

If you are looking to connect your brand with a \$376 billion target market, read on.



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

Don't read this unless you are looking to connect your brand with the \$376 billion college student target market.

Here's how.

15 BOOKS THAT EVERY COLLEGE KID NEEDS TO READ



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 pick up 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. [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](#)]
- 86 percent of millennial college students worked summer jobs in 2020. [Source: [OppLoans](#)]
- 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](#)]

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Why partner with the Marketing Consultants Group LLC and CEO Ronnie Schmidt's new, different HOW TO GET HIRED FAST Advanced Coaching including his HOW TO GET HIRED FAST Advanced Teaching Books and Private Facebook Coaching Group?

- Enhance Visibility via our How To Get Hired Fast Advanced Teaching Books and Private Facebook Coaching Group.

- Increase your Extended Reach: Speaking, media, podcast, extensive online media presence, press releases and private coaching group.



- Expand your Target Audience through online marketing campaigns.
- Enhance your Cause-Related Marketing by participating in a brand that empowers college students and recent graduates and the people who love them, their parents and grandparents, friends and relatives.
- Gain Media Attention: Multi-media campaigns include radio, print, strategic alliances, videos and events.
- Boost Brand Recognition with our multimedia opportunities, signage, and your company representatives at live events.
- Exclusivity in your category.



What's included in our How To Get Hired Fast Paperback Books and Private Coaching Group?



Here is a fraction what you will be getting and learn in our HOW TO GET HIRED FAST Advanced Teaching Books and Private Facebook Coaching Groups . . .

Because if you want to get hired fast before someone else gets the job you want and need, this will be the most important new HOW TO GET HIRED FAST Advanced Teaching Book you will read today and Private Facebook Coaching Group you will experience.

Potentially worth thousands, saving you time and giving you the peace of mind you will need to get hired fast in these difficult times.

You are going to get brand new "Results-Proven" Secrets, Tips, Tactics, Teachings and NO CONVINCING, NO SELLING, NO PRESSURE ADVANCED SYSTEMS you need now and in the future including:

- How To Find Your Best Job Opportunities Opportunity.
- How To Get Inside Any Organization.
- How To Turn An Interview Around In Your Favor.
- Get Appointments With The Right Hiring People.

How To Fix Your Resume, Cover Letter To Get Maximum Response.
Your Most Important Checklist.

Membership In A Private Facebook Coaching Group.

And much, much more

Written by Author, CEO Ronnie Schmidt of the Marketing Consultants Group, LLC who was hired by 6 Fortune 500 companies, including Fram Corporation, Boise-Cascade Corporation, Amstar-Domino Sugar, Bausch & Lomb, Inc., Cooper Vision, Inc., and Honeywell, Inc. and has hired and successfully coached and mentored many.

About the Marketing Consultants Group, LLC's Founder, Author and CEO Ronnie Schmidt



Ronnie Schmidt is a results-proven CEO, Marketing Executive and Author. Since 1971, he and his sales staffs have been personally responsible for \$252,000,000+ in sales during his sales and marketing management careers with 6 Fortune 500 companies including **Fram Corporation, Amstar-Domino-Sugar, Inc., Honeywell, Inc., Boise-Cascade, Inc, Cooper Vision Inc. and Bausch & Lomb.**

Since 1999 he has founded the **Marketing Consultants Group, LLC, Worldwide Media Corporation, The Family Publishers, Inc., and Medical Benefits Consultants, LLC.**

He authored the highly-respected White Paper **Why Aerial Advertising? Can Advertising With An Airship (Blimp) Be As Effective As Traditional Forms Of Advertising?** and **Consumer Friendly Marketing With THE WOW FACTOR** along with his new, different, superior **HOW TO GET HIRED FAST** **Advanced Coaching** including his new **Advanced Teaching Books and Private Facebook Coaching Groups** that help folks find their next best new jobs and get hired fast.

Why listen to Ronnie Schmidt? The story behind his HOW TO GET HIRED FAST Advanced Coaching Program New Advanced Teaching Books and Private Facebook Coaching Groups.

Ronnie was undecided about going to college.

His Dad gave him this advice, get an education.

His father was a veteran, had a 10th grade education, a good job and got Ronnie his first job.

Ronnie worked as a maintenance helper for an electric company during his summers and retail salesperson at Christmas breaks.

By his senior year at **Penn State**, he realized that his goal of becoming a lawyer was not going to happen.

Even though he earned a B.A. degree, he knew he would not make it in law school.

Way too much reading.

And in 1971, the job market looked bleak.

