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THE ONE BOOK EVERY COLLEGE KID & GRAD NEEDS TO READ!



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**The Marketing
Consultants Group, LLC**

A \$376 Billion Market?

College students had \$376 billion in spending power in 2019.

The 21.4 million college students in the country earn money in a variety of ways. Most college students make some sort of financial contribution to their education and many pickup jobs to cover these costs. Look at the stats below to see how college students earn their money.



- College students had \$376 billion in spending power in 2019.
- 67 percent of millennial college students received \$2,000 or less from their parents each year in 2020.

Contact Ronnie Schmidt, CEO the Marketing Consultants Group, LLC at his office (800) 330-8908 Ext. 807, via his private cell (920) 562-9365 or via e-mail Ronnie.Schmidt@MarketingConsultantsGroup.com



- 44 percent of millennial college students worked every year they were in school in 2020.
- 86 percent of millennial college students worked summer jobs in 2020.
- 65 percent of millennial college students had to take out student loans to pay for their degree in 2020.
- 74 percent of millennial college students contributed to funding their education in 2020.
- U.S. households planned to spend around \$1,059.20 on back-to-school shopping for college students in 2020.

Demographics of College Students with Purchasing Power

How many students will attend colleges and universities in fall 2020?



About **19.7 million** students are projected to attend colleges and universities in fall 2020.

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- **12.0 million** students are expected to attend full time.
- **7.7 million** students are expected to attend part time.
- **16.7 million** students in undergraduate programs
- **3.1 million** students in graduate programs
- **14.6 million** students in public institutions
- **5.1 million** students in private institutions
- **5.8 million** students in 2-year institutions
- **14.0 million** students in 4-year institutions

Are college enrollments differing by student characteristics in 2020?

- **11.3 million** female students
- **8.5 million** male students
- **10.3 million** White students
- **3.7 million** Hispanic students
- **2.6 million** Black students
- **1.3 million** Asian and Pacific Islander students
- **0.7 million** students of Two or more races
- **0.1 million** American Indian/Alaska Native students
- **1.0 million** Nonresident alien students (not identified by race/ethnicity)
- **12.3 million** students under age 25
- **7.5 million** students 25 years old and over

**Connect Your Brand to our \$376 Billion Market of
College Students and Graduates**

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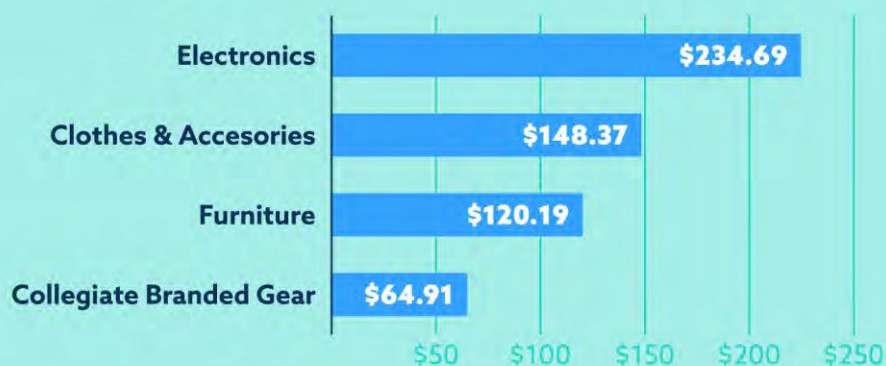
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What College Students Planned to Spend For 2019-2020 Back-to-School Season



Source: Statista and National Retail Federation

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- College students had \$376 billion in spending power in 2019. [Source: [Refuel Agency](#)]
- 67 percent of millennial college students received \$2,000 or less from their parents each year in 2020. [Source: [OppLoans](#)]
- 44 percent of millennial college students worked every year they were in school in 2020. [Source: [OppLoans](#)]

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- 65 percent of millennial college students had to take out student loans to pay for their degree in 2020. [Source: [OppLoans](#)]

- 74 percent of millennial college students contributed to funding their education in 2020. [Source: [OppLoans](#)]
- U.S. households planned to spend around \$1,059.20 on back-to-school shopping for college students in 2020. [Source: [NRF](#)]

Trends

Employers continue to endorse broad learning as essential to long-term career success.



