First Name},

I want to send you some material on finding your Dream Job -- stuff you've never seen before, including case studies, word-for-word scripts, and specific tactics the masters use to interview.

Notice this is different than most personal-finance "experts," who talk only about cutting back, not about earning more.

Do you know why?

They don't know how.

But I've used these techniques to earn hundreds of thousands of dollars. I'd like to show you how I did that...and how thousands of my students have been finding their Dream Job...

That's why next week, I'm kicking off a new series on finding your Dream Job. You'll get:

- The Dream Job Guide to Finding Your Passion (never before released)
- How to get paid what you're worth
- Specific psychological insights on regret
- A BONUS webinar -- my 2 favorite new techniques EVER

All of this is automatically coming to you. (If you don't want this information, just unsubscribe at the bottom of this email. No hard feelings -- this isn't for everyone.)

#### Now, 2 things today, and this is important.

- 1. Recently, I wrote a post about free vs. paid material, along with links to interviews I recently did explaining my philosophy on releasing the best free material. If you're wondering why I'm sending you all this material -- or why I systematically kick certain people to the curb -- you'll want to check out the <u>interviews in this post</u>.
- 2. Keep an hour blocked off for Monday. If you've ever wondered how the masters interview, I'll show you -- down to the exact words and psychological strategies used. Stay close to your email.

On Monday's training, you'll learn the subtle psychological and verbal strategies used in high-level interviews. Last time I did this live, 3,000+ people from around the globe attended, and said it was one of the best things I'd ever done.

Talk to you Monday,

-Ramit



## [Day 1/7] My training on master-level interviewing

Hey, {First Name}

Here's the training I promised you on interviewing strategies and tactics. Use these in job interviews, negotiations, or even social situations.

If you've ever wondered how the masters interview, I'll show you -- down to the exact words and psychological strategies used.

Block off an hour to watch this, the link is:

http://privatelist.findyourdreamjob.com/master-level-interviewing/

-Ramit

P.S. - Tomorrow I've got something even better... The Dreamjob Guide to finding your passion. Stay close to your email and I'll talk to you then.

## [Day 2/7] The Dream Job Guide to Finding Your Passion

{First Name},

#### Today, let's talk about finding your passion.

I hear from 50+ people every day who are struggling to find their passions. Here are 3 excerpts from recent emails:

"I find that I am at the point where I'm no longer going to accept mediocrity from my occupation, and I will only be satisfied when I find what I truly LOVE to do and am being paid what I deserve to do it."

- Aaron

"I have many different skills in different categories I've picked up in my various jobs. How do I evaluate which of these to focus on?...How do I decide which of them is my "passion?" Can "being challenged to learn new things" be my passion?"

- Fran B.

"I haven't felt like I was damn good at anything I do in 5 years. I also haven't felt like I was doing something meaningful. I miss those feelings. I want to find something that I can get good at, feels like meaningful work to me, and pays reasonably well."

- Trevor

#### The 3 main points are:

- "Help, I don't know what my passion is!"
- "I have too many passions"
- "I just want to do something I love" (aka, no question, just thinking out loud and not sure what to do)

So I decided to go deeper. For the upcoming Dream Job course, I collected 20,000+ data points to really understand our barriers with finding a job we love.

And one story stands out.

I had asked my readers to tell me something they "claimed" they wanted to do, never actually did. One lady, Karolyn, wrote back saying, "I keep saying I want to go for a run 3 times a week, but I never do."

I wrote back: "Why not just aim for one?"

She wrote back something that I'll never forget. "Not a bad idea. It just feels useless to run only once a week..."



In other words, she would rather dream about running 3x/week than ACTUALLY run once a week!

It's easy to scoff at her, but most of us are doing the same thing.

#### Two Subtle "Tells" About Passion

#### 1. Re-read those emails about passion above. Do you notice anything?

- "I find that I am at the point...I will only be satisfied when I find what I truly LOVE...
- "I I have many skills...how do I evaluate...how do I decide which is my passion...?"
- "I...haven't felt like I was doing something meaningful. I miss those feelings. I want to find..."

I, I, I. It's all about THEM. I call this the "I, I, I" Syndrome. It's a classic and subtle verbal trigger that shapes our entire view of passion.

It's similar to people believing that "networking" is all about extracting something from other people. Wrong, wrong, wrong. It's about giving to people, as I described in <u>great detail</u>.

Yet few of these people ever considered that they could find their passion by focusing on other people. It's so counter-intuitive and weird that it's easier to retreat into focusing on what I, I, I want. Passion! Money! Impact! I want it all!

We focus on ourselves because we believe that passion is something we find inside...something we'll one day discover. Two blunt observations:

- Most of the advice we've read about "passion" is by airy-fairy, fanciful kookoos in la-la land. They will actually say things like, "Just find what you love. Nothing else matters" with a straight face...ignoring the \$1200 in bills you have sitting on the table in front of you. I hate them
- But let's be honest. If your passion were really "inside you," just waiting to burst out...wouldn't you have already discovered it? After 30, 40, or 50 years, is it really realistic to expect that there's something "hiding" inside of us that we haven't accessed yet? Even if so...what's going to make us find it? Waiting around for another 5 years?

That idea of "waiting" brings me to the second point.

#### 2. Notice the underlying tone in those emails: passive waiting.

"I need to find..." is code for "I am doing nothing productive to find my passion." It's like when blog commenters say, "That is a great idea! I should definitely do that!" Yes, you should, jackass, but we both know you're not going to.



Most of us approach our passions in a passive way. After all, we don't know any other way. We go through school, taking classes someone else prescribes for us, doing the same 5 activities, passing the tests, getting decent grades, and then we're thrust into the real world. The only thing is, there are no "grades" in real life, and there are infinite paths we could take.

It's no wonder we're bad at finding our passion. Nobody taught us how to make conscious, strategic choices -- sometimes unpopular choices. Instead, at every step, we were encouraged to take the safe, prescribed route.

