

Connect your brand, generate goodwill, increase your sales in our massive Professionals market. Here's how.

# THE ONE BOOK EVERY PROFESSIONAL NEEDS TO READ!



***HOW TO GET HIRED FAST!***  
**SPONSORSHIP PROPOSAL**

# Sponsorship Proposal Table of Contents

How will our Featured Sponsors be promoted in our new, different <i>HOW TO GET HIRED FAST!</i> Advanced Teaching 20 Book Series, FREE CHAPTERS, Courses, Press Releases, Ads, Video Sales Letters, Live Events, Promotions, E-Mail Marketing and more?	3
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How will our Featured Sponsors be promoted in our new, different *HOW TO GET HIRED FAST!* Advanced Teaching 20 Book Series, FREE CHAPTERS, Courses, Press Releases, Ads, Video Sales Letters, Live Events, Promotions, E-mail Marketing & more?



Here's how the Marketing Consultants Group, LLC, Publishers of our new, different *HOW TO GET HIRED FAST!* Advanced Teaching 20 Book Series and CEO, Author Ronnie Schmidt will reach out to our target markets of millions of Professionals (also including College Students, Graduates, Students and Seniors).

## 1. SPONSORSHIP OPPORTUNITIES - PROFESSIONALS

FEATURED IN NEW "HOW TO GET HIRED FAST!" BOOKS. Names, E-Mails provided to Sponsors.



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



Your brand will be featured in our FREE CHAPTERS, plus you will receive the names and E-mail addresses of our FREE CHAPTERS customers to continue to market to them.

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



Your brand will be featured in our FREE CHAPTERS, plus you will receive the names and E-mail addresses of our FREE CHAPTERS customers to continue to market to them.



## SPONSORSHIP OPPORTUNITIES – PROFESSIONALS

FEATURED IN 2 NEW ADS &  
VIDEO SALES LETTERS  
STRATEGICALLY PLACED IN  
HIGH-TRAFFIC  
PROFESSIONAL VENUES

Tired of submitting responses and not getting responses?  
At last. Look no further. It's true.

**THE ONE BOOK  
EVERY PROFESSIONAL  
NEEDS TO READ!**



Here's the new, different, superior "No Convincing, No Selling, No Stress, Proven Way" to set yourself apart and get the company you want without the "2 Key Things People" using our "Irresistible Offer" from the book to get the interview you need to get the job you want. As featured by the CEO who was listed by 6 Fortune 500 companies including Honeywell and Boeing & Lockheed. Claim your copy now before the price goes up!

**HowToGetHiredFast.com**

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 "FREE  
CHAPTER" ADS, VIDEO  
SALES LETTERS PLACED IN  
HIGH-TRAFFIC  
PROFESSIONAL VENUES

Tired of submitting resumes and not getting responses?  
Uncomfortable "selling" yourself? Look no further.

**THE ONE BOOK  
EVERY PROFESSIONAL  
NEEDS TO READ!**



**Claim your FREE CHAPTERS  
at HowToGetHiredFast.com**

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 OUR NEW  
"HOW TO GET HIRED  
FAST!" ONLINE COURSE  
FOR PROFESSIONALS AND  
COLLEGE STUDENTS

Who else wants our new, different, superior  
NO CONVINCING, NO SELLING, NO STRESS Online  
Course To SET YOURSELF APART To GET HIRED FAST?  
Before somebody else gets the job you want and need.

**THE ONE COURSE  
EVERY PROFESSIONAL  
NEEDS TO TAKE**



**Apply for admission now at  
HowToGetHiredFast.com**

Your brand will be  
featured in our "HOW  
TO GET HIRED FAST!"  
Online Course.

# SPONSORSHIP OPPORTUNITIES - PROFESSIONALS

FEATURED IN OUR 3 NEW  
PRESS RELEASES SENT TO  
COLLEGE NEWS OUTLETS,  
FRATERNITIES, SORORITIES

Headline Release: Conrad Rovers Schmidt, CEO, Marketing Consultants Group, LLC  
(800) 334-4988 Ext. 807 [conrad.schmidt@marketingconsultantsgroup.com](mailto:conrad.schmidt@marketingconsultantsgroup.com)

**COLLEGE STUDENTS - GRADUATES DON'T READ THIS!**  
If you're looking to find your next new job and set yourself apart to get hired fast, before anybody else gets the job you want and need.

Here's the new, different, NO CONVICING, NO SELLING, NO STRESS, RESULTS-PROVEN WAY to GET YOURSELF APART to GET HIRED FAST!

Get Conrad Schmidt's **HOW TO GET HIRED FAST for COLLEGE STUDENTS - GRADUATES** Book at <http://gethiredfast.com/college-students-grads>

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



**PROFESSIONAL 4 STAR REVIEW: Knockout Question-Answer - Scores for 17 Professionals**

**WHS** Author, CEO of the Marketing Consultants Group, LLC Conrad Schmidt was used by 9 Fortune 500 companies, including Microsoft & Google and, until he started his and other superior multi-hour results, tips, tactics, techniques and Advanced Systems, his key position is evidence job searches that don't get results. He helps get you inside the company you're interviewing with the "2 key thing people" and "irresistible offer" from the book you need to get the interview to get the job you want.

**WHS** Here's the new, different, superior, multi-hour results, tips, tactics, techniques, and "NO CONVICING, NO SELLING, NO STRESS" PROVEN SYSTEM you need to set yourself apart and get hired fast, before anybody else gets the job you want.

It's the new **HOW TO GET HIRED FAST for COLLEGE STUDENTS - GRADUATES**.

It's different than other teaching methods to forget about submitting endless resumes. Get "NO CONVICING, NO SELLING, NO STRESS" ADVANCED SYSTEMS to the new **HOW TO GET HIRED FAST** COLLEGE STUDENTS - GRADUATES Book.

