

A photograph of a woman and a young woman sitting at a desk, looking at a laptop screen. The woman on the left is wearing a pink shirt and has her hand on the laptop. The young woman on the right is wearing a white off-the-shoulder top and has her hand on the laptop. They are both smiling and looking at the screen. The background is a blurred indoor setting.

3 WAYS TO

stand out

FROM THE CROWD
IN COLLEGE
ADMISSIONS

Twin Cities
COLLEGE ESSAY

Coach

Welcome!

College admissions
is getting more

competitive

Academics

College admissions
is getting more

competitive

College admissions
is getting more

competitive

Academics

+

Extracurriculars &
Community Involvement

College admissions
is getting more

competitive

Academics

+

Extracurriculars &
Community Involvement

+

Personality/Values

College admissions
is getting more

competitive

Academics

+

Extracurriculars &
Community Involvement

+

Personality/Values

+

Future Contributions

College admissions
is getting more

competitive

Academics

+

Extracurriculars &
Community Involvement

+

Personality/Values

+

Future Contributions

+

ACT or SAT

College admissions
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Academics

+

Extracurriculars &
Community Involvement

+

Personality/Values

+

Future Contributions

+

~~ACT or SAT~~

College admissions
is getting more

competitive

Academics

+

**Extracurriculars &
Community Involvement**

+

Personality/Values

+

Future Contributions

+

~~ACT or SAT~~

It's a lot.

HI! I'M

Stef Tschida

- 15+ years in corporate communications
- Passionate about helping students communicate well



