



Using Videos To Add Unique Value To Candidates and Hiring Teams

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Interview Mastery®
Powered by:  bowmo



Top Echelon

Bio: Michael R. Neece

- CEO of InterviewMastery.com and CMO at bowmo.com
- Contingency recruiter (Eng., IT, Finance, HR, CxOs, Sales)
- Dir./VP of Talent Acquisition at Hewlett Packard, IDG, and Fidelity
- Co-founder of 4 recruiting/HR technology companies
- TEDx speaker who's appeared on NBC, ABC, CBS, Fox, Bloomberg, Financial Times, Wall Street Journal, New York Times and MSNBC
- Master's in Engineering and BS in Physics.
- Father of three children. Instrument rated pilot.



Interviews Are The Most Financially Impactful Meetings For Everyone Involved.

For Recruiters, Job Seekers, and Employers

Current

- Initiated By Employers
- Screening Q & A
- High Volume Recruiting
- Some Higher Level Jobs
- Zoom, MS Teams, Google Meet

A photograph of three people (two women and one man) sitting around a wooden table, smiling and looking at laptops. The background is a dark, textured wall with some plants. The image has a semi-transparent dark overlay with white text.

Why

Relationships

Competitive Differentiation

Add Value To Candidates & Employers

Increase Revenue/Placements

Save Time

Shorten Hiring Process

How

- One topic for each video
- 3-7 minutes / video
- Record on phone or desktop
- Build YouTube Channel
- Subscribe to Interview Mastery

Candidate Topics

- Phone Screen Interviews
- Behavioral Event Interview Questions
- Know The Questions You'll Be Asked
- Using STAR-L To Tell Your Stories
- Salary Question
- Real Weaknesses

Employer Topics

- Data-Centric Interviewing Process
- Questioning Best Practice
- Assessment Based On Evidence
- Reducing Bias
- Evaluation vs. Evidence (Data)
- Selling The Opportunity To Candidates

When

For Candidates

1. Before 1st screening interview
2. Before in person interviews
3. Before or after job offer

For Employers

1. Job Order intake call
2. Before interviewing begins
3. When they ask for your help



Position Types

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Dear {{firstname}},

To help you have the best interview of your life, I'd like to share the following video e-learning program with you.

To login go to

<https://www.interviewmastery.com/login> e-mail = _____@_____.com password = _____

After login, click on INTERVIEW MASTERY FULL COURSE.

You can self-navigate to any of the videos and please check out the following 5 modules.

These will be the most valuable to you immediately.

Interviewers prefer to learn about your experience in a storytelling structure using the STAR framework described in the module titled Behavioral Event Interview questions.

Here are additional modules

- Know The Questions You'll Be Asked
- Handling A Weakness
- Salary Question
- Phone Screen Interviews



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ROI Calculator

Sales per Recruiter

VARIABLES IN BLUE *
calculated value

Avg. Placement Fee	\$20,000 *		
Employer Interviews per Week per Month	2 *	8.6	
Interviews per Offer	current 6	using Interview Mastery 4 *	-33%
Offer Acceptance Rate	current 90%	using Interview Mastery 95% *	6%
Placements per Recruiter per Month	current 1.3	using IM 2.0	
Monthly Sales per Recruiter	current \$25,800	using IM \$40,850	change \$15,050 58%
Annual Sales per Recruiter	current \$309,600	using IM \$490,200	\$180,600 35%

Free Download



<https://tinyurl.com/2p8zc3b6>