FEATURED IN OUR 3 NEW  
PRESS RELEASES SENT TO  
MULTIPLE PROFESSIONAL  
ORGANIZATIONS

Headline Release: Conrad Rovers Schmidt, CEO, Marketing Consultants Group, LLC  
(800) 334-4988 Ext. 807 [conrad.schmidt@marketingconsultantsgroup.com](mailto:conrad.schmidt@marketingconsultantsgroup.com)

**Writers, Reporters, Journalists, Editors, PR Pros, Influencers, Publishers Get Paid to Mention The #1 Book Professionals Need to Read!**  
Get **HOW TO GET HIRED FAST! 20 Advanced Teaching Books Series**.

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It's the new **HOW TO GET HIRED FAST! 20 Advanced Teaching Books Series**.

It's different from most common teaching methods because job seekers can't go giving the resume, tips, tactics, techniques, and "NO CONVICING, NO SELLING, NO STRESS" ADVANCED SYSTEMS in the way to find best that don't require you to submit endless resumes and not get any responses.

Get all the "NO CONVICING, NO SELLING, NO STRESS" RESULTS-PROVEN ADVANCED SYSTEMS to help to read 20 **HOW TO GET HIRED FAST!** Books for Advertising, Automotive, Business, College Students & Graduates, Health Care, IT, Journalism, Legal, Marketing, Media, Music, PR, Real Estate, Retail, Sales, Season, Students, Teaching, Union Members and Writers/Reporters/Professionals.

It's the new, revised, edited, most have results, tips, tactics, techniques, and "NO CONVICING, NO SELLING, NO STRESS" ADVANCED SYSTEMS to the new **HOW TO GET HIRED FAST! 20 Advanced Teaching Book Series** will help job seekers learn to:

300+ successful job seekers, learn about the new professional and personal development, and the new professional and personal development, and the new professional and personal development.



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

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(800) 334-4988 Ext. 807 [conrad.schmidt@marketingconsultantsgroup.com](mailto:conrad.schmidt@marketingconsultantsgroup.com)

**DON'T READ THIS!** Unless you're looking to find a better job, set yourself apart to get hired fast, before anybody gets the job you want and need.

Here's the new, different, NO CONVICING, NO SELLING, NO STRESS, RESULTS-PROVEN WAY to GET YOURSELF APART to GET HIRED FAST!

Get Conrad Schmidt's **HOW TO GET HIRED FAST! Advanced Teaching Books for 19 different PROFESSIONALS** at <http://gethiredfast.com>

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**PROFESSIONAL 4 STAR REVIEW: Knockout Question-Answer - Scores for 17 Professionals**

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We'll work with you and  
your staff to create  
professional, results-  
driven Press Releases  
that will get everyone's  
attention and feature  
your brand.

We'll work with you and  
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your brand.

We'll work with you and  
your staff to create  
professional, results-  
driven Press Releases  
that will get everyone's  
attention and feature  
your brand.



FEATURED ON  
HowToGetHiredFast.com,  
LinkedIn, Instagram,  
Facebook, and Pinterest  
WEB SITES.



Your brand will be featured on our "HOW TO GET HIRED FAST!" web site and on our social media sites including LinkedIn, Instagram, Facebook, and Pinterest.

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



Your brand will be featured in our "HOW TO GET HIRED FAST!" LIVE EVENTS, including SPEAKING, PODCAST and BOOK SIGNING EVENTS with CEO, Author Ronnie Schmidt.

FEATURED IN E-MAIL  
COMMUNICATIONS SENT  
TO "HOW TO GET HIRED  
FAST!" BOOKS AND FREE  
CHAPTER CUSTOMERS



Your brand will receive the names and E-mail addresses and included in E-mail communications with our "HOW TO GET HIRED FAST!" BOOKS and FREE CHAPTER customers.

## SPONSORSHIP OPPORTUNITIES – PROFESSIONALS

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**FEATURED IN TEXTS  
(CUSTOMER APPROVED)  
SENT TO "HOW TO GET  
HIRED FAST!" BOOKS, FREE  
CHAPTER CUSTOMERS**



**Your brand will receive the  
names and phone  
numbers (customer  
approved) of our "HOW  
TO GET HIRED FAST!"  
BOOKS and FREE  
CHAPTERS customers.**

**FEATURED IN CONSUMER  
CONTESTS PROMOTED ON  
"HOW TO GET HIRED  
FAST!" WEB SITE, IN ADS,  
AND VIDEO SALES**



**Your brand will be  
featured in our  
Professionals Contests  
featured on our "HOW  
TO GET HIRED FAST!" Web  
Site, in Ads and Video  
Sales Letters**

**FEATURED IN CROSS  
PROMOTIONS TO  
INTRODUCE YOUR BRAND  
TO OUR PROFESSIONALS  
TARGET MARKET**



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



How will Featured Sponsors be promoted in our new, different ***HOW TO GET HIRED FAST!*** Advanced Teaching 20 Book Series, FREE CHAPTERS, Courses, Press Releases, Ads, Video Sales Letters, Live Events, Promotions, E-mail Marketing & more?

Here's how the Marketing Consultants Group, LLC, Publishers of our new ***HOW TO GET HIRED FAST!*** 20 Book Series and CEO, Author Ronnie Schmidt will easily reach out to our target markets.

## Retail Book Displays

Bookstores.

Retail stores.

Local libraries.



## Press Releases

Weekly Press Releases sent to the national media.

Monthly Press Releases sent to multimedia outlets.

Monthly Press Releases sent to Alumni Associations.

Monthly Press Releases sent to Professional Organizations and Associations.

Monthly Press Releases sent to feature news organizations and traditional media.

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

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

**#1 Question 4 Interviewers Knockout Question Answer** **Books for 19 Professions**

**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.

**They're the new ***HOW TO GET HIRED FAST!*** Advanced Teaching Books for PROFESSIONALS, only available at [HowToGetHiredFast.com](http://HowToGetHiredFast.com).**

**It's different than other teaching methods so forget about submitting endless resumes. Get "NO CONVINCING, NO SELLING, NO STRESS" ADVANCED SYSTEMS in the new ***HOW TO GET HIRED FAST!*** Advanced Teaching Books for PROFESSIONALS.**

Contact Ronnie Schmidt, CEO the Marketing Consultants Group, LLC at his office (800) 330-8908 Ext. 807, via his private cell (920) 396-5290 or via e-mail [Ronnie.Schmidt@MarketingConsultantsGroup.com](mailto:Ronnie.Schmidt@MarketingConsultantsGroup.com)

## 2 FREE CHAPTERS your brand will be featured in our:

### “HOW TO GET HIRED FAST!” Free Chapters

## [KNOCKOUT QUESTION ANSWER](#)



**FREE CHAPTER**  
**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.

Author: CEO Ronnie Schmidt,  
Marketing Consultants Group, LLC. Hired by 6  
Fortune 500s including Honeywell, Bausch & Lomb  
**HowToGetHiredFast.com**

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](#)



**FREE CHAPTER**  
**#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.

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

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.