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- When hiring, executives and hiring managers place a high priority on a graduate's demonstrated proficiency in skills and knowledge that cut across majors. Hiring managers are closely aligned with executives in the importance that they place on key college learning outcomes.
- As noted above, the college learning outcomes that both audiences rate as most important include oral communication, critical thinking, ethical judgment, working effectively in teams, written communication, and real-world application of skills and knowledge. This is consistent with findings from the employer survey that Hart conducted on behalf of AAC&U 2014 (published in 2015).
- As competition for jobs and careers heats up, more students and recent graduates will seek professional help, coaching and counseling that will enable them to more effectively compete and navigate through the hiring process with less stress and a better understanding of how they can use advanced secrets, tips, tactics and training to find their next best new job, differentiate themselves, get hired fast and negotiate the best deal for themselves.
- As competition for jobs and careers heats up, we will ask colleges and universities to grant CEU Credits (Continuing Education Units) for our course designed to teach and train students how to navigate the hiring process.

Below is the Table of Contents for our ***HOW TO GET HIRED FAST!***
Digital and Paperback Books for College Students, Graduates.



Message From The Author, CEO Ronnie Schmidt Regarding Disclaimers

Who Are Our HOW TO GET HIRED FAST New Advanced Teaching Books For?

Message From The Author, CEO Ronnie Schmidt - Getting The Most From The Advanced Teaching Book

I. PREFACE

1. What's Included In Our Advanced Teaching Books To Help You Get What You Want

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II. PREPARATION

1. Your Hiring Objectives And Goals
2. Know Yourself – How To Best Know Who You Are, What You Really Want And Need, Where You Will Best Fit In In Your Best Next New Job
3. Questions To Ask Yourself Regarding Your Job Search
4. What To Look For In An Organization (And Boss) Before You Consider Them
5. The Resume Fix – Resume Fixes That Will Make You Stand Out From The Other Applicants
6. The Most Important Checklist
7. Say Goodbye To Endless Job Searches
8. Ready, Aim, Fire! – Your Action Plan

III. IMPLEMENTATION

1. An Offer Most Employers Cannot Refuse - Best Things To Do When No One Knows You
2. How To Get Inside Any Organization
3. Meeting Preparation – Things You Should Do To Prepare For An Employer Meeting
4. How To Turn An Interview Around In Your Favor
5. The Most Important Question You Should Ask An Interviewer – Do Not Ask It And You Might Never Know The Info You Need To Get Hired
6. How To Respond To The “Knock Out” Question Most Interviewers Ask

7. Follow Up – How To Follow Up So They Will Remember You And Differentiate Yourself From Others Applying For The Same Job

IV. NEGOTIATING YOUR BEST DEAL

1. How To Negotiate Your Best Deal – It Is All About Getting An Offer, Then Negotiating Your Best Deal

V. ABOUT MENTORS, MENTORING AND MENTORSHIP

1. About Mentors, Mentoring And Mentorship
2. Mentors - Quality Over Quantity
3. About The Author Ronnie Schmidt, CEO of the Marketing Consultants Group, LLC
4. Why Listen To Author Ronnie Schmidt, CEO of the Marketing Consultants Group, LLC

VI. SPECIAL BONUS SECTION

1. **SPECIAL BONUS SECTION** – How To Turn An Interview In Your Favor – How To Use The Interview Turnaround Tactic To Change An Interview In Your Favor
2. **SPECIAL BONUS SECTION** – For College Students, Graduates

VII. DEDICATION

VIII. ACKNOWLEDGEMENTS

IX. LEGAL

How will the Marketing Consultants Group, LLC, Publishers of the *HOW TO GET HIRED FAST!* Book Series and CEO, Author Ronnie Schmidt reach this target market?

