

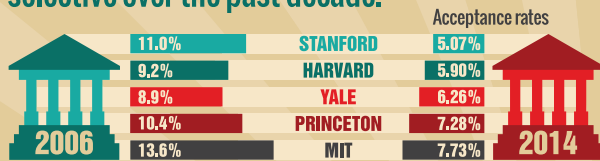


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Why is the essay important?

Schools have become increasingly selective over the past decade.

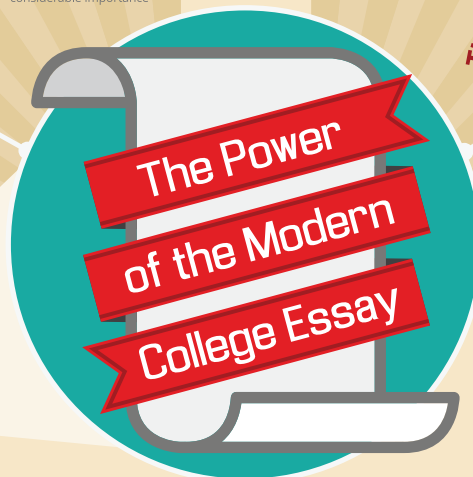


The most significant determinant in getting accepted

- Grades in college prep classes
- Strength of a student's curriculum
- Admissions test scores
- Grades in all other courses
- THE ESSAY**
- Student's demonstrated interest
- Counselor recommendation
- Class rank
- Extracurriculars

THE ESSAY is the ONLY factor that can be MEANINGFULLY improved during the application process.

listed in order of "considerable importance"



How is your essay evaluated?

Amount of applications an Admissions Officer reviews



Time spent on each application

7 min

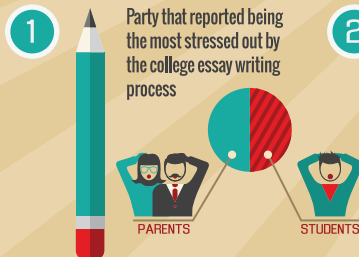


Qualities admissions officers value in a college essay

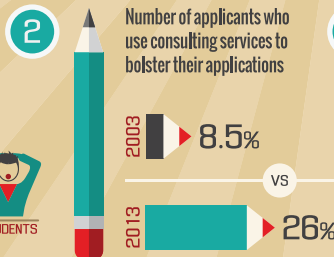
HUMOR (ABILITY TO DEVELOP THESIS)
PASSION (GRAMMATICAL CORRECTNESS)
CURIOSITY (MASTERY OF BASIC WRITING SKILLS)
STORYTELLING ABILITY
STYLE (MATURITY)
INITIATIVE (ORIGINALITY)
COURAGE (SINCERITY)
AMBITION (RESILIENCE)
ATTENTION TO DETAIL
POSITIVITY
CREATIVITY

Why hire College Essay Advisors?

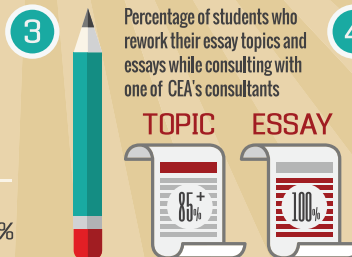
Reduce the stress



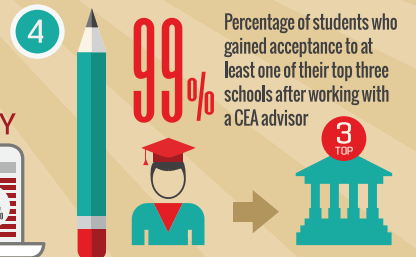
Use CEA



Rework the essay



Get accepted



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