## Online Video Sales Letters and Ads

Placement on [HowToGetHiredFast.com](http://HowToGetHiredFast.com).

Placement on [MarketingConsultantsGroup.com](http://MarketingConsultantsGroup.com).

Placement on our HOW TO GET HIRED FAST! Online Course.

Placement on our HOW TO GET HIRED FAST! Facebook Page.

Placement on our Marketing Consultants Group, LLC LinkedIn Page.

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

Placement in our Video Sales Letters on [HowToGetHiredFast.com](http://HowToGetHiredFast.com).

Placement on Marketing Consultants Group, LLC YouTube Channel.

Placement in our 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.

Tired of submitting resumes and not getting responses?  
Uncomfortable "selling" yourself? Look no further.

### **THE ONE BOOK EVERY PROFESSIONAL NEEDS TO READ!**



**Claim your Digital Book at  
[HowToGetHiredFast.com](http://HowToGetHiredFast.com)**

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### **THE ONE BOOK EVERY PROFESSIONAL NEEDS TO READ!**



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at [HowToGetHiredFast.com](http://HowToGetHiredFast.com)**

Contact Ronnie Schmidt, CEO the Marketing Consultants Group, LLC at his office (800) 330-8908 Ext. 807, via his private cell (920) 396-5290 or via e-mail [Ronnie.Schmidt@MarketingConsultantsGroup.com](mailto:Ronnie.Schmidt@MarketingConsultantsGroup.com)





## Live events

Participation in traditional media and podcast speaking tours.

Participation at book signings and speaking events.

Placement in HOW TO GET HIRED FAST! online 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! LinkedIn.com pages.

## Promotional Opportunities

Some of our many promotional opportunities include:

- Placement in our HOW TO GET HIRED FAST! Advanced Teaching 20 Book Series.
- Placement in our HOW TO GET HIRED FAST! FREE CHAPTERS.
- Placement on our [HowToGetHiredFast.com](http://HowToGetHiredFast.com) web site.
- Placement on HOW TO GET HIRED FAST! Page 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 our 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 Professionals, 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 Professionals 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 Professionals.
- 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.

Below is the Table of Contents for our *HOW TO GET HIRED FAST!* Advanced Teaching 20 Book Series (including College Students, Graduates, Students, Seniors).



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

Contact Ronnie Schmidt, CEO the Marketing Consultants Group, LLC at his office (800) 330-8908 Ext. 807, via his private cell (920) 396-5290 or via e-mail [Ronnie.Schmidt@MarketingConsultantsGroup.com](mailto:Ronnie.Schmidt@MarketingConsultantsGroup.com)



## **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**

## **Demographics of the 20 Professionals Markets including College Students, Graduates, Students and Seniors we are targeting with our *HOW TO GET HIRED FAST!* Advanced Teaching Books, FREE CHAPTERS and Courses.**

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### **Advertising Professionals**

According to the U.S. Bureau of Labor Statistics (BLS), as of 2022, the advertising, public relations, and related services industry employed approximately 541,942 individuals.

#### **Data USA**

##### **Demographics:**

- **Gender:** The workforce is composed of 52% women and 48% men.

#### **Data USA**

- **Race:** Approximately 76.6% of workers are White, followed by individuals identifying with Two or More Races and Asian.

#### **Data USA**

- **Education:** A significant portion of the workforce holds higher education degrees:
  - Bachelor's degree: 57.4%
  - Graduate degree: 13.8%
  - Some college: 13.1%

#### **Data USA**

##### **Total Buying Power:**

Specific data on the total buying power of advertising professionals is not readily available. However, the average annual salary in this industry is approximately \$99,486, which is \$34,803 higher than the national average salary of \$64,683.

---



## **Automotive Professionals**

According to the U.S. Bureau of Labor Statistics (BLS), the automotive industry encompasses various sectors, including motor vehicle manufacturing, motor vehicle parts manufacturing, and automotive repair and maintenance. Here's an overview of employment and available demographic data for these sectors:

### **Total Employment:**

- **Motor Vehicle Manufacturing (NAICS 3361):** Approximately 256,700 workers.

### **Bureau of Labor Statistics**

- **Motor Vehicle Parts Manufacturing (NAICS 3363):** Approximately 693,120 workers.

### **Bureau of Labor Statistics**

- **Motor Vehicle Body and Trailer Manufacturing (NAICS 3362):** Approximately 168,840 workers.

### **Bureau of Labor Statistics**

- **Automotive Repair and Maintenance:** Employment data for this sector is included in broader categories and specific figures are not readily available in the provided sources.

### **Demographics:**

Detailed demographic data (e.g., gender, race, ethnicity) specific to automotive professionals is limited in the provided sources. However, the BLS provides general employment demographics across various industries, which may offer some insights:

- **Gender:** Employment distribution across industries varies, with certain sectors having higher representations of men or women.

- **Race and Ethnicity:** Representation of different racial and ethnic groups also varies by industry.

For precise demographic statistics specific to automotive professionals, consulting detailed BLS reports or industry-specific studies would be necessary.

### **Total Buying Power:**

Specific data on the total buying power of automotive professionals is not readily available. However, examining average wages can provide some context:

- **Motor Vehicle Manufacturing:** Mean hourly wage of \$25.03.

[Bureau of Labor Statistics](#)

- **Motor Vehicle Parts Manufacturing:** Mean hourly wage of \$19.79.

[Bureau of Labor Statistics](#)

- **Motor Vehicle Body and Trailer Manufacturing:** Mean hourly wage of \$16.73.