Not knowing what to do, he was hired as a Sales Representative for **Fram**, which turned out to be the beginning of a successful career in sales and marketing, having been hired by 6 Fortune 500 companies.

Two of the **Fortune 500** companies he worked for closed factory doors and hundreds lost their jobs.

But over the course of time, he learned lots of secrets, tips, tactics and teachings including his **NO CONVINCING, NO SELLING, NO PRESSURE ADVANCED SYSTEMS** to get hired fast before someone else got the job he wanted and needed.

He has taken over four years to write his How To Get Hired Fast New Advanced Teaching Books that will enable hundreds of thousands of college students and recent graduates to be empowered via his knowledge and use those same secrets, tips, tactics and training to help them find the jobs they want, get hired fast and negotiate the best deals for themselves.

How will the Marketing Consultants Group, LLC, Publishers of HOW TO GET HIRED FAST Advanced Coaching Program by CEO Ronnie Schmidt reach this target market?



HOW TO GET HIRED FAST Advanced Teaching Book Distribution

- Student bookstores
- Retail stores and retail bookstores
- College libraries
- Local libraries



Multimedia Press Releases

Weekly Press Releases sent to the national media.

Monthly Press Releases sent to fraternity and sorority headquarters.

Monthly Press Releases sent to multimedia outlets.

Monthly Press Releases sent to college newspapers and college social media sites.

Green Bay, Wisconsin, USA Contact: Ronnie Schmidt, CEO, Marketing Consultants Group, LLC (800) 330-8908 Ext. 807 Ronnie.Schmidt@MarketingConsultantsGroup.com

COLLEGE STUDENTS

DON'T READ THIS!

Unless You Need To Find Your Next Best New Job And Get Hired Fast, Before Someone Else Gets The Job You Want And Need

Here's Good News, It's True!



Here's the new, different, superior, easy "NO CONVINCING, NO SELLING, NO PRESSURE" must-have secrets, tips, tactics, teachings and ADVANCED SYSTEMS you will need to find your next best new job and get hired fast, before someone else gets the job you want and need. It's called the **HOW TO GET HIRED FAST Private Facebook Coaching Group + New Advanced Teaching Books**.

It's different from most common methods you may be familiar with because the "NO CONVINCING, NO SELLING, NO PRESSURE" must-have ADVANCED SYSTEMS taught in the Private Facebook Coaching Group + New Advanced Teaching Book don't require you to submit endless resumes online.

The never-revealed-before, must-have secrets, tips, tactics, teachings, and ADVANCED SYSTEMS in both the **HOW TO GET HIRED FAST Advanced Teaching Book** and **Private Facebook Coaching Group** will help you learn to:

- (1) Make a subtle change to your resume to get attention,
- (2) Easily get "inside" the organization you want to work for,
- (3) Easily get the appointment you will need with the "right" hiring people,
- (4) Easily use a unique, results-proven, "irresistible offer" most find hard to resist, even if you're a complete unknown,
- (5) Easily turn interviews around in your favor,
- (6) Negotiate your best offers,
- (7) Easily get hired fast, before someone else gets the job you really need, and

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Online

2 Video Sales Letters for College Students (Don't Watch This! & Need To Find) HowToGetHiredFast.com/college-students



Presence on Publisher [Marketing Consultants Group LLC Page. \(MarketingConsultantsGroup.com/publishing\)](http://MarketingConsultantsGroup.com/publishing)



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Presence on Private Facebook Coaching Group Page

Presence on Facebook Business Page

Presence on LinkedIn.com Marketing Consultants Group LLC Page

Presence on LinkedIn.com How To Get Hired Fast Showcase Page

Multiple (8) Video Ads on HowToGetHiredFast.com including :30, 1:00, 1:38, 3:37 ad times

