



A FREE Report Exclusively for Parents of  
College-Bound High School students

# 5 THINGS YOU CAN DO

TO MAKE COLLEGE ADMISSIONS OFFICERS

BEG, PLEAD AND LITERALLY  
PAY YOU TO COME TO THEIR SCHOOL





***A Free, Top-Secret, College Application-Boosting Report, Exclusively For students (and the parents who love them) who are seeking an edge in an Overly Stressful, Complicated and Uber-Competitive College Admissions Process...***

Dear College-Bound HS Student (and the Parents who love them),

There's a very good chance that you're in some heightened state of anxiety now, wondering how the heck you're going to get into college, let alone how you're going to pay for it once you do.

It's understandable. As we write this, college admissions is in the throes of a manic episode. More students than ever are applying to more U.S. colleges than ever before... ***students now routinely, reflexively apply to more than 12 schools*** (focus, much?).

- There's also more pressure to get into the 'right' school - like the flagship state school (nobody wants a house divided), or the one that your grandma went to - or the one that touts its ranking in the ubiquitous US News & World Report...but,
- Admit rates are the lowest in history. Single digits at more than a dozen schools.
- Your former 'safety' schools are now 'iffy, at best.
- Your parents even say they would have a hard time getting admitted to their alma mater today.
- There are more admission tests to take... more times.... and they're all undergoing a huge overhaul. Admission requirements are more stringent than ever before... and more confusing
- You're being slammed with unsolicited advice from every other (non-credible) source imaginable, not to mention that there's a growing pile of college literature on your desk - shiny, glossy brochures featuring eager, good-looking, smiling faces of every race and ethnicity
- And to top it off, your guidance counselor is probably so busy re-arranging students' schedules that you can't even get him or her to call you back, let alone meet with you.

Now, combine those factors with the fact that you are preparing yourself for what will be perhaps the largest decision you've ever made, one that has the potential to impact not just the next four, but the next forty years of your life... not to mention the largest investment your parents are likely to be making since they bought a home...

And yeah, you might be feeling a tad overwhelmed.





*But don't panic! This report reveals the inside secrets that we have used (and you can use, too) that has helped more than 1100 of our students find and get accepted to their dream school... at a comfortably discounted price that their parents could afford.*

But before we get to the nitty gritty of what the Admissions Officers we work with say they're really looking for, we wanted to offer you some sanity-saving advice of our own.

You see, we've helped literally thousands of students (from HS Rockstars to those looking for a fresh start, from Merit Scholars to students who quite literally puke when they see a standardized test bubble... and all types in between). They all find and get accepted to colleges that are just right for them, academically, aspirationally, socially and FINANCIALLY.

**And, here's a little secret that they knew (and were able to leverage) that you might not yet know... but you're about to learn (and hopefully leverage).**

Colleges are businesses. Big Businesses! And they are as desperate to recruit students as you are to be recruited. Colleges look for **(and literally want to give money to)** students who not only demonstrate academic achievement but who will also add value and contribute to the vitality of their campus life. There are more than 3900 colleges out there in the US alone! And if you take nothing else away from this report, focus on just this one piece of advice: **there is one that will want you!**

Too many students look at getting into college as a giant competition of you v. me, head-to-head, a prize to be won, and indeed the competition can be intense. But the college experience should be more about the journey than the destination, and that journey begins at the application process. What matters is fit... and fit is personal. It's not about anyone else's agenda.

So, don't lose sleep over what 'some mom' says, or what your first cousin is doing, or what your friends heard. Better still, don't even listen to it! 'Some mom' doesn't know that you want to be a marine biologist; your first cousin doesn't have your budget; and your friends want to justify their own actions. They may all have sound advice for them or their situations, but not necessarily for you or yours.

**One more thing, every last bit of what we're about to reveal is based on real life conversations, tested and proven situations.**

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## So, Here are the Top 5 Things That You Can Do To Make Admissions Officers Beg, Plead and Literally Pay You To Come To Their School...

**1. You should have the Admissions Officers at your favorite schools on 'speed dial.'** Hello, they call them ADMISSIONS officers, not denial officers. That's because they're people. On average, they only have 12 minutes to read each application. If they know you, it can be a lot harder to say 'no' to your application!

So, get to know them when you're still an underclassman. Go to the college fairs regardless of your high school grade...it's very likely that the person 'manning' the college booth is the exact same person who will be reading your application...some day. If you have a question, ask them directly. It's an amazing way to build rapport. (Never ever let your mom call on your behalf. Or dad.) Meet them at a local college fair or high school. Show them you're interested and they will be your biggest advocate inside of admissions, and also with financial aid. We've seen financial aid offers improved at the absolute last minute because of appeals that were facilitated by the student's admissions reader.