[Bureau of Labor Statistics](#)

These wage figures can serve as proxies to infer the purchasing power of professionals within these sectors.

---

### **Business Professionals**

According to the U.S. Bureau of Labor Statistics (BLS), professionals in business-related fields are categorized under **Business and Financial Operations Occupations**. Here's an overview of employment and wage statistics for these professionals:

## **Total Employment:**

- As of May 2023, approximately **9,000,000** individuals were employed in Business and Financial Operations Occupations.

[Bureau of Labor Statistics](#)

## **Median Annual Wage:**

- The median annual wage for these occupations was **\$77,000** as of May 2023.

[Bureau of Labor Statistics](#)

## **Demographics:**

Detailed demographic information (e.g., age, gender, race, ethnicity) specific to Business and Financial Operations Occupations is not readily available in the provided sources. However, the BLS's Current Population Survey (CPS) offers insights into the demographic characteristics of the broader labor force, which can provide some context:

- **Age:** The median age of employed persons varies across occupations. For detailed age distribution by specific occupations, refer to the BLS's CPS data.

[Bureau of Labor Statistics](#)

- **Gender, Race, and Ethnicity:** Comprehensive data on these demographics across various occupations are available through the BLS's CPS.

[Bureau of Labor Statistics](#)

## **Total Buying Power:**

Specific data on the total buying power of business professionals is not readily available. However, the median annual wage of \$77,000 can serve as an indicator of their individual purchasing power. It's important to note that purchasing power is influenced by various factors, including cost of living, inflation, and individual financial obligations.

---



## College Students

The U.S. Bureau of Labor Statistics (BLS) does not specifically track data on college student demographics or their purchasing power. However, insights from other reputable sources provide a comprehensive understanding of these aspects.

### **Demographics of College Students:**

- **Total Enrollment:** In 2022, approximately 18.58 million students were enrolled in U.S. colleges and universities, with around 13.49 million attending public institutions and 5.09 million at private institutions.

### Statista

- **Racial and Ethnic Composition:** As of fall 2021, the enrollment demographics were:

- **White:** 52.3%
- **Hispanic:** 18.9%
- **Black:** 12.6%
- **Asian:** 6.1%
- **Two or More Races:** 4.1%
- **Nonresident Aliens:** 3.3%
- **Unknown Race/Ethnicity:** 2.7%

### National Center for Education Statistics

- **Gender Distribution:** Women constitute a majority of college students, continuing a trend observed over the past several decades.

### Research.com

### **Buying Power of College Students:**

College students represent a significant consumer segment with substantial economic influence:

- **Collective Spending Power:** Estimates indicate that U.S. college students have a combined spending power of nearly \$600 billion.

[lexingtonlaw.com](https://lexingtonlaw.com)

- **Annual Expenditures:** On average, a college student spends approximately \$16,500 per year on various expenses, including tuition, housing, food, and entertainment.

[admissionsly.com](https://admissionsly.com)

- **Monthly Food Expenses:** Students spend about \$547 monthly on groceries and an additional \$342 on dining out.

[frontierbank.com](https://frontierbank.com)

These figures underscore the substantial economic impact of college students in the United States.

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## **Health Care Professionals**

According to the U.S. Bureau of Labor Statistics (BLS), healthcare professionals are categorized under **Healthcare Occupations**, which encompass a diverse range of roles from direct patient care to technical support. Here's an overview based on the latest available data:

### **Total Employment:**

- As of May 2022, approximately **14.7 million** individuals were employed in healthcare occupations in the United States.

[Bureau of Labor Statistics](https://www.bls.gov)

### **Demographics:**

- **Gender:** The healthcare workforce is predominantly female. For instance, in 2022, women made up a significant majority in many healthcare occupations.

[Bureau of Labor Statistics](https://www.bls.gov)

- **Race and Ethnicity:** The racial and ethnic composition of healthcare professionals varies across specific occupations. Detailed demographic data can be found in the BLS's "Employed persons by detailed industry, sex, race, and Hispanic or Latino ethnicity" table.

### [Bureau of Labor Statistics](#)

#### **Total Buying Power:**

While specific data on the total buying power of healthcare professionals is not readily available, we can infer individual purchasing power through median wage statistics:

- **Median Annual Wage:** In 2022, the median annual wage for healthcare practitioners and technical occupations was **\$75,040**, higher than the median annual wage for all occupations, which was **\$45,760**.

### [Bureau of Labor Statistics](#)

It's important to note that purchasing power can vary based on factors such as geographic location, specific occupation within the healthcare sector, and individual financial circumstances. For instance, a survey conducted in 2021 revealed that many healthcare professionals earning less than \$100,000 annually faced financial challenges, with almost half reporting less than \$1,000 in savings and difficulties managing monthly expenses.

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## **IT Professionals**

According to the U.S. Bureau of Labor Statistics (BLS), professionals in Information Technology (IT) are categorized under **Computer and Information Technology Occupations**. Here's an overview based on the latest available data:

#### **Total Employment:**



- As of May 2022, approximately **2,805,020** individuals were employed in computer and information technology occupations in the United States.

[Bureau of Labor Statistics](#)

### **Demographics:**

- **Gender:** The IT workforce is predominantly male. A 2024 report by the Equal Employment Opportunity Commission (EEOC) highlighted that less than 23% of tech workers were women, despite women comprising nearly half of the overall U.S. workforce.

[reuters.com](#)

- **Race and Ethnicity:** The EEOC report also noted underrepresentation of certain racial and ethnic groups in the tech industry:

**Black Workers:** 7.4% of the high-tech workforce, compared to 11.6% of the total U.S. workforce.

**Hispanic Workers:** Approximately 10% of the high-tech workforce, versus 18.7% of the overall U.S. workforce.

[reuters.com](#)

### **Total Buying Power:**

Specific data on the total buying power of IT professionals is not readily available. However, median wage statistics can provide insight into individual purchasing power:

- **Median Annual Wage:** In 2022, the median annual wage for computer and information technology occupations was **\$95,000**, significantly higher than the median wage for all occupations, which was **\$66,000**.

[Bureau of Labor Statistics](#)

It's important to note that purchasing power can vary based on factors such as geographic location, specific occupation within the IT sector, and individual financial circumstances.

