

ESSAYS + APPLICATIONS

What Colleges Look for in Applicants*

1. Rigorous curriculum
2. Cumulative GPA
3. Standardized test scores**
4. Extracurriculars & leadership
5. Well-written essays that tell your story

When It's Time to Apply, We Help You Put Your Best Foot Forward!

After you've found those University of You colleges, crushed your junior year and conquered the ACT, it's time to turn your attention to college applications and essays.

You might need Essays + Applications help if:

- » Your student rejects your help because “you’re just my mom/dad”
- » Important projects gather dust until **deadlines loom**, making for shoddy work and a crabby student
- » Your student falls on one end of the spectrum between “**I got this, it’s no big deal**” and “**OMG I have no idea what to write!**”
- » You want to be **100% confident** that a critical component of the application gets the attention and professional expertise it deserves
- » *All of the above*

How do we nail the essays and not mess up the applications?

1. Understand the **critical role essays play** in your student’s applications - especially if your student is applying “test optional”
2. **Don’t wait** for assistance from that dear aunt/uncle/neighbor/coworker who has graciously offered to help but who might be a bit busy or out of touch with the process
3. **Partner with professionals** who know what colleges look for, what to avoid, and who may already have a strong working relationship with your student (and who work full-time during summer)

“Stephanie’s one-on-one coaching sessions helped relieve stress, providing professional insight into what colleges are looking for – and streamlining, organizing, and helping to polish my daughter’s essays. Thanks to Stephanie my daughter not only got into her dream school but was directly admitted into the Wisconsin School of Business.”

- Krista P., parent

* List courtesy of Independent Educational Consultants Assoc. Find @ <http://www.iecaonline.com>

** Strong scores may boost chances for admission and scholarships at test optional colleges.



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You'll Be ABLE TO	You'll AVOID
<p>GET AHEAD OF THE CURVE</p> <p>Get a jump on senior year during summer with fewer things competing for attention.</p>	<p>MELTDOWNS AND HALF-ASSED EFFORTS</p> <p>Yup, we said it – because it's what you get when you don't have a plan.</p>
<p>REFLECT, REVISE AND POLISH</p> <p>Our proven process helps even the most cautious writer tackle the dreaded Common App. Prove to colleges you've done your homework with insightful and well-researched supplemental essays.</p>	<p>CLICHÉS AND THE #1 MISTAKE</p> <p>Drop the “brag sheet” mentality and ditch the chest-thumping posture that's a turn off to colleges.</p>
<p>HIT SUBMIT WITH CONFIDENCE</p> <p>When your friends are scrambling to figure out what to write on a Friday night in late October, you've already applied.</p>	<p>DOUBT AND REGRET</p> <p>Countless hours of study, practice and performance – all the stuff you've worked so hard to accomplish – get shortchanged when you fail to take this seriously.</p>

MOST POPULAR

Single Essay \$600	Standard \$1200	Premium \$1800
2 One-on-One Coaching Sessions	3 One-on-One Coaching Sessions	5 One-on-One Coaching Sessions
1 essay	6 essays	10 essays
We start with your rough draft and craft it into a killer essay.	Go from brainstorming to polished final version for 3 essays: the Common App personal statement; the “Why College X?” supplement; and a third essay of your choice. Wrap things up with editing for 3 additional final drafts.	Add 1 more start-to-finish essay beyond the Standard package for a total of 4, and editing for up to 6 more final drafts.

Standard and Premium packages include our Common Application Online Course with easy to follow video lessons, templates and tools to guide you from start to finish – plus support during the coaching sessions to answer your questions and make sure everything is completed correctly.