Multiple (8) Video ads on Marketing Consultants Group, LLC YouTube Channel

2 Video Sales Letters on HowToGetHiredFast.com (Don't Watch This, Need To Find)

Email marketing



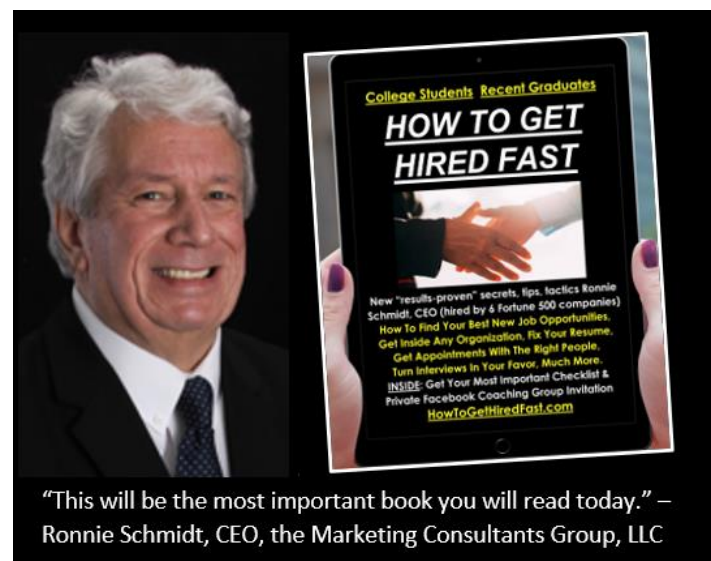
Multiple Video Ads

Relevant ads positioned in influential online and offline publications

Live Events

Traditional media and podcast tour

Book signings at traditional and student bookstores, college campuses



"This will be the most important book you will read today." – Ronnie Schmidt, CEO, the Marketing Consultants Group, LLC

Social Media

Facebook private coaching group pages

HOW TO GET HIRED FAST Advanced Coaching HowToGetHiredFast.com

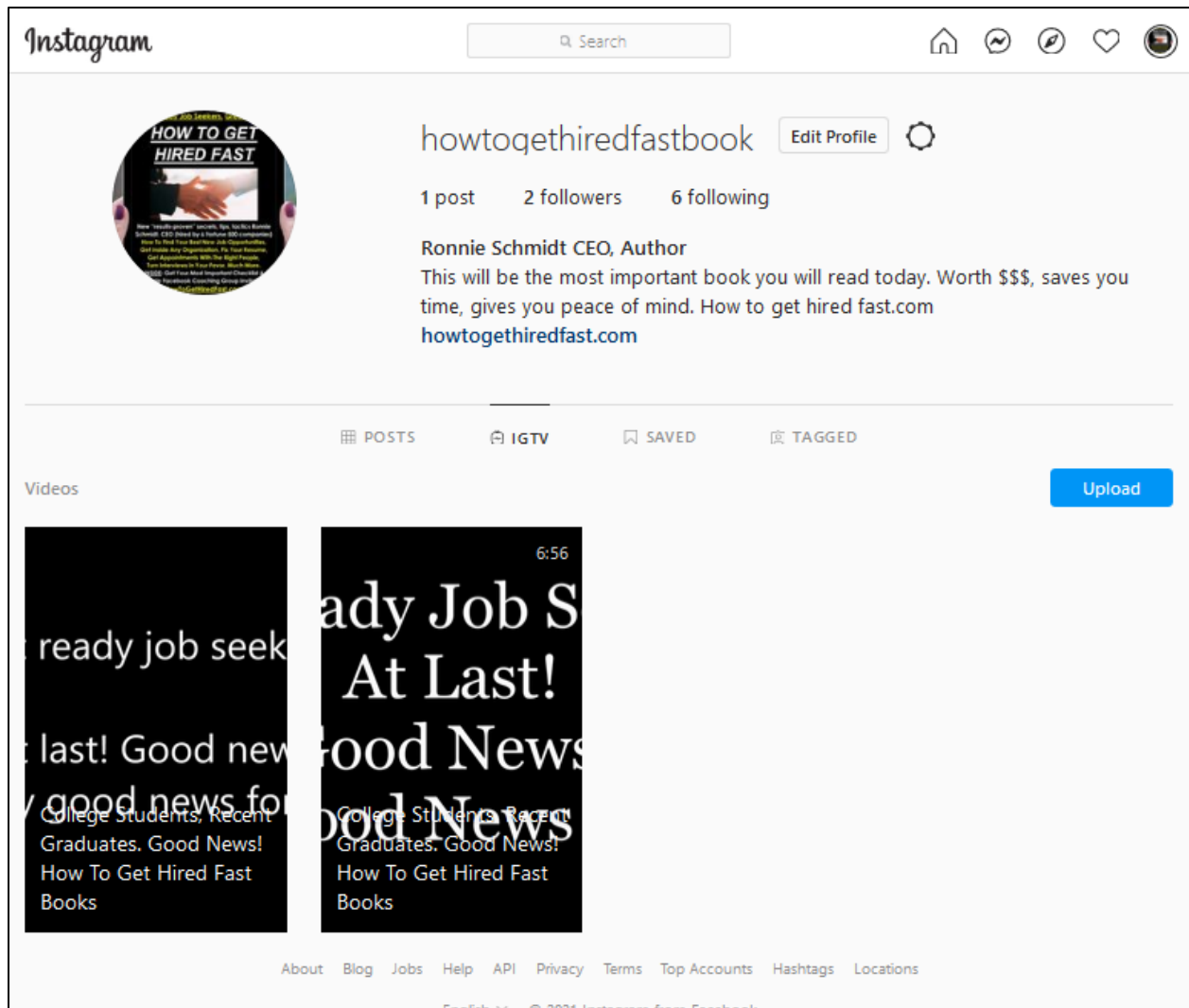
Pinterest presence and campaigns on RonnieSchmidtCEO profile