Book Distribution

Student bookstores.

Retail stores and retail bookstores.

College and local libraries.



Multimedia Press Releases

Weekly Press Releases sent to the national media.

Monthly Press Releases sent to multimedia outlets.

Monthly Press Releases sent to Fraternity, Sorority Headquarters, Alumni Associations.

Monthly Press Releases sent to College and University Alumni Associations.

Monthly Press Releases sent to Colleges and Universities.

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COLLEGE STUDENTS – GRADUATES
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Get Ronnie Schmidt's **HOW TO GET HIRED FAST! for COLLEGE STUDENTS – GRADUATES** at HowToGetHiredFast.com/college-students-grads.

FREE CHAPTERS **HOW TO GET HIRED FAST!**

FREE CHAPTER
#1 QUESTION 4 INTERVIEWERS
The #1 KEY QUESTION you should answer and an interview.
If you don't see this, you won't get the “IRRESISTIBLE OFFER” you need to get the company you want to work for.
HowToGetHiredFast.com

FREE CHAPTER
KNOCKOUT QUESTION ANSWER
The ONLY PERFECT ANSWER to an interview's KNOCKOUT QUESTION.
What are your weaknesses?
See, you're not alone. You could be the only one who can answer this question correctly.
HowToGetHiredFast.com

#1 Question 4 Interviewers Knockout Question Answer College Students, Graduates

WHO: Author, CEO of the Marketing Consultants Group, LLC Ronnie Schmidt was hired by 6 Fortune 500 companies, including Honeywell & Bausch and Lomb. He shares his and other mentor's must-have secrets, tips, tactics, teachings and advanced systems. So say good-bye to endless job searches that don't get results. He helps you get inside the company you want to work for with the “2 key hiring people” and “irresistible offer” in the book you need to get the interviews to get the job you want.

WHAT: Here's the new, different, superior, must-have secrets, tips, tactics, teachings, and “**NO CONVINCING, NO SELLING, NO STRESS**” **PROVEN SYSTEMS** you will need to set yourself apart and get hired fast, before somebody else gets your job.

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It's different than most teaching methods so you can forget about submitting endless resumes online. Get the secrets, tips, tactics, teachings and “**NO CONVINCING, NO**

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Online Video Sales Letters and Ads

Placement on HowToGetHiredFast.com.

Placement on MarketingConsultantsGroup.com.

Placement on HOW TO GET HIRED FAST Facebook Coaching Groups.

Placement on HOW TO GET HIRED FAST Facebook Pages.

Placement on Marketing Consultants Group, LLC LinkedIn.com Page.

Placement on How To Get Hired Fast LinkedIn.com Page.

Placement in Video Sales Letters videos on HowToGetHiredFast.com.

Placement on Marketing Consultants Group, LLC YouTube Channel.

Placement in Email and Text marketing.

Video Sales Letters & Ads That Will Grab Attention

Your brand will be featured in Video Sales Letters and Ads that will be positioned in online/offline publications, promoted by Influencers.

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2 FREE CHAPTERS your brand will be featured in our: “HOW TO GET HIRED FAST!” Free Chapters [KNOCKOUT QUESTION ANSWER](#)



The **ONLY PERFECT ANSWER** to an Interviewer's KNOCKOUT QUESTION.

What are your weaknesses?

Say anything else and you could be easily eliminated from being hired.



[#1 QUESTION 4 INTERVIEWER](#)



The **#1 KEY QUESTION** you should always ask an Interviewer.

If you don't ask this, you won't get the **“INSIDE INFO”** you need inside your Interviewer's head to get hired.





Live events

Participation in traditional media and podcast speaking tours.

Participation at book signings at college campus speaking events.

Placement in HOW TO GET HIRED FAST online teaching courses.