Look, nobody expects you to have found your passion at 25, or 30, or even 35 -- but I do expect you to be taking micro-steps to discover it. When you use phrases like "I want to find something I love," you're betraying yourself: Instead of actively seeking out what you'd love to do, you're waiting for your passion to somehow magically fall from the sky.

Is that likely?

Has that worked for you in the last year? 2 years? 5 years?

How much more productive would it be to say, "You know, I'm not sure what my passion is...but this year, I'm doing \_\_\_\_, \_\_\_\_, and \_\_\_\_\_ to make sure I find that answer."

What are those steps exactly?

#### The Code to Finding Your Passion

Most of us operate with the Invisible Script that we're waiting for our passion to somehow materialize. That's why we use code words like "I need to find..." and "I really want to..." instead of the words that top performers use: "I'm so excited about \_\_\_\_" and "I don't know if this is what I'll do forever, but right now I'm learning a ton."

I have a different view of passion. It's a messy, circuitous process. You have to dig through cobwebs and explore a kaleidoscope of patterns, getting your hands dirty in the process of discovery. It's like shopping at Ross.

Compare this to the dainty idea most of us have of waiting under a parasol for the rain clouds to clear and a ray of passion to warm our bodies. Not gonna happen.

From the top performers I've studied, they know 3 powerful things.

To see what top performers know about passion -- and to find a simple action step you can take today to find your passion -- click here to read Part 2 of the Dream Job Guide to Finding Your Passion.



http://privatelist.findyourdreamjob.com/what-top-performers-know-about-passion
-Ramit
P.S. Searching for your passion for the rest of your life is a long time. Clicking a link and reading takes less than 5 minutes.

[Day 3/7] New Video: How to save one hour / day

Hey, {First Name}

Things are starting to get crazy.

I wanted to hook you up with something you can use right away to keep your momentum going this week. So I just posted a video on how to save 1.5 hours/day -- and double your productivity at work.

### How to save 1.5 hours/day

In this 4 minutes and 57 second video, you'll learn:

- How to wake up 1 hour earlier every morning
- How some people get 2x the work done in the same 24 hours
- How to know what's worth working on -- and how to say "no" to working on un-important stuff
- How to double your productivity at work

Nothing to sell, nothing to convince you to do. Just watch the video and learn how to save tons of time every day using tested tactics.

Video: How to save 1.5 hours/day and double your productivity at work

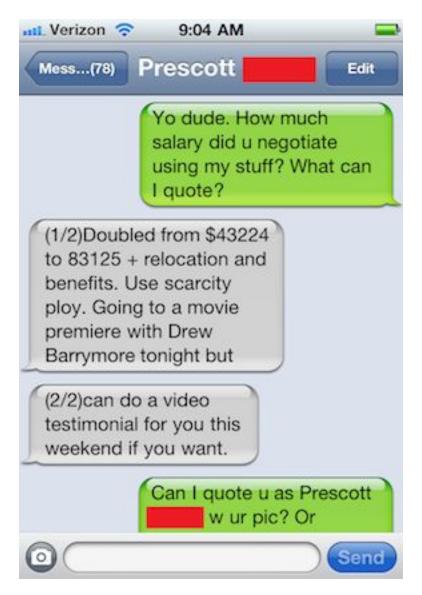
Enjoy,

-Ramit

P.S. A lot of people have been asking: "Do I need to KNOW what my Dream Job/passion is to join the course?" Answer: No. That's what I teach you in the course -- how to (1) find out what you love without closing doors (yes, there is a tested process that works), then (2) how to get the job with an enviable salary.

[Day 4/7] How one of my students negotiated a \$39,901 salary increase Hey, {First Name}

Check out what one of my Dream Job students texted me recently:



Click "Display Images" to see how one of my students negotiated \$39,901

**Ramit:** "Yo dude. How much salary did u negotiate using my stuff? What can I quote?" **Prescott:** "Doubled from \$43,224 to \$83,125 + relocation and benefits. Use scarcity ploy. Going to a movie with Drew Barrymore tonight [Ramit: WTF?] but can do a video testimonial for you this weekend if you want." Nice.

Imagine what you could do with \$40,000 more every year. Or forget that -- imagine if you got just ONE TENTH of that -- \$4,000/year more.

For me, "rich" was always simple. I wanted to help my parents with their retirement. I wanted to be able to travel. And I wanted the little things, like being able to order an appetizer without worrying about the cost, or take a taxi instead of the subway in the rain, or even just pick up a round of drinks for my friends.

What does rich mean to you?

Negotiation is one of the most powerful ways to earn what you deserve. To put it bluntly, Americans suck at negotiation and leave hundreds of millions of dollars on the table each year. And for you personally?

If you fail to negotiate and earn even a \$5,000 one-time raise, that costs you \$1 million over your lifetime. And more than the money, negotiation is about overcoming your fears, understanding your value, and communicating it persuasively to others.

If you can master a simple salary negotiation, you can master so many other areas of life.

And today, I want to show you -- not just tell you, but SHOW YOU in a new video -- how to do that.

Now, the losers will want simple tactics. "Ramit," they'll say, "gimme some tactics!! What are the magical words to use to penetrate their minds? If you just tell me the right words, I'll be unstoppable! FEED ME TACTICS U TACTICAL MOTHER TERESA!!"

Yes, I'll show you the exact words to use. But more importantly, I want to teach you the deeper strategy behind negotiating your salary. Anyone can memorize a list of words. But the pattern among my most successful students is the ability to deeply understand what's going on behind the scenes.

How do you change approaches if you encounter an adversarial negotiator?

What if they flat-out say, "No, not gonna do that?"

What if you're being objectively underpaid? How do you use the data to persuade them?

Today, learn how to negotiate for what you're worth.

http://privatelist.findyourdreamjob.com/3-unconventional-approaches-to-negotiating-5000/-Ramit



P.S. I liked Prescott's testimonial because he got awesome results, and also because of the bizarre reference to Drew Barrymore. Interestingly, I have 45 more pages of Dream Job testimonials. More revealed on Sunday night at 9pm EST.		