## **Legal Professionals**

According to the U.S. Bureau of Labor Statistics (BLS), legal professionals encompass a variety of occupations, including lawyers, paralegals, legal assistants, and other legal support roles. Here's an overview based on the latest available data:

### **Total Employment:**

- **Lawyers:** As of May 2023, there were approximately 707,160 lawyers employed in the United States.

### **Bureau of Labor Statistics**

- **Paralegals and Legal Assistants:** Specific employment figures for paralegals and legal assistants are detailed in BLS reports.

### **Bureau of Labor Statistics**

- **Legal Support Workers:** Employment data for various legal support roles can be found in BLS occupational statistics.

### **Bureau of Labor Statistics**

### **Demographics:**

Detailed demographic information (e.g., gender, race, ethnicity) specific to legal professionals is limited in the provided sources. However, the BLS's Current Population Survey (CPS) offers insights into the demographic characteristics of the broader labor force, which can provide some context:

- **Age:** The median age of employed persons varies across occupations. For detailed age distribution by specific occupations, refer to the BLS's CPS data.

### **Bureau of Labor Statistics**

- **Gender, Race, and Ethnicity:** Comprehensive data on these demographics across various occupations are available through the BLS's CPS.

For precise demographic statistics specific to legal professionals, consulting detailed BLS reports or industry-specific studies would be necessary.

### **Total Buying Power:**

Specific data on the total buying power of legal professionals is not readily available. However, examining median wage statistics can provide some context:

- **Lawyers:** The median annual wage for lawyers was \$145,760 as of May 2023.

#### [Bureau of Labor Statistics](#)

- **Paralegals and Legal Assistants:** Median wage information for these roles is detailed in BLS reports.

#### [Bureau of Labor Statistics](#)

These wage figures can serve as proxies to infer the purchasing power of professionals within these sectors.

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### **Marketing Professionals**

According to the U.S. Bureau of Labor Statistics (BLS), marketing professionals encompass roles such as marketing managers and market research analysts. Here's an overview based on the latest available data:

### **Total Employment:**

- **Marketing Managers:** As of May 2023, there were approximately 347,000 marketing managers employed in the United States.

#### [Bureau of Labor Statistics](#)

- **Market Research Analysts and Marketing Specialists:** Specific



employment figures for these roles are detailed in BLS reports.

[Bureau of Labor Statistics](#)

### **Demographics:**

Detailed demographic information (e.g., gender, race, ethnicity) specific to marketing professionals is limited in the provided sources. However, the BLS's Current Population Survey (CPS) offers insights into the demographic characteristics of the broader labor force, which can provide some context:

- **Age:** The median age of employed persons varies across occupations. For detailed age distribution by specific occupations, refer to the BLS's CPS data.

[Bureau of Labor Statistics](#)

- **Gender, Race, and Ethnicity:** Comprehensive data on these demographics across various occupations are available through the BLS's CPS.

[Bureau of Labor Statistics](#)

For precise demographic statistics specific to marketing professionals, consulting detailed BLS reports or industry-specific studies would be necessary.

### **Total Buying Power:**

Specific data on the total buying power of marketing professionals is not readily available. However, examining median wage statistics can provide some context:

- **Marketing Managers:** The median annual wage for marketing managers was \$157,620 in May 2023.

[Bureau of Labor Statistics](#)

- **Market Research Analysts and Marketing Specialists:** Median wage information for these roles is detailed in BLS reports.

[Bureau of Labor Statistics](#)

These wage figures can serve as proxies to infer the purchasing power of professionals within these sectors.

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## **Media Professionals**

According to the U.S. Bureau of Labor Statistics (BLS), media professionals are categorized under various occupations within the media and communication fields. Here's an overview based on the latest available data:

### **Total Employment:**

- **Media and Communication Occupations:** As of May 2022, approximately 1,500,000 individuals were employed in media and communication occupations in the United States.

### **[Bureau of Labor Statistics](#)**

### **Demographics:**

Detailed demographic data (e.g., gender, race, ethnicity) specific to media professionals are not readily available in the provided sources. However, the BLS's Current Population Survey (CPS) offers insights into the demographic characteristics of the broader labor force, which can provide some context:

- **Gender, Race, and Ethnicity:** Comprehensive data on these demographics across various occupations are available through the BLS's CPS.

### **[Bureau of Labor Statistics](#)**

### **Total Buying Power:**

Specific data on the total buying power of media professionals is not readily available. However, examining wage statistics can provide some context:

- **News Analysts, Reporters, and Journalists:** The median annual wage for news analysts, reporters, and journalists was \$48,370 in May 2022.

## [Bureau of Labor Statistics](#)

- **Public Relations Specialists:** The median annual wage for public relations specialists was \$67,440 in May 2022.

## [Bureau of Labor Statistics](#)

These wage figures can serve as proxies to infer the purchasing power of professionals within these sectors.

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## **Medical Professionals**

According to the U.S. Bureau of Labor Statistics (BLS), the healthcare sector is a significant component of the U.S. workforce, employing millions across various occupations. Here's an overview of the demographics and economic impact of medical professionals:

### **Employment and Demographics:**

- **Gender Distribution:** In 2021, women represented 77.6% of the 21.2 million workers in the health care and social assistance industry, equating to approximately 16.4 million female workers.

## [Bureau of Labor Statistics](#)

- **Occupational Breakdown:** As of 2022, the largest healthcare occupations by employment included:

- Registered Nurses: 3,363,000
- Personal Care Aides: 1,407,000
- Nursing Assistants: 1,236,000
- Physicians: 933,000
- Home Health Aides: 617,000
- Licensed Practical and Licensed Vocational Nurses: 588,000
- Medical Assistants: 541,000



## [Bureau of Labor Statistics](#)

### **Earnings and Economic Impact:**

- **Average Salaries:** The BLS provides median annual wages for various healthcare occupations. For instance:
  - Registered Nurses: \$95,000
  - Nurse Anesthetists: \$214,000

## [wsj.com](#)

- **Total Earnings:** While specific data on the aggregate earnings of all medical professionals isn't directly provided, considering the substantial employment numbers and the average salaries, it's evident that healthcare professionals contribute significantly to the economy.

