

Connect your brand, create goodwill, increase sales in our massive College Students Market. Here's how!

THE ONE BOOK EVERY COLLEGE KID & GRAD NEEDS FOR YOUR & YOUR FAMILY'S FUTURE



HowToGetHiredFast!

SPONSORSHIP PROPOSAL

**We Help You Sell More Fast.
Make More. Do Less.**



**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, Create Goodwill, Increase Sales in our massive \$376 Billion Market of College Students

HowToGetHiredFast.com/sponsors-college-students

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[LinkedIn.com/in/ronnieschmidt](https://www.linkedin.com/in/ronnieschmidt) RonnieSchmidt.com

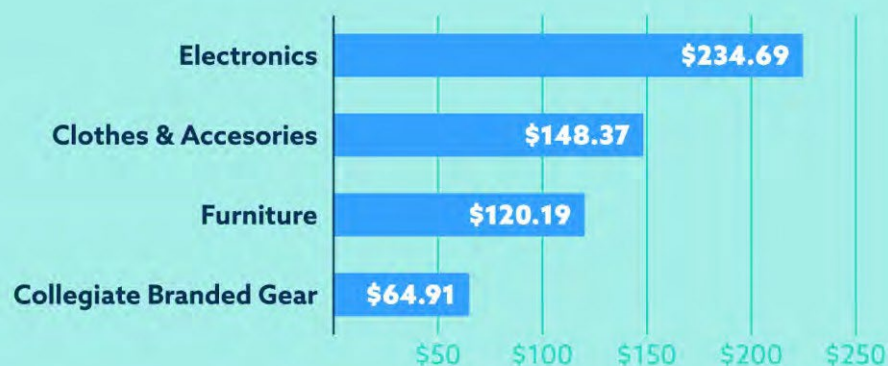
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What College Students Planned to Spend For 2019-2020 Back-to-School Season



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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- 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

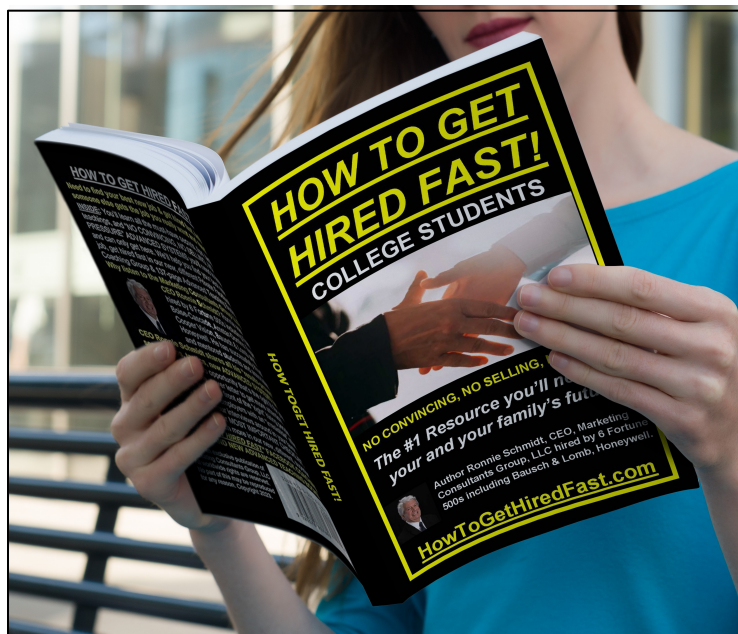
How will the Marketing Consultants Group, LLC, Publishers of the *HOW TO GET HIRED FAST!* Book Series and CEO, Author Ronnie Schmidt reach this target market?

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.

Immediate Release: Contact Ronnie Schmidt, CEO, Marketing Consultants Group, LLC (800) 330-8908 Ext. 807 Ronnie.Schmidt@MarketingConsultantsGroup.com

COLLEGE STUDENTS

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Get Ronnie Schmidt's *HOW TO GET HIRED FAST! Advanced Teaching for COLLEGE STUDENTS* Book at HowToGetHiredFast.com/college-students.