[Day 5/7] Painful, knife-twisting regrets

Hey, {First Name}

Regrets.

Ask anyone what they wished they'd done more of, and one of the answers will literally always the same: "I wish I could travel more."

Yet when you remove all the excuses -- when money isn't a concern, and we have free time -- few people actually do. I don't have enough vacation days! It's too expensive. My friends don't want to go with me.

But fears and regrets (F+R) are incredibly difficult to talk about. Like politics, F+R quickly become irrational. And like credit card debt, people aren't always honest about their F+R.

But understanding your fears and regrets can be astonishingly powerful.

Once you understand your own psychology (including fears and regret), you see that they are an "invisible filter" that colors everything you see. Two people could see the EXACT same event, but our psychological background will "color" what we see -- often dramatically.

#### Two people watch the same football game, but see different things...

In a famous study, two researchers analyzed a 1951 football game between the Dartmouth Indians and Princeton Tigers. The game was unusually rough, with the Princeton quarterback being injured so badly that he had to leave the game.

One week later, researchers questioned students who had attended the game to understand their perception of what had happened. Who played dirtier? Who was responsible for the fouls and injuries?

When asked, "Do you believe the game was clean and fairly played or that it was unnecessarily rough and dirty?" a staggering 93% of Princeton students responded "Rough and dirty," while only 42% of Dartmouth students agreed.

When asked, "Which team do you feel started the rough play?" 86% of Princeton students surveyed responded that Dartmouth had. Only 36% of Dartmouth students blamed their own team.

In a clever twist, the researchers then asked students to watch a film of the game and report how many infractions were made. Both groups watched the same game on video, but Princeton students reported twice as many infractions as Dartmouth students did.

These students watched the objectively same game, yet had astonishingly different perceptions of what "actually" happened.



Please read that last sentence carefully. You'll notice that I wrote they perceived the game.

That is indeed what happened. Even though they physically "watched" the very same game, each set of students -- Dartmouth and Princeton students -- were unconsciously affected by their group membership and beliefs. Despite what we think, we do not objectively see what happens around us. You and I could be watching a clown walk across the street, and we would perceive two VERY different things. Our perceptions are colored by a variety of factors, including our beliefs, history, group membership, culture, and more."

#### -- 5 fascinating experiments from the world of psychology and persuasion

So two people, seeing the SAME material I've been giving you, will respond very differently:

The person who has fears and regrets may say phrases like, "That will never work" or "That's probably a scam," while the person who controls their F+R will follow through and sail ahead...again and again.

Understanding how fears and regrets work can give you a spotlight into someone's mind -- you can use regrets to deeply understand people on a level you never thought possible.

For example, I talk a lot about "getting into their heads" -- whether it's a hiring manager, or client, or even random person you try to chat up. When we're in a job interview, most of us are focused on talking about ourselves.

Fewer ever think about the hiring manager's wants and needs.

And almost nobody considers the hiring manager's FEARS and REGRETS, which can be a powerful way to connect with them on a different level, totally ethically.

#### Fear + Regret

Sometimes I'm a dumbass.

I used to actually think that fears meant PHYSICAL FEAR, like sweating or that feeling in the pit of your stomach.

It took me years to look back and realize that I had fears -- but in our modern world, fears aren't felt physiologically, they're felt mentally.

#### My fears:

- I was afraid of taking an ordinary job and ending up like everyone else
- I was afraid of moving to another city and leaving all my friends behind
- I was afraid of spending time on the wrong things and regretting it

And notice something interesting...when faced with fears, most of don't radically change what we're doing. No! We retreat, cower, and concoct ego-protecting phrases like "I need to figure it out" or "That'll never work."



In reading over 20,000 data points of research for my Dream Job course, I was struck how many of us have fears and regrets about our career...even though many of us are only in our 20s and 30s!

#### "I wish I would have started networking..."

"I wish I would have started networking and talking to people earlier. I had always assumed that accomplishments were only worth it if you did it completely alone, but every successful person around me has a large network of people that has helped them to get there.

-Andrea

## "A small barrier stopped me from doing what I love"

"I wish that 4 years ago when I realized I wanted to make a career change and go into psychology, I hadn't been deterred by the application process. I could be partially through my graduate degree by now, rather than trying to figure out how I'm going to change careers, get married, and start a family. I balked because I didn't know who to get recommendations from." -Erin

#### "I wish I would have spent more time looking..."

"I wish I thought more long term when it came to job selection. I wish I would have spent more time looking for a company that I could have learned from that allowed myself to be creative and important, even if it meant working for free initially. My current job is very constrictive and is not teaching me anything new. I wish I had chosen even a temporary job to learn something specific, such as sales, knowing that it would teach me a valuable skill set for the future."

#### - Thomas

#### MORE FEARS

- "I don't know what my passion is"
- "I don't have enough experience"
- "I need to figure it out"
- "I didn't go to X college"
- "I know what I love, but I can't make any money doing it"
- "I'm just turned 30...I'm worried I already missed my 'window'"
- "I'd rather earn passive income"
- "I know I should network...but I hate selling myself"

Look at those fears carefully. Which of them do you feel?

Do you see how if I simply threw tactic after tactic at you, they would make no difference?

Our fears are a "filter" that comes before ANY tactics. That's one of the reasons you see the same people reading 50 old sites...but their careers and finances are STILL the same as everyone else's!

It's not just about the information. It's about acknowledging the psychological reasons we haven't ALREADY done it.

Be honest and admit that there are tons of tactics online for how to find your Dream Job...so why haven't you done it?

TODAY, I want to help you break down your fears and invisible scripts.



'm going to give you a quick technique takes 5 minutes that I've used again and again to dentify and overcome my invisible scripts and fears. I'll show you how it works when you click nere.
-Ramit
P.S. I'll continue sending you never-before-released material until the Dream Job course opens next week.