### **Buying Power:**

The BLS doesn't specifically report the total buying power of medical professionals as a distinct group. However, their earnings, combined with the Consumer Price Index (CPI), can offer insights into their purchasing power. The CPI measures the average change over time in prices paid by urban consumers for goods and services, reflecting the inflation rate and, consequently, the real value of earnings.

## [Bureau of Labor Statistics](#)

In summary, medical professionals constitute a vital segment of the U.S. workforce, with their earnings playing a significant role in the nation's economic landscape.

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## **PR Professionals**

According to the U.S. Bureau of Labor Statistics (BLS), public relations (PR) professionals play a crucial role in shaping and maintaining the public image

of organizations and individuals. Here's an overview of their demographics and economic impact:

### **Employment and Demographics:**

- **Total Employment:** As of May 2023, there were approximately 275,550 public relations specialists employed in the United States.

#### [Bureau of Labor Statistics](#)

- **Industry Distribution:** PR specialists are employed across various sectors, with the highest concentrations in:

- **Educational Services:** 13%
- **Advertising, Public Relations, and Related Services:** 13%
- **Government:** 9%
- **Healthcare and Social Assistance:** 7%
- **Grantmaking and Giving Services, and Social Advocacy Organizations:** 7%

#### [Bureau of Labor Statistics](#)

- **Age Distribution:** While specific age-related data for PR specialists isn't detailed in the BLS sources, the broader category of media and communication occupations shows a diverse age range, indicating opportunities for both entry-level and experienced professionals.
- **Gender and Ethnicity:** Detailed demographic statistics on gender and ethnicity specific to PR professionals are not provided in the available BLS data. However, the BLS does offer comprehensive reports on labor force characteristics by race and ethnicity, which can provide contextual insights.

#### [Bureau of Labor Statistics](#)

### **Earnings and Economic Impact:**

- **Median Annual Wage:** In May 2023, the median annual wage for public relations specialists was \$66,750.

#### [Bureau of Labor Statistics](#)

- **Industry-Specific Wages:** Wages can vary based on the industry of employment. For instance:
  - **Federal Executive Branch:** Average annual wage of \$95,780.
  - **Software Publishers:** Average annual wage of \$91,950.
  - **Securities, Commodity Contracts, and Other Financial Investments and Related Activities:** Average annual wage of \$90,460.

### [Bureau of Labor Statistics](#)

#### **Buying Power:**

The BLS does not provide specific data on the total buying power of public relations professionals as a distinct group. However, their earnings, combined with data from the Consumer Expenditure Survey, can offer insights into their purchasing behavior. For example, managers and professionals, a category that includes PR specialists, have the highest percentage of homeownership, indicating significant purchasing power.

### [Bureau of Labor Statistics](#)

In summary, public relations professionals are integral to various industries, with their earnings reflecting their essential role in shaping public perception and communication strategies.

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#### **Reporters**

According to the U.S. Bureau of Labor Statistics (BLS), reporters, journalists, and writers play pivotal roles in disseminating information and crafting content across various media platforms. Here's an overview of their demographics and economic impact:

#### **Employment and Demographics:**

- **Total Employment:**



- **News Analysts, Reporters, and Journalists:** Approximately 45,020 employed as of May 2023.

#### [Bureau of Labor Statistics](#)

- **Writers and Authors:** Approximately 49,450 employed as of May 2023.

#### [Bureau of Labor Statistics](#)

- **Gender and Ethnicity:** Specific demographic data on gender and ethnicity for these professions are not detailed in the available BLS sources. However, the BLS provides comprehensive reports on labor force characteristics by race and ethnicity, which can offer contextual insights.

#### [Bureau of Labor Statistics](#)

- **Age Distribution:** Detailed age-related data for these specific occupations are not provided in the available BLS sources. For broader insights, the BLS offers data on employed persons by detailed occupation and age.

#### [Bureau of Labor Statistics](#)

### **Earnings and Economic Impact:**

- **Median Annual Wages (May 2023):**
  - **News Analysts, Reporters, and Journalists:** \$101,430

#### [Bureau of Labor Statistics](#)

- **Writers and Authors:** \$86,120

#### [Bureau of Labor Statistics](#)

- **Industry Employment:**
  - These professionals are employed across various sectors, including:
    - **Newspaper, Periodical, Book, and Directory Publishers**
    - **Radio and Television Broadcasting**
    - **Other Information Services**

- **Advertising, Public Relations, and Related Services**
- **Independent Artists, Writers, and Performers**

[Bureau of Labor Statistics](#)

### **Buying Power:**

The BLS does not provide specific data on the total buying power of reporters, journalists, and writers as distinct groups. However, their earnings, combined with data from the Consumer Expenditure Survey, can offer insights into their purchasing behavior. For example, higher-income professionals tend to allocate more towards housing, insurance, and retirement contributions, reflecting significant purchasing power.

In summary, reporters, journalists, and writers are integral to the media and communication landscape, with their earnings reflecting their essential role in informing and engaging the public.

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### **Journalists**

According to the U.S. Bureau of Labor Statistics (BLS), reporters, journalists, and writers play pivotal roles in disseminating information and crafting content across various media platforms. Here's an overview of their demographics and economic impact:

### **Employment and Demographics:**

- **Total Employment:**

- **News Analysts, Reporters, and Journalists:** Approximately 45,020 employed as of May 2023.

[Bureau of Labor Statistics](#)

- **Writers and Authors:** Approximately 49,450 employed as of May 2023.

#### [Bureau of Labor Statistics](#)

- **Gender and Ethnicity:** Specific demographic data on gender and ethnicity for these professions are not detailed in the available BLS sources. However, the BLS provides comprehensive reports on labor force characteristics by race and ethnicity, which can offer contextual insights.

#### [Bureau of Labor Statistics](#)

- **Age Distribution:** Detailed age-related data for these specific occupations are not provided in the available BLS sources. For broader insights, the BLS offers data on employed persons by detailed occupation and age.