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



#1 Question 4 Interviewers Knockout Question Answer College Students

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 get you inside the company you're considering with the "2 key hiring people" and "irresistible offer" from 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 need to set yourself apart and get hired fast, before somebody else gets the job you want.

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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.

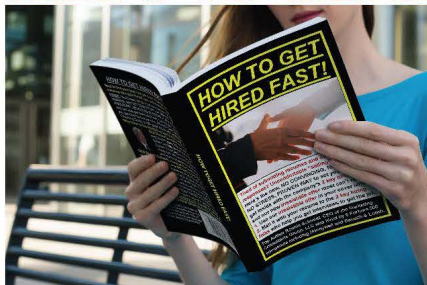
Placement in Email and Text marketing.

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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/college-students-grads](http://HowToGetHiredFast.com/college-students-grads)

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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.



I. SPONSORSHIP OPPORTUNITIES

FEATURED IN NEW "HOW TO GET HIRED FAST!" BOOKS, Customer Names. E-Mail Addresses provided.

FEATURED IN OUR NEW "HOW TO GET HIRED FAST!" FREE CHAPTER – THE #1 QUESTION 4 INTERVIEWER

FEATURED IN OUR NEW "HOW TO GET HIRED FAST!" FREE CHAPTER – KNOCKOUT QUESTION ANSWER

HOW TO GET HIRED FAST!
COLLEGE STUDENTS



NO CONVINCING, NO SELLING, NO STRESS
The #1 Resource you'll need for your and your family's future.

 Author Ronnie Schmidt, CEO, Marketing Consultants Group, LLC hired by 6 Fortune 500s including Bausch & Lomb, Honeywell.

HowToGetHiredFast.com

Your brand will be featured in our new "HOW TO GET HIRED FAST!" Books For COLLEGE STUDENTS & GRADUATES, plus you will receive the names and E-mail addresses of our Book customers.

HOW TO GET HIRED FAST!



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GRAPHIC ADS PLACED IN
HIGH-TRAFFIC COLLEGE
STUDENT, GRADUATE
PUBLICATIONS

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APART To GET HIRED FAST For Your & Your Family's Future.

THE #1 RESOURCE
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Claim your copy now at:
HowToGetHiredFast.com
Before somebody else gets the job.

Who else wants the new
No Convincing, No Selling,
No Stress, Proven Way to
SET YOURSELF APART and
GET HIRED FAST? Your
brand will be featured in
the ads.

FEATURED IN 2 NEW
VIDEO SALES LETTERS
PLACED IN HIGH-TRAFFIC
COLLEGE STUDENT,
GRADUATE VENUES

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Before somebody else gets the job.

We'll work with you and
your staff to create even
more professional,
results-driven Video
Sales Letters, to be
promoted by Influencers
that will get everyone's
attention and include
your brand.

FEATURED IN NEW "HOW
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ONLINE COURSE FOR
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Online Course.

SPONSORSHIP OPPORTUNITIES

FEATURED IN OUR 3 NEW PRESS RELEASES SENT TO TRADITIONAL MEDIA, COLLEGES, ALUMNI, ORGANIZATIONS

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(800) 338-4988 Ext. 807 Renee.Schmitt@MarketingConsultantsGroup.com

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



#1 Question 4 Interviews **#1 Abstract Question Answer** **College Students**

WHO: Author, CEO of the Marketing Consultants Group, LLC Renee Schmitt was hired by 6 Fortune 500 companies, including Microsoft & Google and Lento. He shows his and other master's machine secrets, tips, tactics, strategies and Advanced Systems. So, say goodbye to endless job searches that don't get results. He helps get you made the company you're interviewing with the "2 key hiring secrets" and "innovative offer" from the book you need to get the interview to get the job you want.

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It's the new **HOW TO GET HIRED FAST! Advanced Teaching Books For COLLEGE STUDENTS** Advanced Teaching Books.

It's different than other teaching methods so forget about submitting useless resumes. Get "NO CONVICIONS, NO SELLING, NO STRESS" ADVANCED SYSTEMS in the **HOW TO GET HIRED FAST! Advanced Teaching Books For COLLEGE STUDENTS** Advanced Teaching Books.