## [Day 6/7] The Myth of Overnight Success

Hey, {First Name}

Yesterday, <u>hundreds of people shared their deep fears and regrets</u> about why they haven't accomplished exactly what they want -- really honest stuff. If you printed out the page, it would be over 64 pages of soul-baring stories.

2 days ago, we learned how many of you are being under-paid...by <u>tens of thousands</u> of dollars. The first commenter, Jess, says, "I could make \$20,000 more a year if I was a top performer!"

Yet, one of the most common objections I hear about finding your Dream Job is not having the time. Some people were afraid to join Find Your Dream Job when I first offered it because they didn't want to fall behind.

And yes, some people fell behind. Like Jonathan, who sent me this excellent question I want to share with you:

"I am struggling between keeping up through module 1-4. I have a few job titles, a number of companies, a few experts emailed, and a couple interviews set up. However, I don't want to postpone the later modules.... Any advice on how to gain the proper foundation of this program, and to continue through the remaining modules?"

First of all, great job that Jonathan is staying committed and taking action. Finding your Dream Job doesn't happen magically overnight. It's the result of a long series of small, deliberate strategies and tactics.

Don't simply compare your progress during the past few days. Compare it to where you were a month ago. Notice how far you've come.

Know that I don't expect anyone to fully complete every action step this week. The real risk isn't falling behind. It's never starting in the first place.

#### If you're falling behind, here's how I'd tackle it:

- I'd set aside an hour this weekend to review this 5 days of material.
- Make notes about your biggest insights from each day and write down the action steps you're going to take
- This will help keep your momentum and accountability up, and give you real steps you can take to get closer to your Dream Job.

#### Here's a summary for you:

- Day 1/7 Training on Master-Level Interviewing
- Day 2/7 The Dream Job Guide to Finding Your Passion
- Day 3/7 How to Save 1.5/Hours a day
- Day 4/7 3 Unconventional Approaches to Negotiating \$5,000+



Day 5/7 How to Overcome Fear with the 5-min Straightjacket Technique  Keep up the good work.
-Ramit

[Day 7/7] 2 of my favorite techniques ever -- a private webcast at 9pm EST tonight

Hey, {First Name}

**The short version:** TONIGHT at 9 PM EST, a private broadcast with my 2 favorite new techniques.

**Details:** Tonight I'm hosting a broadcast to unveil two of my favorite new techniques. You have never seen these before.

- The Closing the Loop Technique -- Once you meet someone, how do you stay in touch? How do you build the relationship, adding value even if they're much more important/busy than you? I'll show how this directly led to multiple national press pieces for me. Includes word-for-word script.
- The Negotiation ARMS Technique -- In a negotiation, you may have prepared assiduously. You may have practiced rigorously. But what do you do if they say no? Includes video script.

These two techniques have collectively earned me hundreds of thousands of dollars.

I will also be opening the Dream Job course that I've been working on for 18 months... I invested more than \$250,000 of my own money into building this course for you, including testing the step-by-step system to help you identify your Dream Job, the word-for-word email scripts, negotiation tactics, actual interview answers, body-language videos, and more.

Tonight, clear your schedule for the 9pm EST webcast. You'll be able to use one of these powerful tactics minutes after the webcast ends. Sorry, no recording will be available.

Do not share this URL with anyone else! It's only for a small group of us.

## How to attend tonight's webcast:

When: 9 PM EST / 6 PM Pacific

**Date:** Tonight

**URL:** http://webinarmeetingroom.com/2910/eur69s3cg6/webinar-register.php

See you inside,

#### -Ramit

P.S. By the way...if you want to "warm up" for tonight, check out this 6-page profile FORTUNE magazine just published about me. You'll get a behind-the-scenes look into my life (apparently I need to smile more), IWT and Dream Job (including how one student of mine used some of my techniques to negotiate a 70% salary increase).

Check it out: Ramit Sethi: New Guru On The Block



Find Your Dream Job is open NOW (until through Wednesday) Hi, {First Name}

I'm thrilled to let you know that the full Find Your Dream Job course is now OPEN.

Will I be sending you more emails than usual this week?

YES! Because I'm closing the doors this Wednesday, and sometimes we need a little nudge to invest in ourselves.

This is not some worthless \$27 ebook. It's an 8-week online course with over 50 hours of video, dozens of word-for-word, ready-to-use email scripts, actual video teardowns with live negotiations, and techniques you've never seen to find your Dream Job -- the very techniques that I've tested to get jobs at Google, Intuit, and a multi-billion-dollar hedge fund...

And then quietly tested with students from around the country until it was perfect.

These techniques work no matter which college you went to. Even if you have limited experience. And even if you don't know what your Dream Job is... yet.

Click here for details: http://preview.findyourdreamjob.com

#### The Dream Job Course includes...

- 50+ hours of HD video -- I recorded 14 terabytes of video in a professional studio, including the actual words to use in interviews, negotiations, and a step-by-step process to identifying your passions and turning them into a Dream Job. All videos include full transcription and iPad/iPhone versions for your commute -- so you can have an "invisible teacher" every day.
- Weekly Accelerator Calls -- 8 weekly group calls with me to personally answer your toughest questions and keep you FOCUSED and taking action. Not sure what to say in that email? Wondering how to reconnect with an old contact? I can help with your toughest questions.
- "The Extraordinary Dream Job Vault" -- With dozens of tested scripts, including
  word-for-word email scripts to meet VIPs, ask the right questions, and add value to
  them through "Natural Networking" -- plus ready-to-use conversational scripts, hours
  of video teardowns, before-and-after cover letters, and interviews and negotiations
  where I critique and dramatically improve students until they discover the "perfect
  answer"...live, on the spot
- Access to the experts I call when I have career questions -- Master Classes from experts on interviewing, extreme focus, master-level networking, and uncertainty.



These are the people I call when I have business questions -- now available to you, live.

