

Preface

When friends learn that I've written a book about my networking organization, the **ETP Network** (Empowering Today's Professionals) they often ask, "*Rod ... There are at least 15,000 books out there about networking. Why write another one?*"

For one thing, this isn't just another book about networking. This book is about a bold new approach to finding jobs, clients, and business opportunities — as well as performing complete career makeovers. It's about helping business professionals win the race for 21st century jobs.

The second reason for writing this book — a far more compelling reason in my view — is that ***it was the right thing to do and now was the right time to do it.***

Many people out there are in pain. Their financial situations are dire. They have lost their jobs, their life savings and in many cases, their self-respect while chasing around looking for a new position.

It's that "chasing around" part that started to bother me many years ago, long before today's economic turmoil started creeping toward critical mass. It became obvious to me that far too many people were conducting their job searches in an illogical and self-defeating way. They were lured into the easy, deceptive world of Internet job boards where hunting for a job simply meant finding an interesting opening, uploading a resume and cover letter, clicking a few buttons, then waiting for a response.

I used to imagine job seekers sitting by the phone, waiting for that special call from a key decision-maker telling them that, yes, they'd been chosen for an interview and to please make all the necessary preparations.

But the folly of this approach is that the job board, at best, is nothing more than a piece of software. It cannot engage in meaningful two-way communication with humans. Without a human-to-human "networking" component in the equation, how can anyone expect to get meaningful results?

This is the connectionless void in which so many people have spent thousands of hours toiling their lives away in the false hope that a database somewhere in cyberspace would electronically ride to their rescue, find them a job, reinstate the flow of money into their households, and make things right with the world again.

How much more wrong could they have possibly been?

Hello. My name is Rod Colón. I am the Founder and CEO of the ETP Network. ETP stands for “Empowering Today’s Professionals” and that is exactly what we do in this unique organization. We teach people how to take control of their careers in the same way a Chief Executive Officer directs all critical operations of a large corporation.

The key difference separating the ETP Network from every other networking organization can be traced back to something that happened to me in the 1990s when I worked as an executive recruiter and hiring manager at J. P. Morgan.

The position gave me an unobstructed, 20/20 view of both sides of the interviewer’s desk. I learned a great deal about the mistakes made by candidates applying for jobs **as well as** the techniques and strategies used by hiring managers to screen those very same candidates.

I knew what hiring managers were looking for — the best talent for the companies they represented. After all, everyone knew these managers earned their salaries by correctly and consistently choosing the best talent to meet the needs of their employers.

It’s easy to see why hiring managers continue to live by these same stringent standards. In today’s high-pressure business environment, these individuals still have the strongest leverage in the entire job search process — **and they use it!**

I wanted to find a way for job seekers like you to reduce that leverage by applying some leverage of your own. I concluded that you needed to grasp, master and integrate four critical skills:

1. Exceptionally effective networking
2. Thinking and acting like the CEO of a large corporation
3. Developing a bulletproof value proposition to make you as attractive as possible to decision-makers, and
4. Expertise at following a precisely-targeted 7-step job search methodology that leads you directly to an interview.

In order to do this, I realized it would be necessary to set up a highly specialized **networking and career management training organization.**

That’s what the ETP Network is and that’s what differentiates it from almost all networking organizations where the emphasis is on making introductions, giving 30-second elevator speeches, exchanging business cards, then calling it a night.

Today, you will be hard pressed to find another networking organization that matches what the ETP Network does. Our signature benefit to members is the 7-step job search methodology, unavailable anywhere else, that provides a clear and logical path for moving from “in-transition” to “employed.”

You are most welcome to join us on your job search journey. We are here to teach you, coach you, guide you, and inspire you. We are **not** here to do the heavy lifting for you — **that is your job entirely**. While you manage your job search as the CEO of ME, Inc., we will be here to support you in winning the race for 21st century jobs.

But please be careful: Contrary to what you may hear elsewhere, **there is absolutely no free ride to your next position**. Although Internet job boards may be useful for gathering information, that's where their practical value ends.

To really make progress, you need a team that's already been on the journey you're taking now, a willingness to commit to some very hard work, and the mental toughness to see the program through to completion.

The ETP Network **is** that team. I hope you will join us.

Rod Colón

Founder and CEO, ETP Network

www.etpnetwork.com