Social Media

Placement on Instagram on multiple profiles including ronnieschmidtceo and howtogethiredfastbook

Placement on HOW TO GET HIRED FAST Facebook.com pages.

Placement on HOW TO GET HIRED FAST Pinterest.com pages.

Placement on HOW TO GET HIRED FAST Coaching Group pages.

Promotional Opportunities

Some of our many promotional opportunities include:

- Placement in HOW TO GET HIRED FAST Digital and Paperback Books.
- Placement in HOW TO GET HIRED FAST FREE CHAPTERS Books.
- Placement on HowToGetHiredFast.com web site.
- Placement on HOW TO GET HIRED FAST Pages on the Marketing Consultants Group, LLC web site.
- Placement on the Marketing Consultants Group, LLC Feature Page in LinkedIn.com.
- Placement on HOW TO GET HIRED FAST Feature page in LinkedIn.com.



- Placement in video sales letters on the Marketing Consultants Group, LLC's YouTube channel.
- Cross promotions.
- Exhibitor opportunities, signage, and your company representatives at live speaking events and Scholarship Contest award presentations.
- Promotion on social media sites, including Instagram, Facebook, Pinterest with a reach of millions of college students, recent graduates, their family and friends.
- Placement in Online Scholarship Contests to encourage readership while promoting your company.
- Option to provide prizes and giveaways for Scholarship Contests.
- Dedicated campaign with pre-marketing and follow-up promotion.
- Placement in E-mail and text blasts to communities of college students and graduates with purchasing power.
- Placement in Press Releases to national media outlets.
- Placement in Tell-A-Friend promotions.
- E-Mails and phone number lists of book purchasers and free chapter recipients to continue marketing to college students and graduates.
- Placement in our HOW TO GET HIRED FAST Influencer's promotional Video Sales Letters and Ads (Potentially seen by tens of millions of Influencer's fans and followers).
- Placement in our HOW TO GET HIRED FAST "FREE CHAPTER GIVEAWAYS" Books on podcasts, traditional and online media.

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FEATURED IN OUR NEW
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BOOKS, Our Customer
Names, E-Mails provided
to Sponsors

HOW TO GET HIRED FAST!

COLLEGE STUDENTS GRADUATES



Tired of submitting resumes and not getting any responses? Uncomfortable "selling" yourself? Here's the new, NO CONVINCING, NO SELLING, NO STRESS, PROVEN WAY to set yourself apart, get inside with the company's 2 key hiring folks and our new irresistible offer most can't resist.

1. Use our **irresistible offer** in your cover letter.
2. Mail it with your resume to the **2 key hiring folks** who help you get interviews to get the job.

Top Author Ronnie Schmidt, CEO of the Marketing Consultants Group, LLC was hired by 6 Fortune 500 companies including Honeywell and Bausch & Lomb.

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HOW TO GET HIRED FAST!
FREE CHAPTER – THE #1
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FREE CHAPTERS **HOW TO GET HIRED FAST!**





#1 Question 4 Interviewers Knockout Question Answer College Students, Graduates

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Green Bay, Wisconsin, USA
Contact: Ronnie Schmidt, CEO, Marketing Consultants Group, LLC (848) 230-8868 Ext. 807 Ronnie.Schmidt@MarketingConsultantsGroup.com

Writers, Reporters, Journalists, Editors, PR Pros, Influencers, Podcasters
Get Paid To Mention The #1 Book Every Professional Needs To Read.
Our HOW TO GET HIRED FAST! Advanced Teaching Books & Course.

WHO: Author and CEO of the Marketing Consultants Group, LLC Ronnie Schmidt, who was hired by 6 Fortune 500 companies including Honeywell, Bausch & Lomb and has successfully hired and mentored many students and associates is paying writers, reporters, journalists, editors, PR pros, influencers, podcasters to mention his new **HOW TO GET HIRED FAST! Advanced Teaching Books Series and Course.**

WHAT: Here's the new, different, must-have secrets, tips, tactics, teachings, and "NO CONVINCING, NO SELLING, NO STRESS" ADVANCED SYSTEMS professionals need to set themselves apart, get inside the company they want to work for with the "2 key hiring people" and "the irresistible offer" they will need to get hired fast, before somebody else gets the job they want.