- Detailed case studies, including real-life SPECIFIC how-tos (like how one Dream Job student dropped out of law school, switched industries, and rocketed to high six figures without any starting experience in her field).
- **Bonus videos and scripts** with ready-to-use negotiation scripts, including intonation and advanced psychological techniques to understand your customer.
- Lifetime access -- If you need to "pause" the course for any reason -- like a vacation, wedding, whatever -- you can pick right back up. These materials are yours for life. Use them for your next Dream Job...and the Dream Jobs after that.
- A 100% money-back guarantee -- All of this completely protected -- risk-free -- for 60-Days. You can complete all 8 weeks of the course and THEN decide if it's right for you.

You don't need to spend \$150,000 on an MBA to find your Dream Job. In fact, this material is so valuable that when I gave my prior students the chance to join a few days early, hundreds of them signed up immediately.

Again, the Dream Job course is officially OPEN TODAY -- and it closes this Wednesday night, at 11:59pm PST. Don't wait to "figure it out" -- check out the details now.

I'm also introducing a 12-month payment plan for you. I want to make this the best (and most affordable) investment you ever make in your career.

Split the payments out over 12 months -- on your honor. It's about \$6/day.

CLICK HERE for the details, plus 2 Dream Job tactics you can use right now: <a href="http://preview.findyourdreamjob.com">http://preview.findyourdreamjob.com</a>

#### -Ramit

P.S. Remember, the course closes in 3 days, on Wednesday, and I don't know when it will re-open, or how much I'll raise the price by. Last time, I doubled it. Don't take my word for it -- see proof of the results others have gotten from Find Your Dream Job:http://preview.findyourdreamjob.com



So THIS is what someone who makes \$200,000+ sounds like Hi, {First Name}

Fast-forward 2-days from now. It's Wednesday night, and let's say you finish work, then make plans with friends to hang out.

Now imagine it turns out to be a great night. You go out to dinner with a bunch of friends, some of you decide to grab drinks afterwards, and you meet some new people that, it turns out, you have a lot in common with.

You remember meeting one girl that night -- a really nice, sweet girl in her 20s who you ended up chatting with.

Later, talking to friends, you're surprised to find out that she's actually a high-powered employee at a technology company and earns several hundred thousand dollars per year. And wakes up every morning EXCITED to go to work.

Now imagine that just a few years ago, this girl had no idea what she wanted to do...and she had dropped out of law school because she hated it...yet she learned exactly how to play the game that top performers play. She wasn't BORN with it -- she systematically learned it.

**This person is real.** I know her. And I've <u>just posted a new interview</u> with her where you can get deep into the mind of someone who went from law-s chool dropout to a top performer...in just a few years.

Of all the things I've done -- my book, my courses, my press appearances -- this interview is one of the things I'm most proud of.

You'll see how someone who has NO IDEA what to do with her life transforms into someone who commands respect, and controls her own decisions.

#### You'll learn:

- How she discovered what she loved doing...and then changed it a few years later
- The curious reason she repeatedly turns down money -- like a 6-figure bonus that only would have taken a few months to get -- yet ends up profiting handsomely
- The powerful, surprising language that top performer use. Instead of, "I wish I could do
  \_\_\_\_\_\_," she says: "Become impatient with yourself! You're probably already impatient
  with everyone else!" These phrases are High Competence Triggers that you can use
  right now
- How she dealt with her gut-wrenching fear and her parents' expectations (Asian people, take note)
- The EXACT steps -- and words she used -- to skyrocket her responsibilities and salary, even in a terrible economy



At the very least, you'll be inspired by her story. Here's what a few people had to say about it:

#### Grant A.

AWESOME interview. My 2 primary takeaways were:

- 1. Commit to GROWTH: Julie is committed to learning and growing her skills and abilities. **By** doing this, the rewards follow.
- 2. KNOW your VALUE: By communicating and measuring her goals/ accomplishments to the org, she knows her value

#### Michelle

This interview was the catalyst that made me sign up for Dream Job. My main takeaway was that **this is my life, and I'm wasting it!** Julie's sense of urgency really hit home. Another is I have skills I can transfer right now to my Dream Job. It's not al I about degrees and internships anymore.< span style="vertical-align: baseline;">

#### Shaan

Wow what an amazing interview and Julie is truly an amazing person. I admire you guys tremendously and will do my best to take your advice to heart. I am going to start making a change tonight (at 2:14 AM)!

But I expect more from you. I expect that you'll discover one insight -- one phrase she uses, one nugget of wisdom -- that you can take to work TODAY and apply.

Don't wait to listen to this. I'm taking it down in 48-hours, on Wednesday, and it's one of the best things I've ever done.

http://go.findyourdreamjob.com

#### Ramit

P.S. If you have ANY questions about whether Dream Job is right for you, reply to this email and ask me. I read every email and I'll try and get back to you.



Why have other people joined Dream Job? 250+ uncensored reviews Hey, {First Name}

Of course, there are skeptics.

It's not "normal" to invest in an online course for this much money. Who does that?

And if this is your first time reading me (if you haven't seen me in <u>Fortune Magazine</u> or around the web since I started IWT 8 years ago as a Stanford student), investing in a course like Dream Job can be nerve-wracking.

#### So let me make it easier for you to decide.

I wanted to give you access to 250+ people who just joined Dream Job -- to see exactly why they joined. I've posted their <u>uncensored reasons for joining the Dream Job course</u>.

When you're reading these reasons, I want you to notice the language they use. The way they're excited about the possibilities -- not in years, but in weeks. Notice the top-performer mentality of investing in themselves...and compare it to people who simply tell you to cut back on everything.

Note: These aren't just random people who joined Dream Job. These are previous students *who have paid for my other courses*, which makes their decision more powerful: They saw such terrific results that they're investing *again* to join Dream Job. Of all people, these students truly understand the difference in what I give away for free...and the absolute gargantuan value and quality of my premium material.

(As one student said, "I read your stuff for years and never thought much about your courses. Then I joined and in the first week, I realized how much better it is than the free material.")

I consider it the highest honor when someone joins more than one class. It is exactly what my entire business is built around -- providing so much massive value that I getstudents for life.

Don't take my word for it.