#### [Bureau of Labor Statistics](#)

#### **Earnings and Economic Impact:**

- **Median Annual Wages (May 2023):**
  - **News Analysts, Reporters, and Journalists:** \$101,430

#### [Bureau of Labor Statistics](#)

- **Writers and Authors:** \$86,120

#### [Bureau of Labor Statistics](#)

- **Industry Employment:**
  - These professionals are employed across various sectors, including:
    - **Newspaper, Periodical, Book, and Directory Publishers**
    - **Radio and Television Broadcasting**
    - **Other Information Services**
    - **Advertising, Public Relations, and Related Services**
    - **Independent Artists, Writers, and Performers**

#### [Bureau of Labor Statistics](#)

## Buying Power:

The BLS does not provide specific data on the total buying power of reporters, journalists, and writers as distinct groups. However, their earnings, combined with data from the Consumer Expenditure Survey, can offer insights into their purchasing behavior. For example, higher-income professionals tend to allocate more towards housing, insurance, and retirement contributions, reflecting significant purchasing power.

In summary, reporters, journalists, and writers are integral to the media and communication landscape, with their earnings reflecting their essential role in informing and engaging the public.

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## Retail Professionals

Retail professionals are integral to the U.S. economy, engaging in the sale of goods directly to consumers. Here's an overview of their demographics and economic impact based on data from the U.S. Bureau of Labor Statistics (BLS):

### Employment and Demographics:

- **Total Employment:** As of May 2023, the retail sector employed approximately 3,684,740 retail salespersons, making it one of the largest occupations in the United States.

### Bureau of Labor Statistics

- **Gender and Ethnicity:** Detailed demographic data specific to retail professionals, including gender and ethnicity breakdowns, are not provided in the available BLS sources. However, the BLS offers comprehensive reports on labor force characteristics by race and ethnicity, which can provide contextual insights.

### Bureau of Labor Statistics



- **Age Distribution:** Specific age-related data for retail professionals are not detailed in the available BLS sources. For broader insights, the BLS provides data on employed persons by detailed occupation and age.

[Bureau of Labor Statistics](#)

### **Earnings and Economic Impact:**

- **Average Earnings:** As of January 2025, the average hourly earnings for all employees on private nonfarm payrolls, which includes retail professionals, were \$35.87, with an average weekly earning of \$1,223.17.

[Bureau of Labor Statistics](#)

### **Buying Power:**

The BLS does not provide specific data on the total buying power of retail professionals as a distinct group. However, their earnings, combined with data from the Consumer Price Index (CPI), can offer insights into their purchasing behavior. The CPI measures the average change over time in prices paid by urban consumers for goods and services, reflecting the inflation rate and, consequently, the real value of earnings.

[Bureau of Labor Statistics](#)

In summary, retail professionals constitute a significant portion of the U.S. workforce, with their earnings playing a vital role in the nation's economic landscape.

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## **Sales Professionals**

Sales professionals are integral to the U.S. economy, engaging in activities that drive revenue across various industries. Here's an overview of their demographics and economic impact:

## Employment and Demographics:

- **Total Employment:** Estimates of the number of sales professionals in the United States vary:

- Approximately 5.7 million professional salespeople, with field sales comprising 52.8%.

[saleslion.io](http://saleslion.io)

- Over 13 million individuals in sales roles, accounting for nearly 4% of the U.S. population.

[jointhefollowup.com](http://jointhefollowup.com)

- **Gender Distribution:** The gender composition varies by specific sales roles:

- **Retail Salespersons:** Approximately 49.4% women and 50.6% men.

[datausa.io](http://datausa.io)

- **Sales Representatives (Services):** Approximately 33.1% women and 66.9% men.

[datausa.io](http://datausa.io)

- **Ethnic Composition:** The racial and ethnic makeup of sales professionals includes:

- **White:** 72.8%
- **Hispanic or Latino:** 14.3%
- **Asian:** 5.2%
- **Black or African American:** 3.8%
- **Unknown:** 3.7%
- **American Indian and Alaska Native:** 0.2%

[Zippia](http://Zippia)

## Earnings and Economic Impact:

- **Average Earnings:** Earnings for sales professionals vary widely based on role and industry:

- **Retail Salespersons:** Median annual wage of \$29,180 as of May 2023.

[Bureau of Labor Statistics](#)

- **Sales Representatives (Services):** Median annual wage of \$58,770 as of May 2023.

[Bureau of Labor Statistics](#)

- **Sales Representatives (Wholesale and Manufacturing):** Median annual wage of \$65,420 as of May 2023.

[Bureau of Labor Statistics](#)

### **Buying Power:**

While specific data on the total buying power of sales professionals as a distinct group is not readily available, their earnings contribute significantly to consumer spending and the overall economy. Higher-earning sales roles, such as those in wholesale and manufacturing, likely have greater purchasing power compared to entry-level retail positions.

In summary, sales professionals constitute a diverse and substantial segment of the U.S. workforce, with their demographics and earnings varying across different sales roles and industries.

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### **Seniors**

The U.S. Bureau of Labor Statistics (BLS) provides insights into the demographics and economic contributions of older professionals in the workforce.

### **Demographics of Older Professionals:**

- **Labor Force Participation:** As of 2024, approximately 11.3 million

individuals aged 65 and over were employed, representing about 7% of the total employed population.

### [Bureau of Labor Statistics](#)

- **Projected Growth:** The labor force participation rate for those aged 75 and older is projected to increase by 96.5% from 2020 to 2030, reflecting a significant trend of extended workforce engagement among seniors.

### [Bureau of Labor Statistics](#)

#### **Buying Power of Older Professionals:**

While the BLS does not explicitly quantify the total buying power of older professionals, consumer expenditure data offers insights:

- **Expenditure Patterns:** In 2013, average annual expenditures decreased with age. Households led by individuals aged 55–64 spent approximately \$9,482 annually, while those 75 and older spent about \$5,149. This decline may be attributed to reduced income post-retirement and shifts in spending priorities.

### [Bureau of Labor Statistics](#)

In summary, older professionals continue to play a vital role in the U.S. labor force, with their participation rates expected to rise. Their spending patterns, influenced by factors such as retirement and health, reflect a decrease in expenditures as age increases.

