



T H E  
M A Y N E  
S P E A K E R

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Dear [NAME]:

## Wondering if Your Career Center Can Afford a Speaker in 2010?

As we draw near the end of what's been a tough year for schools around the country, I'm hearing from career center professionals who are faced with a difficult question: **how can they afford extra resources to help their students find jobs in this market when budgets are tighter than ever?**

If that sounds familiar, then you're in good company.

On one campus after another, programs are being pulled back, staff are being let go, and professional presenters are being swapped for alumni speakers and other low-cost options. Administrators are doing what they can just to keep the lights on, and they're being forced to make tough cuts.

But – hard as things have been – slashed budgets don't have to be the end of the story. My staff and I have remained focused on our one mission: helping today's students find great jobs when they graduate. And there's never been a bigger need than there is right now.

That's why we've been working with schools on a one-on-one basis to find ways to bring my most popular presentation, "**Unconventional Job Searching Tactics That Work in ANY Economy,**" to their students, including:

- **Sponsorships with local businesses.** We've found that many local companies will help out with a sponsored event – it's a win-win for schools, students, and local businesses of all sizes.
- **Reduced fees.** We understand that you're working hard to make the numbers add up, and we've discounted our presentations up to 25% through the 2010 – 2011 academic year.
- **Combined events.** Multiple sessions and flexible schedules have allowed us to combine events between schools, allowing us to speak to more students at a lower cost.

Here's the bottom line: **we want to work with you.**

(over)

This has been a tougher economy – for students *and* administrators – than we’ve seen in a while. But that’s all the more reason to get the message out. There are still jobs waiting to be found, with great companies all over the world, for those graduates who know where to look.

As a veteran recruiter, author, and presenter, I’ve conducted more than 2,000 interviews and seen well over 10,000 resumes. I know what hiring managers are looking for, and **I can give students the inside edge on getting noticed by employers.**

Still think I can’t be a hit on your campus? Here’s what a few other schools have had to say about my recent presentations:

“I love how you tell it like it is and don’t sugar coat things”

—A. Larock, University of Central Missouri

“It was everything I needed to hear”

—E. Vickers, Missouri State University Springfield

“Fun AND informative”

—G. Galino, Bryant University

“I loved your enthusiasm and humor”

—S. Jeong, Rochhurst University

This has been a rough year for career services departments, but that doesn’t mean we can’t find a way to work together to bring some real-world advice and perspective to your students. Give my office a call at **800-490-9781** if you’d like to find a way to bring a presentation to your campus.

Or, visit me online at **www.MayneSpeaker.com**. Aside from information on my programs and video of me in action, you’ll also find **free articles, e-books, and other resources** for students and administrators, like:

- Advice on writing the kind of resume that practically floats to the top of the pile
- A short guide to seeing – and improving – your online persona from an employer’s perspective
- And even an excerpt from my new book, **Your HIRE Calling: Unconventional Job Hunting Tactics That Work for College Students in ANY Economy.**

Let’s talk about how I can help your students find an edge in this economy. You can find out more about our programs at [www.MayneSpeaker.com](http://www.MayneSpeaker.com), or by simply **calling us at 800-490-9781**. We’ll be happy to check a date, send you a copy of my new book, or talk about customizing a program for your campus.

My best wishes to you and your students,

Joe Mayne