

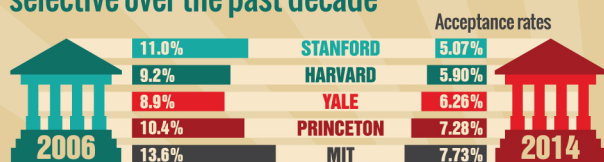


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Why is the essay important?

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"

The Power of the Modern College Essay

How is your essay evaluated?

Amount of applications an Admissions Officer reviews



Time spent on each application

7 min

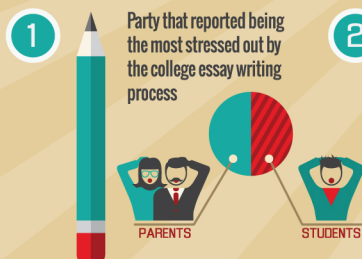


Qualities admissions officers value in a college essay

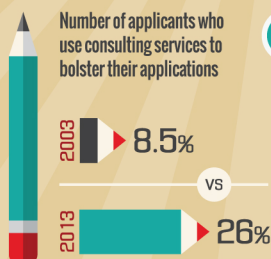
HUMOR
ABILITY TO DEVELOP THESIS
PASSION
GRAMMATICAL CORRECTNESS
CURIOSITY
MASTERY OF BASIC WRITING SKILLS
STORYTELLING ABILITY
STYLE
MATURITY
INITIATIVE
ORIGINALITY
COURAGE
SINCERITY
AMBITION
RESILIENCE
INTROSPECTION
ATTENTION TO DETAIL
POSITIVITY
CREATIVITY

Why hire College Essay Advisors?

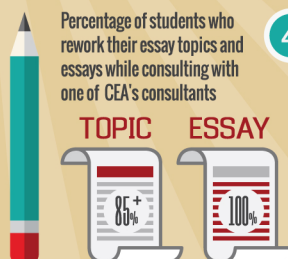
Reduce the stress



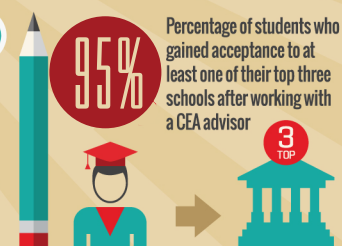
Use CEA



Rework the essay



Get accepted



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