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### **Students**

The U.S. Bureau of Labor Statistics (BLS) does not specifically track data on student demographics or their purchasing power, as its primary focus is on labor market activities. However, insights from other reputable sources provide a comprehensive understanding of these aspects:



## Student Demographics:

### • K–12 Public School Enrollment (2021):

- **White:** 45.2%
- **Hispanic:** 28.4%
- **Black:** 14.9%
- **Asian:** 5.0%
- **Two or More Races:** 4.5%
- **American Indian/Alaska Native:** 0.7%
- **Pacific Islander:** 0.4%

### [Statista](#)

### • Postsecondary Enrollment (2021):

- **White:** 51.8%
- **Hispanic:** 20.6%
- **Black:** 13.9%
- **Asian:** 7.6%
- **Foreign-born (Undergraduate):** 11.1%
- **Foreign-born (Graduate):** 19.8%

### [Census Bureau](#)

## Student Buying Power:

While precise figures may vary, estimates highlight the significant economic influence of the student demographic:

- **College Students:** Collectively possess an estimated spending power of nearly \$600 billion.

### [lexingtonlaw.com](#)

- **Teens (Aged 13–18):** Represent a market segment with a total spending of approximately \$208.7 billion.

### [mccormickfona.com](#)

These figures underscore the substantial economic impact of students across

various age groups in the United States.

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## **Teaching Professionals**

Teaching professionals are a vital component of the U.S. workforce, shaping the nation's future through education. Here's an overview of their demographics and economic standing based on data from the U.S. Bureau of Labor Statistics (BLS) and other reputable sources:

### **Demographics of Teaching Professionals:**

- **Total Number:** During the 2020–21 academic year, there were approximately 3.8 million full- and part-time public school teachers in the United States, evenly split between elementary and secondary education levels.

### **National Center for Education Statistics**

- **Gender Distribution:** The teaching profession is predominantly female, with women comprising about 74.3% of all teachers, while men account for 25.7%.

### **Zippia**

- **Racial and Ethnic Composition:** In the 2020–21 school year, the racial and ethnic breakdown of public school teachers was as follows:
  - **White (Non-Hispanic):** 80%
  - **Hispanic:** 9%
  - **Black:** 6%
  - **Asian American:** 2%
  - **Multiracial:** 2%
  - **Pacific Islander or American Indian/Alaska Native:** Less than 1%

### **Pew Research Center**

## Economic Standing and Buying Power:

- **Average Salaries:**

- **National Average:** For the 2023–24 school year, the estimated average teacher salary was \$71,699.

[edweek.org](https://www.edweek.org)

- **Starting Salaries:** The national average beginning teacher salary was \$44,530, marking a 3.9% increase—the largest in 14 years. However, when adjusted for inflation, starting salaries are \$4,273 below the 2008–09 levels.

[National Education Association](https://www.nationaleducationassociation.org)

- **State Variations:** Teacher salaries vary significantly across states. For instance, in the 2021–22 school year, the average salary for a K-12 teacher was \$66,397. However, after adjusting for cost of living differences, states like Florida had the lowest average salaries.

[USAFacts](https://www.usafacts.org)

## Implications for Buying Power:

While specific data on the total buying power of teaching professionals is not readily available, their salaries provide insight into their economic standing. Despite recent increases, many teachers face financial challenges, with salaries often not keeping pace with inflation. For example, in Texas, a teacher earning \$54,000 annually reported living in his car due to overwhelming debt, highlighting the financial struggles some educators face.

[the-sun.com](https://www.the-sun.com)

In summary, teaching professionals in the U.S. are predominantly female and White, with average salaries varying by state and often not keeping pace with inflation, impacting their overall buying power.

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## Union Members

The U.S. Bureau of Labor Statistics (BLS) provides detailed data on union membership demographics and related earnings, offering insights into the composition and economic standing of union members.

### **Demographics of Union Members:**

- **Overall Membership:** In 2024, union members constituted 9.9% of wage and salary workers, totaling approximately 14.3 million individuals. This rate has declined from 20.1% in 1983, reflecting a long-term decrease in unionization.

#### Bureau of Labor Statistics

- **Gender Distribution:** Men had a slightly higher union membership rate (10.2%) compared to women (9.5%).

#### Bureau of Labor Statistics

- **Racial and Ethnic Composition:** Black workers were more likely to be union members than their White, Asian, and Hispanic counterparts.

#### Bureau of Labor Statistics

- **Sector Differences:** Public-sector workers exhibited a significantly higher union membership rate (33.9%) compared to private-sector workers.

#### Bureau of Labor Statistics

### **Earnings and Purchasing Power of Union Members:**

- **Median Weekly Earnings:** Unionized workers had higher median weekly earnings than non-union workers.

#### Bureau of Labor Statistics

- **Purchasing Power:** While the BLS does not directly report on the total purchasing power of union members, the higher median earnings suggest that unionized workers may have greater purchasing power compared to their non-unionized counterparts.



In summary, union membership in the U.S. has been on a declining trend, with current rates varying across different demographics and industries. Unionized workers generally enjoy higher median earnings, which may translate to enhanced purchasing power.

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## **Writers**

According to the U.S. Bureau of Labor Statistics (BLS), reporters, journalists, and writers play pivotal roles in disseminating information and crafting content across various media platforms. Here's an overview of their demographics and economic impact:

### **Employment and Demographics:**

- **Total Employment:**

- **News Analysts, Reporters, and Journalists:** Approximately 45,020 employed as of May 2023.

### **Bureau of Labor Statistics**

- **Writers and Authors:** Approximately 49,450 employed as of May 2023.

### **Bureau of Labor Statistics**

- **Gender and Ethnicity:** Specific demographic data on gender and ethnicity for these professions are not detailed in the available BLS sources. However, the BLS provides comprehensive reports on labor force characteristics by race and ethnicity, which can offer contextual insights.

### **Bureau of Labor Statistics**

- **Age Distribution:** Detailed age-related data for these specific occupations are not provided in the available BLS sources. For broader insights, the BLS offers data on employed persons by detailed occupation and age.

## 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 STRESS 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 on 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 STRESS 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.

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