**2. Get your applications done early, at least get started on the heavy stuff like the essays in the summer before your senior year.** Getting started before school's in full swing will give you a chance to ask the Admissions Officer questions before they're harried and traveling from school to school. As well, it will give you a chance to request recommendations ahead of the pack (the popular teachers get inundated with recommendation requests).

Finally, if your application gets in early, it's more likely that it will be read while they're still fresh. You don't want to send your application in on Dec 31st. Not only do technical snafus happen, but Admissions officers hate walking into the office after the New Year's Holiday (after having already read through 8,000 applications) to find 2000 more applications in their inbox... a grumpy admissions counselor is not a good thing. Plus, your guidance counselor will likely be on vacation in December just when you are desperate for last minute advice.





**3. Resist all urges to ‘scope note’ your essay or to let Mom or Dad take a shot.** Admissions officers can spot an essay from what they call the ‘parent or packager script’ from a mile away. To that point, you shouldn’t pad your application resume with a bunch of faux activities that you think make you look good, but lack contextual relevance in terms of what your true interests and passions are. Speaking of padding, colleges are not fond of students taking classes that boost a GPA (like PE at the local college), but lack any real challenge.

The first thing that an Admissions Officer is likely to read is your school’s profile, which among other things, lets them know how your school weights (they’ll recalculate a GPA based on an 8 point scale) and exactly which courses your school offers. They know the PE class you took online at the local community college or AP Sign Language probably shouldn’t be weighted like AP Calc. Most colleges look at your transcript (and not your GPA or Rank) to determine how much you challenged yourself and how well you did in relation to what your particular school offers, and many prefer that you leave college-type classes to the colleges; and universally, they don’t want you to load up on APs and get C’s. Better off taking the Honors classes and getting A’s and B’s.

**4. Speaking of essays (were we?)... Anyhow, they’re actually more important than you might think.** Don’t be afraid to take a risk, and be sure to write a great essay – one that reveals something about your character and passions. Don’t re-recite your ‘resume.’ They’ve got that. Don’t be afraid to be really real. Happiness is often boring. Tension, conflict and transformation are interesting.

Finding yourself, then feeling free and confident about it, and then expressing that feeling can be captivating. What do you *really* care about, are passionate about? Admissions officers read hundreds of essays per week. How will yours stand out?

**5. Don’t ever give up - sometimes an Admissions officer will wait list you, just to see how you’ll react.** Seriously. They have regional yield quotas to meet and bonuses can be based on the number of students that they accept who actually attend, so if you still want to go and are waitlisted...if you really want to go to a school and you don’t get in (hopefully you followed step 1), call them and find out if there’s anything that you can do to enhance your application. Getting off the waitlist can be tough, but it can happen. There are at least 17 more things that you can do, and so many more details about the college process that we’d like to share with you, but this report is already way longer than the 140 characters the average student reads today.







To give you a bit of a jump start, please check out our Resource Guide (at the end of this Report). And, **if you really want to get an edge, learn more, and more importantly find out how you can apply what you learn throughout high school in a way that will make Admissions Officers take notice**, you should join us for our upcoming special 'Back-to-School' master class on the College Admissions & Funding Process.

The class is called '**How To Take Control of the College Admissions and Funding Process**' and during the class you'll learn exactly what you can be doing to make sure you're on the right path to finding, getting into and affording a great college education... without losing your sanity or your family's life savings. Specifically, we'll be covering:

- more about what college admissions officers have told us (in private) really counts and what is urban legend
- **where you should be looking (and shouldn't be looking) for scholarships and grants**
- a grade by grade execution plan of what you should be doing if you're a student (or parent of one) who is entering 9th, 10th, 11th or 12th grade
- **exactly how need-based financial aid is calculated**
- whether your assets will count against you in those formulas; how much you can rely on your 529s and other pre-paid savings plans
- **what's changing in Admissions testing and how it could affect your child's admissions and funding prospects**
- More about the startling state of college counseling in high school - and what it you can do about it
- **Why it's routinely taking students 5, even 6, years to get through college and what you can be doing about it NOW to buck this trend**
- and much more

And unlike college, our class is free and exceedingly stress-free. I hope to see you there.

-Peter and Jill Ratzan

P.S. Believe it or not, colleges have been accepting applications since July. If you are a student in high school, especially an 11th or 12th grader, we highly suggest that you join us for this special live event.