Read 250+ uncensored reviews of why they joined: <a href="http://privatelist.findyourdreamjob.com/why-my-earn1k-and-fyfpi-students-joined-dream-job">http://privatelist.findyourdreamjob.com/why-my-earn1k-and-fyfpi-students-joined-dream-job</a>

-Ramit



P.S. Once you're ready to get started, here's a direct link for instant access to Dream Job before I close the course down on Wednesday: <a href="http://preview.findyourdreamjob.com/">http://preview.findyourdreamjob.com/</a>	

The sad truth about what I listen to in the gym Hey, {First Name}

I've been told that I have the musical taste of a 40-year-old black woman.

So a couple weeks ago, there I was at the gym, doing my 15th pull-up. To anyone else watching, they were like, "Damn, that guy can do a lot of pull-ups."

But they did not see inside my soul -- or rather, my headphones. As I struggled through that last pull-up, I was motivated by someone very special: Whitney Houston, singing her classic song, "Give Me One Moment in Time." Sing to me, Whitney.

What? A guy can't admit he listens to Whitney Houston?

Beyond this somewhat emasculating story, there's actually something very interesting going on.

We all have something embarrassing that we don't want others to know about. For many of us, it's our fears -- "I don't have enough experience to get this job," etc.

Yet what we forget is that OTHER PEOPLE DON'T SEE THESE THINGS!

All they see is your external "face" -- your facial expressions, body language, words, and performance. In this case, they see this formerly skinny dude doing 15 pull-ups and say, "Damn! This blogger has game!" They don't realize that my playlist includes the likes of Troop, ABC/BBD, and on two occasions (day and night), Jon Secada. None of you got that joke.

The point is, you can have fears...but ONLY YOU know about them. Others see what you present to the world.

But top performers know how to "turn them off" for periods of time. They know how to walk into an interview and use High Competence Triggers to show their very best side. They are totally open about their weaknesses -- they admit them! -- but they don't let the fears control them.

What if you could control what the world sees? You would never lie, but you would actively manage your barriers and fears. What could you accomplish then?

Yesterday, you saw PROOF of how Dream Job can help you take your EXISTING SKILLS and EXCEL -- earning an enviable salary, and more importantly, loving what you do -- in my interview with Julie.

But I noticed you still haven't joined Dream Job, which closes tomorrow -- Wednesday.



Now, if you've fully decided not to join Dream Job, that's cool.

But if that voice in your head is still nagging you, if you're still hoping you could find a way to say YES, then I want to know:

What are your fears? What are your questions? What's holding you back from investing in yourself?

Maybe it's money. Maybe it's wondering if Dream Job is right for your specific situation.

I've spent MONTHS listening, learning, and adjusting my course to address these common, hidden fears, invisible scripts, and nagging concerns we all have.

I've put together a Frequently Asked Questions page that addresses these common -- and understandable -- fears.

Remember, nobody else sees the fears or questions you have. All they see is what you present to the world -- and when you change what people say (using Dream Job techniques), that can be extraordinarily powerful.

FOR YOU: <u>Dream Job Frequently Asked Questions</u>

-Ramit

P.S. These are REAL questions, not fake FAQs like "Ramit, I love you! Your stuff is so amazing! I want to have your babies! How can I pay you 20x the price?"

P.P.S. If you're ready to skip all this and join the course, remember -- it closes Wednesday. Here's the link to join before I close Dream Job down.

The Hard Sell -- for ambitious people only Hey, {First Name}

Let's get this out of the way: Yes, I'm going to try to convince you to join the Dream Job course today, before I close it tonight. If you think you can resist my incredible ninja marketing powers, read on...

...This is the one and only time I'm going to hard sell you on Dream Job. Hear me out. If you still decide not to join, I respect that.

## One night at a bar...

Recently, I went to hang out with some friends at a bar. Somebody recognized me and came up to say hello, and we ended up chatting for a while. A couple minutes into the conversation, he said, "You know, I was pretty intimidated to come talk to you."

I was amused. Why? I asked.

Was it my rapier wit? My mastery of persuasive language? The # of pull-ups I can do?

No. "You call people out on their bullshit," he said, smiling.

It occurred to me how few people are really, truly honest with us. Of course we have friends who support us, and that's important. But when was the last time someone held us accountable? When was the last time someone listened to our excuses, paused, and just shook their head, saying, "Dude? Come on now."

For many of us, it's been years -- sometimes decades -- since someone truly guided us in the right direction. Someone who watched over us, letting us make mistakes, but always gently pointed when we were making excuses and rationalizations. Someone who held us to a higher standard. Someone who supported us in the way we wanted, but would step in and give us the tough love we needed. Someone who was almost like an Asian father to us.

So, when this guy from last night was intimidated because "I don't put up with any bullshit," I took it as an enormous compliment -- that I can be supportive, yet also honest, and tell you what WANT as well as what you NEED.

Getting even one piece of honest feedback, one insight, can change our lives forever.

One insight that gives us the exact, word-for-word script to handle that nagging conversation we've been struggling with.



One insight that deconstructs precisely how top performers handle a particular situation...then teaches us the step-by-step way to implement it.

One insight that shows us a flash of what we can achieve.

I call these..."Pivotal Moments."

## **Introducing Pivotal Moments**

There's a reason I've been emailing you so much this week.

See, we all have pivotal moments in our lives: Getting into college, graduating, getting our first job, getting married, becoming parents, sending an email to 100,000+ people admitting that you listen to Whitney Houston while doing pull-ups....

These moments have the power to shape our lives forever.

Yet over time, these Pivotal Moments become fewer and farther between.

Early in our lives, these moments happen by default. We kept showing up to class? We graduate! But as life goes on, those "just happen" moments become rarer.

It becomes up to us to create our own Pivotal Moments. No wonder so many people become paralyzed by uncertainty. We were never taught how to do this.

But there are Pivotal Moments that we can actually SEIZE...that we can actually CAUSE to happen.

Today -- will be a pivotal moment for you.