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WRITERS, REPORTERS, JOURNALISTS, EDITORS, PR PERS, INFLUENCERS, PUBLISHERS
**THE #1 "NO CONVICIONS, NO SELLING, NO STRESS" RESOURCE YOU NEED
TO GET YOURSELF APART AND GET HIRED FAST FOR YOUR & YOUR FAMILY'S FUTURE**

HOW TO GET HIRED FAST! Advanced Teaching Books

WHO: Author and CEO of the Marketing Consultants Group, LLC Renee Schmitt, who was hired by 6 Fortune 500 companies including Microsoft, Google & Lento and has successfully found and recruited many top-selling writers, reporters, journalists, editors, PR pers, influencers, publishers to mention his new **HOW TO GET HIRED FAST! Advanced Teaching Books** series.

WHAT: Here's the new, different, multi-phase secrets, tips, tactics, strategies, and "NO CONVICIONS, NO SELLING, NO STRESS" ADVANCED SYSTEMS professionals need to set themselves apart, get made the company they're considering with the "2 key hiring secrets" and "the innovative offer" from the book that they will need to get hired fast, before somebody else gets the job they want.

It's called the new **HOW TO GET HIRED FAST! Advanced Teaching Books Series**

It's different than most previous teaching methods because job seekers will be getting the secrets, tips, tactics, strategies and "NO CONVICIONS, NO SELLING, NO STRESS" ADVANCED SYSTEMS in the easy-to-read book that doesn't require you to read endless resumes and not get any responses.

Get the **"NO CONVICIONS, NO SELLING, NO STRESS" HOW TO GET HIRED FAST! ADVANCED SYSTEMS** in easy-to-read **HOW TO GET HIRED FAST! Advanced Teaching Books** for Advertising, Sales/Marketing, Business, College Students, Government Employees, Health Care, IT, Journalism, Legal, Marketing, Media, Medical, PR, Retail, Sales, Services, Students, Teaching, Union Members, Writer, Reporter Professionals.

These new-revealed books, multi-phase secrets, tips, tactics, strategies, and "NO CONVICIONS, NO SELLING, NO STRESS" ADVANCED SYSTEMS in the **HOW TO GET HIRED FAST! Advanced Teaching Books** series will help job seekers learn to

Book 4 includes only 1st chapter. Additional chapters include specific information for job seekers who need to get hired fast. Additional chapters include specific information for job seekers who need to get hired fast. Additional chapters include specific information for job seekers who need to get hired fast.



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PROFESSIONALS

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TO "HOW TO GET HIRED
FAST!" BOOK AND FREE
CHAPTER CUSTOMERS



Your brand will receive
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our "HOW TO GET HIRED
FAST!" BOOKS and FREE
CHAPTER customers.

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



Your brand will be
featured in our Student
Scholarship Contests
featured on our "HOW
TO GET HIRED FAST!"
Web Site.

FEATURED PROMOTIONS
TO INTRODUCE YOUR
BRAND TO OUR MASSIVE
COLLEGE STUDENT
TARGET MARKET



We'll work with you and
your staff to create
professional, results-
driven promotions and
develop many other great
ways that will get
everyone's attention and
feature your brand.

SPONSORSHIP OPPORTUNITIES

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FAST!" BOOK AND FREE
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Scholarship Contests
featured on our "HOW
TO GET HIRED FAST!"
Web Site.

FEATURED PROMOTIONS
TO INTRODUCE YOUR
BRAND TO OUR MASSIVE
COLLEGE STUDENT
TARGET MARKET



We'll work with you and
your staff to create
professional, results-
driven promotions and
develop many other great
ways that will get
everyone's attention and
feature your brand.



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.

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.

He shares his and other mentor's new, must-have, NO CONVINCING, NO SELLING, NO PRESSURE secrets, tips, tactics, teachings and Advanced Systems to say good-bye to endless job searches that don't get results.

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, Create Goodwill, Increase Sales in our
massive \$376 Billion Market of College Students

HowToGetHiredFast.com/sponsors-college-students

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