

*Enhanced Prep*



# Application Essays - Creating the Likability Factor



## Goal

- Tell vs Show
- What vs How
- Status vs Likeability
- Diversity



## What the Essay is **Not**

- A **resume**
- An opportunity to “**educate**” readers
- A five-paragraph **academic** essay
- An **explanation** or excuse of other application components
- **Parents’ ideas** of what their student should write
- An essay that sounds like “**what colleges want to hear**”



# Brainstorming

Brainstorming worksheet provided

- **Weird/Unique**
- **Honest**
- **Perspective**
- **Passion**
- **Vulnerable**



# The Value of Drafts

- It's **hard** to start!
- **The Magic** isn't in the beginning
- Just get **something** down on paper
- This is an ongoing **revision** process  
-even if it is just a word here and there
- Start with telling and then you can move to the **Show and How**



# Intro Paragraph

Needs to have a **hook** - but not like English class

- **I**ntriguing
- **D**escriptive
- **E**mootional
- **A**uthentic

Typically this happens through use of **Narrative**



## The Meat

The Reader needs to feel like they **know** you

The feel should be **intimate**, almost like you have a shared **secret**

Allow the Reader to join in the **experience**



## Final Paragraph

- Typically the **most challenging**
- Make sure your **perspective** is clear, precise, and concise
- Emphasize the **HOW** - not the laundry list
- Add **humor!**





## Reminders

- Not all colleges have one person review the entire **admissions** packet
- 5 minutes on the essay is considered **generous**
- UCLA - 137K applicants = 14% **admit** rate (think about what that really looks like)



## Three Readers

- **Casual Acquaintance** - someone who does not know writer WELL
  - Job - ensure the essay captures and holds attention and is memorable
- **Grammar Expert** - extremely knowledgeable and comfortable with editing
  - Job - catch technical errors, improve structure
- **Close Friend or Family** - not emotionally vested in where the student gets accepted
  - Job - read for accurate representation of the spirit and authentic character of the writer



## Q & A

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Text to register for our monthly counselor newsletter, digital copy of the brainstorming sheet, and a copy of these slides:

**'Counselor Resources'** to **31996**