Ronnie Schmidt, Author, CEO

howtogethiredfast.com · @RonnieSchmidtCEO · Ronnie Schmidt, The Marketing Consultants Group LLC CEO is the author of How To Get Hired Fast (HowToGetHiredFast.com) Teaching Books and Coaching Groups

Instagram presence and campaigns on multiple profiles including ronnieschmidtceo, howtogethiredfastbook, trustedceoronnieschmidt profiles.



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Promotional Opportunities

Some of our promotional opportunities include:

- Inclusion in our HOW TO GET HIRED FAST Paperback Books
- Featured hyperlink on HowToGetHiredFast.com web site.
- Featured hyperlink on HOW TO GET HIRED FAST Private Facebook Coaching Groups Pages
- Featured hyperlink on HOW TO GET HIRED FAST in Marketing Consultants Group, LLC web site.
- Featured hyperlink on Marketing Consultants Group, LLC showcase page on LinkedIn.com.
- Featured hyperlink on HOW TO GET HIRED FAST showcase page on LinkedIn.com.
- Featured hyperlink on Pinterest page.
- Featured hyperlink on Instagram pages
- Sponsorship mention in videos on Marketing Consultants Group, LLC's YouTube channel.
- Cross promotions
- Exhibitor opportunities, signage, and your company representatives at live events
- Promotion on social media, including Facebook, Pinterest, Instagram TikTok with a reach of millions of college students, recent graduates, their family and friends
- Online contests promoting your company
- Option to provide prizes and giveaways for consumer contests
- Promotion in upcoming media
- Dedicated campaign with pre-marketing and follow-up promotion

- Email blasts to communities of college student sand recent graduates with purchasing power
- Placement in press releases to national media outlets
- Customized surveys of college students and recent graduates with purchasing power
- Utilize Ronnie Schmidt, CEO, Marketing Consultants Group, LLC as spokesperson

Demographics

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.

- **12.0 million** students are expected to attend full time.

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- **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

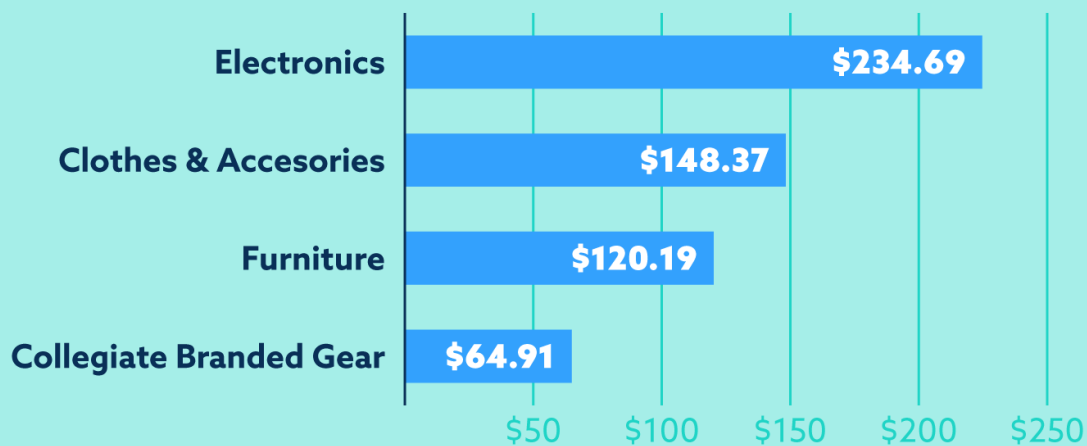
Are college enrollments differing by student characteristics in fall 2020?

- **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

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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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Trends

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

- When hiring, executives and hiring managers place a high priority on graduates' demonstrated proficiency in skills and knowledge that cut across majors, and 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).[\[2\]](#)
- 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 teachings to find their next best new job, 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.



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Sponsorship Packages

Presenting Sponsor - \$100,000 per year

Platinum Sponsor - \$50,000 per year

Gold Sponsor - \$25,000 per year

Silver Sponsor \$10,000 per year

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

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To become one of our Sponsors visit our HOW TO GET
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Get additional Sponsorship information at
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