For some of you, you'll get an email from me, unlocking the first part of Dream Job. You'll start reading some of my most sophisticated material on barriers, psychology, and passion ever created -- material that will never be available to the general public. Within one hour, you'll learn insights about yourself you'd never realized. You'll begin down a journey of discovering yourself, your Dream Job, and how to take control of your life.

For others, it'll be decidedly different. They'll go back to their old lives. They'll get fewer emails from me. They'll look at the tactics they've gotten from my free material and wonder...what should I do next? They might try to find their DJ on their own -- and if they do, I'll be thrilled! -- but as we know, human nature is a fickle beast: For many, without an ongoing system, the motivation they feel will inevitably wear off. Old patterns. Old lives.



"I was offered to be part of the Dream Job Elite program by Ramit. Since that time (3.5 months ago) and I turned it down saying "I really think I can do this on my own" I have not made much progress in finding my dream job on my own. --Casey J.

Isn't it funny that we get so excited about new ways of doing something...we start trying reading different sites, different blogs...then when confronted with a real, trustworthy opportunity to help us, we don't act? What do we do instead? We keep struggling with what's never worked.

It's not just that we're lazy. We have powerful, deep invisible scripts that hold us back from taking action -- even on things we *genuinely* want to do!

We say, "I'll try harder this year!" But don't we say that every year?

In fact, you could call what we do...delusional.

#### The "Code Words" Behind 3 Delusional Barriers

Not only do we use the same phrases, year after year, but we fail to ever understand the "code words" behind these phrases. Let me show you.

#### 1. "I don't know what my Dream Job is"

This is a perfectly reasonable comment -- few of us know what our actual Dream Job is in our 20s and 30s -- but there is something more sinister behind this phrase.

"I don't know what my Dream Job is" is actually code for: "I'm waiting for my Dream Job to fall out of the sky for me."

Deep down, we believe that not knowing what our Dream Job is gets us off the hook...as if someone is just going to walk up to us and hand it to us.

Why would they? Why SHOULD you "get" your Dream Job over anyone else who's sitting around waiting it to fall from the sky?

Here's the truth: You DISCOVER a Dream Job, you don't just "find" it under a rock. You do the challenging work of self-discovery, testing, and yes, even failure, to discover your DJ. All of these are natural parts of a system -- just like learning to ride a bike.

Look, I don't blame you for not knowing what your Dream Job is, especially at this age. Few of us know what it is. But every step you make should be systematically moving you closer towards discovering it -- or what are we are doing with our lives?

#### 2. "I'm not ready to commit to this yet"



What this code word actually means: "I need to figure it out."

Of course there's never a "right time" to jump into something that makes us uncomfortable. There's never a right time to have a baby. Never a right time to start investing. Never a right time to learn the inside skills and techniques to finding a Dream Job.

Sometimes, you jump into it and force yourself to step into an area you're not ready for. You do your homework, of course, but you know that you'll never have 100% of the information you need. You make an informed decision...and then you take a risk.

Top performers do this all the time. Do they make mistakes? Of course. But they know that trying something is better than the whiners who wait around to have "all the information"...and wait, and wait, while the world passes them by.

It's not about more information. How many people will keep jumping from blog to blog, book to book, always consuming information but never applying it to their lives? How many people will wait for the "perfect time," never acknowledging that there there's never been a perfect time (and there never will be)?

Top performers make decisions with limited information. They take risks. They start building their skills and network NOW so that when they DO need it, they're ready.

If they're wrong, so be it -- but at least they made a move.

#### 3. "I'm not sure this is right for me"

What this code word actually means: "I don't know if this course is exactly perfect for someone in my EXACT AND SPECIFIC SITUATION, so therefore I am going to wait until something magical is created for EXACTLY ME...and until then, I'm going to do nothing."

There will never be a career course created for your exact, personal, born-in-LA-but-went-to-school-in-Portland-then-studied-economics situation.

But you do have an option: I wanted to test Dream Job against the TOUGHEST CANDIDATES on earth. I took a new college graduate with close to 0 functional skills in the worst economy. I ran her through the system. Result? Multiple offers and a 30% raise in weeks.

I took more senior people already making enviable salaries, <u>like Julie</u>. I ran them through the system. Results? Hundreds of thousands of dollars more -- and more importantly, a series of jobs they loved.

I tested DJ over and over, trying to find weaknesses, cracks, holes in the system. I found them, I patched them, then I tested again.



Of course you'll have to apply the material to your own individual situation. But I give you the exact tools to do that. And the results can be tremendous.

Think about an airplane flying from Los Angeles to New York. If it's off by even a few degrees, where does it end up? The ocean! Over long periods of time (or distance), small changes make a huge impact.

So if you learn even ONE insight in the Dream Job course -- just one -- and multiply it over 40 years, imagine the massive results you'll get. Just one phrase to use in interviews. One body-language tactic to use in meetings. One response to that nagging question you're never sure how to answer.

I actually expect you to walk away with a lifetime of insights. But even one insight can change the game for you.

And don't take my word for it.

#### **What Others Say About Dream Job**

Here are comments from a mix of people: Dream Job success stories, as well as people who just joined in the last few days. I want you to peer in the minds of top performers -- and ambitious, soon-to-be top performers -- and learn what they sound like.