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These never-revealed before, must-have secrets, tips, tactics, teachings, and "NO CONVINCING, NO SELLING, NO STRESS" ADVANCED SYSTEMS in the **HOW TO GET HIRED FAST! Advanced Teaching Book Series** will help job seekers learn to:




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FREE CHAPTERS **HOW TO GET HIRED FAST!**





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STUDENT, GRADUATE
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FEATURED IN OUR LIVE
SPEAKING, PODCAST, AND
BOOK SIGNING EVENTS
WITH AUTHOR, CEO
RONNIE SCHMIDT

FEATURED IN OUR E-MAIL
COMMUNICATIONS SENT
TO "HOW TO GET HIRED
FAST!" BOOK, FREE
CHAPTER CUSTOMERS



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FEATURED IN
SCHOLARSHIP CONTESTS
TO BE PROMOTED ON OUR
"HOW TO GET HIRED
FAST!" WEB SITE



Looking to connect your brand with our \$376 billion college student market? [Read on.](#)

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FEATURED IN CROSS
PROMOTIONS TO
INTRODUCE YOUR BRAND
TO OUR COLLEGE
STUDENT, GRADUATE
TARGET MARKET



About Author, Founder, CEO Ronnie Schmidt of the Marketing Consultants Group, LLC. His Story.



Author, Founder, CEO of the Marketing Consultants Group, LLC Ronnie Schmidt was hired by 6 Fortune 500 companies, including Fram, Boise-Cascade, Amstar-Domino Sugar, Cooper Vision, Honeywell, and Bausch & Lomb during his corporate career in sales and marketing.

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His ADVANCED SYSTEMS help you get inside the company you want to work for with the "2 key hiring people," using an "irresistible offer" most find hard to resist to get the interviews you will need to get the job you want.

His *HOW TO GET HIRED FAST!* Book Series covers the entire hiring process from preparation and implementation to negotiation and mentoring.

Ronnie has hired and mentored many with excellent results during his 54-year corporate career. He practices "giving back to others" so that they may learn not only from his divinely inspired successes but also from his failures.

For a bit of background, Ronnie got his first job working at a car wash when he was 16 because his father knew the owner.

He was hired as a maintenance helper during the summers and as a retail sales clerk during Christmas breaks during his college years at Penn State.

He didn't get much in the way of mentoring. His father simply told him to get an education, but didn't tell him what to study or even what field to pursue.

The only time he saw his college counselor was at the beginning of his freshman year and during his last semester as a senior.

During his early years, no one taught him about getting hired, one of the most important and daunting tasks we must contend with during our lives.

And so, much of what he learned about successfully “getting inside” an organization with the “2 key hiring people” and setting himself apart from other candidates has been first-hand knowledge of what worked then and is still working today.

And of course, being in sales and marketing his entire life, having to be able to get to the right people and deliver the right messages which would interest them at the right time helped tremendously.

Today as an executive and consultant, he fully understands the basic principle coined by Zig Ziglar, the well-known sales mentor, that the way you get what you want is to help others get what they want.

And so, he took a full year to write *HOW TO GET HIRED FAST!*, spending hundreds of hours thinking about every possible secret, tip, tactic, NO CONVINCING, NO SELLING, NO PRESSURE Advanced System he could add to the book.

After hours spent editing, refining, and testing his writings from a teaching perspective, he has put together the most definitive, comprehensive series of books and free chapters you will profit from, not only setting yourself apart from others and getting hired fast, but also teaching you how to develop and implement a sure-fire, proven action plan to help you attain your goals of being in a positive, productive career that brings you joy.

Connect Your Brand to our \$376 Billion Market of
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