



(Excerpt from article)

Take a high-rejection, high paying summer sales job. There are countless stories of young people selling books or participating in similar programs to get through school. Some of these young guerilla-combat salespeople get more of an education in the summer trenches than they do in marketing class. A friend of mine made \$40,000 selling in one summer. Upon returning to class in the fall, his marketing professor gave him a C on a sales presentation he did in front of the class. My friend, being immature, asked the professor

what he made in a year. After some goading, the professor admitted to an income of \$35,000 per year. My friend walked out and, sadly, he quit school. He will be okay though: his income last year was over \$1,200,000. I don't tell the story to say it is good to be immature and quit school, because even he would tell you he wishes he had finished. I tell that true story because it illustrates that he learned very valuable lessons about marketing while trying to pay for school. There are benefits beyond just the money awaiting the young person who works to pay for all or part of college.