- "I went from an intern at \$12.5/hr to full-time getting paid \$45,000/year in just one month using your techniques on negotiation (one-month followup). This itself more than paid for the course, and what I learn now can double or triple my salary of the next decade." Lynchburg, Virginia
- "Job offer for 70K over my 60K last job with a potential for 20% bonus over 10% bonus at [Old Company], plus 25 days of paid vacation as compared to 19 at [Old Company]." Jen S.
- "I feel immensely more confident with my ability to get a job. I have taken as many as 6 meetings in one week and have opened up conversations with people at 4 top companies in the past 2 1/2 weeks." Chris C., Dream Job Elite graduate
- "84% raise 8 months into my job." Satvik B.
- "Ramit is amazing, and this is truly an investment in my future. I've used a lot of
  the techniques described in the free material in an unsophisticated way, but I think this
  course will take me from a 7/10 to a 10/10 with my networking and negotiating skills." Lockport, Illinois
- "The quality of material that was released in Earn1K and all the free stuff convinced me this was worth buying. I am graduating this year and this came at the perfect time." - Concord, Canada



- "I used to think I was really good at networking, but this module showed me what a novice I was. It took natural networking to a whole different (and higher) level." - Jessica, Dream Job Elite graduate
- "Time to get serious about creating a career and crafting the lifestyle I want to see for myself 10 years down the line." LA, CA
- "The quality of material from free stuff. I know paid will be 100x better." Burney, California
- "I'm stuck where I am and I need to do something drastic. I need to follow a system, and I trust Ramit's advice over any and all other options available to me, especially the status quo." - Forest Hills, New York
- "I feel like I've reached the edge of where I can get by simply thinking faster than everyone else and of the people I've met and listened to, Ramit has done the most to inspire me, and kick me into action." Oakdale, California
- "I want to switch to a new industry while maintaining my area of expertise. I always found it daunting to even think about switching industries let alone actively pursue it. From the free material, I know the Dream Job program can help me move through the process confidently. How do I know? Because the free material has already proven useful in setting up a number of informational interviews." Chicago, Illinois
- "In January, I negotiated a 50% increase in my salary, which I renegotiated in May with another 30% increase - this, at a company supposedly "crippled" by the economy." - A.
- "Ramit, thanks for all your great information.... I'm proud to say that I've reached my
  goal of making into the six figures by the age of 30. I never EVER expected that,
  especially since my starting salary six years ago was \$25,000." Kathleen D.
- "The biggest thing I have taken away from your program is how to communicate effectively. This helped me talk to my boss at a small company for the first time and get a \$3.5k raise, during a down year." Andy K.
- "[Find Your Dream Job] is like some ultimate cheat code for life. Seriously. All
  the unemployed whiners on your list BETTER purchase this...or they are idiots." Isi
  O.
- "~19% more money in my pocket for 2011: Through a combination of a promotion
  by doing the briefcase technique on my boss to create a brand new role for myself
  (came with a decent raise too) and fantastic bonuses by clearly demonstrating the
  value I added to the business I was able to achieve my highest gross income ever in
  2011." -Ryan S.
- "Joining and starting this course has motivated me to approach everything with a renewed sense of purpose and clarity... I am beginning to approach aspects of my current job with a vigor and inquisitiveness that I forgot existed in me." - Robert S, Dream Job Elite Graduate
- "Literally, every blog of yours on psychology, careers, barriers and most importantly on the importance of just acting on a goal has been a mind-opener to me...**I want to be a**



- **top performer and I want others to know that.** I trust you to give me the value of my investment(many times over)." Sunnyvale, California
- "I've already used Ramit's Briefcase Technique to amazing results, and that's just his
  free material. I wanted to buy Dream Job and fully invest in myself and my career
  and I completely trust that Ramit knows his shit and can help me out." Houston,
  Texas
- "I've been saying for the past two years that I knew the job I'm in is not the one that I wanted to stay in forever, and that I needed to "figure out" what I wanted to be doing instead eventually -- without taking any steps to do anything of the sort. It's time for me to change that." Frankfurt, Germany
- "I used your techniques to double my salary from \$43,224 to \$83,125.Plus relocation and benefits." Prescott P.
- "This week, I accepted one of several job offers at a company that is allowing me to do what I love (product management) and is DOUBLING my payand that doesn't even include my bonus. I didn't think it was possible, but I'll never doubt again." - Jay

#### **ENOUGH!**

Notice the patterns in these people. Many of them have already gotten impressive results -- and even the ones who just joined are excited to create *their own Pivotal Moments*.

Today you have a choice:

If you choose to join Dream Job -- if you choose to take a risk and put your trust in my system, and the hundreds who have come before you -- then on Sunday, you'll get the first life-changing steps. You'll use tested material that I spend years developing, over \$250,000 of my own money...material that's already helped hundreds rapidly identify their passions, tap their natural networks, find their Dream Job, and interview and negotiate so you're paid what you're worth.

Or...you can go back to the same way it's always been. The few who don't join will wonder what the Dream Job students are doing ("I wonder what they're learning today...?"). They'll realize that they don't know how to piece together a series of unconnected tactics into clear action steps. When you ask them, "What are you doing on Monday to find your Dream Job?" they'll stare blankly, having no answer. They'll watch as others pass them by.

If you take action today, a year from now, you'll look back on your decision and know that YOU turned your life around today. You'll join hundreds and hundreds who've decided to seize control of their lives to find their Dream Job.

For some, after today, they'll go back to their old lives -- to wait for more information, to read more blogs, to try to "figure it out"...to wonder why they can't live the lives they've always wanted.



For others, they can never go back. They've taken the first step to an extraordinary career, and they're ready to create their own Pivotal Moments...for the rest of their lives.

Which will you be?

#### Dream Job closes TONIGHT at 11:59pm:

http://preview.findyourdreamjob.com

As my parents always say, "A year from now, you're going to be a year older. What are you going to do?"

-Ramit

P.S. I added a special attachment to this email that I hope you listen to.

P.P.S. We all know we have a small "window" where we have the biggest chance to make a change. And every year, it gets narrower and narrower. It becomes more discouraging to try something new. It becomes harder and harder to catch up with those who took action years ago. 6 months from now...if you still haven't signed up...what will you think? Will you be better off? Will you have spent your time doing something useful?

I KNOW Dream Job works. I've tested it with hundreds of people in every conceivable situation, scenario, age, profession, industry. I've put my heart and soul into this course and I want you to see how much you can achieve -- more than you ever thought -- using this material.

People come to me to discover their passion, get an unfair advantage over whiners and complainers, and get Dream Jobs at the world's top companies. Let me show you how to do it.

Here's the link: http://preview.findyourdreamjob.com