3 WAYS TO
stand out
FROM THE CROWD
IN COLLEGE
ADMISSIONS



Identify your
key messages



Look forward



Ask great
questions



1

Identify your

key messages

Camila



academics

band /
clarinet

first
chair

engineer

teach
Sunday
school

work
&
volunteering

extracurriculars

basket
ball

captain


robotics
team

background
&
family

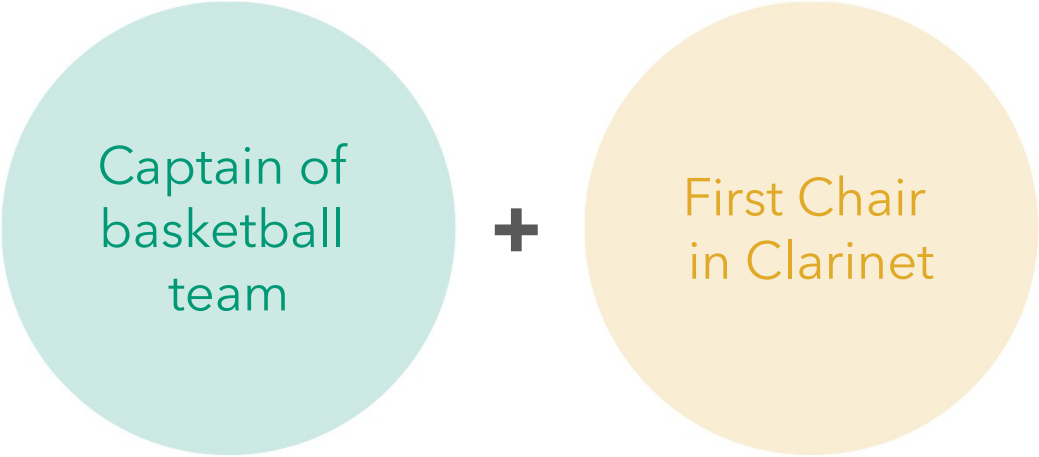
second-
gen
immigrant

Camila






Captain of
basketball
team



Captain of
basketball
team

+

First Chair
in Clarinet



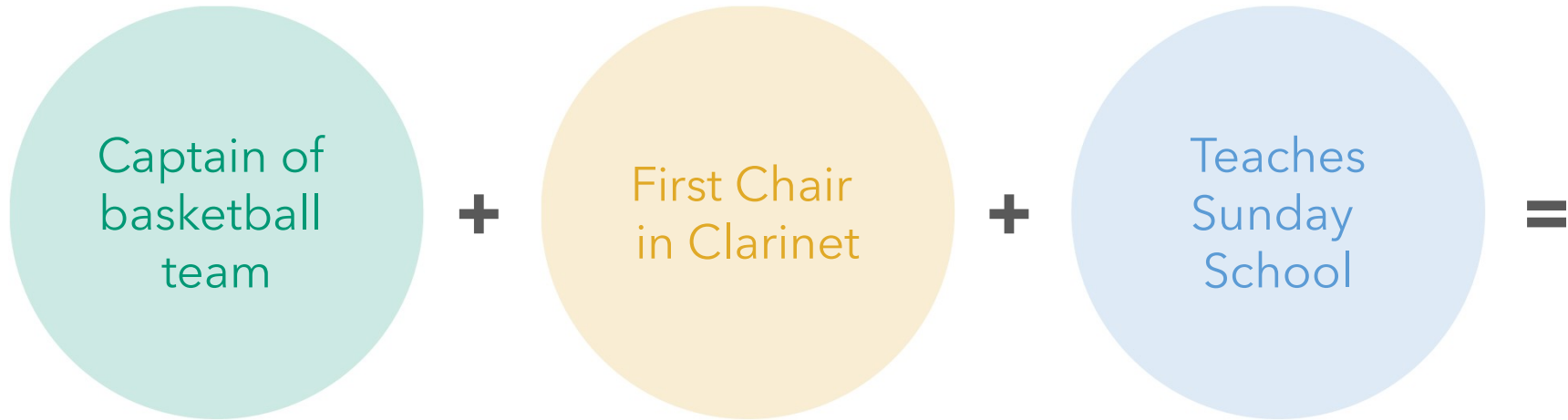
Captain of
basketball
team

+

First Chair
in Clarinet

+

Teaches
Sunday
School



Key Message 1: *I'm a natural leader in whatever I do*

Camila



academics

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Wants to be
engineer

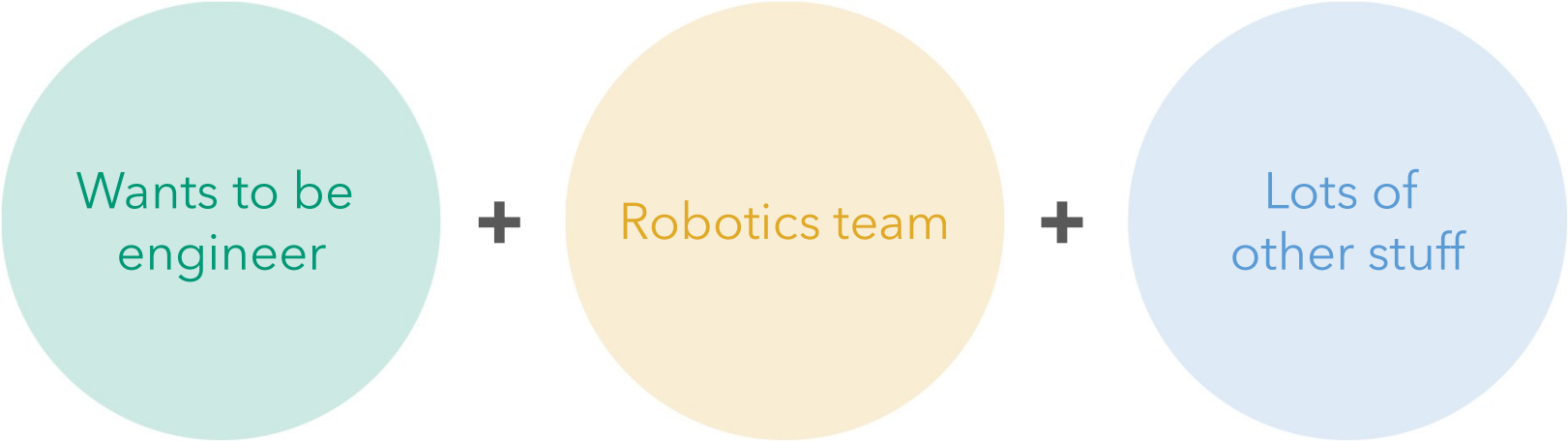


Wants to be
engineer

A diagram consisting of two circles and a plus sign. The left circle is teal and contains the text 'Wants to be engineer'. The right circle is orange and contains the text 'Robotics team'. A black plus sign is positioned between the two circles.

+

Robotics team



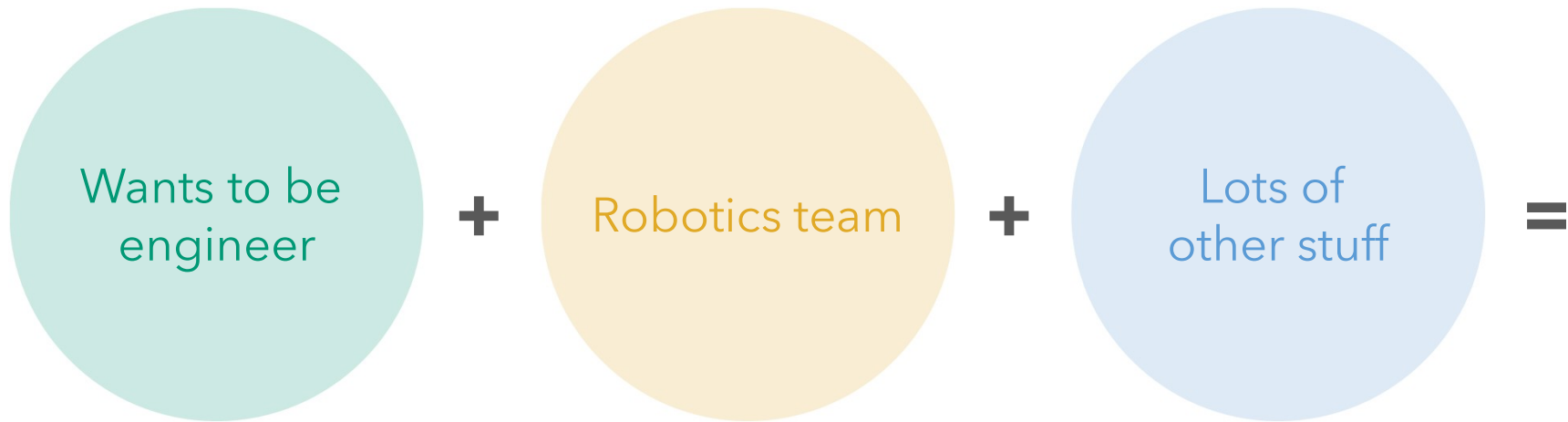
Wants to be
engineer

+

Robotics team

+

Lots of
other stuff



Key Message 2: *I bring a diverse and well-rounded background to an engineering school*

Camila



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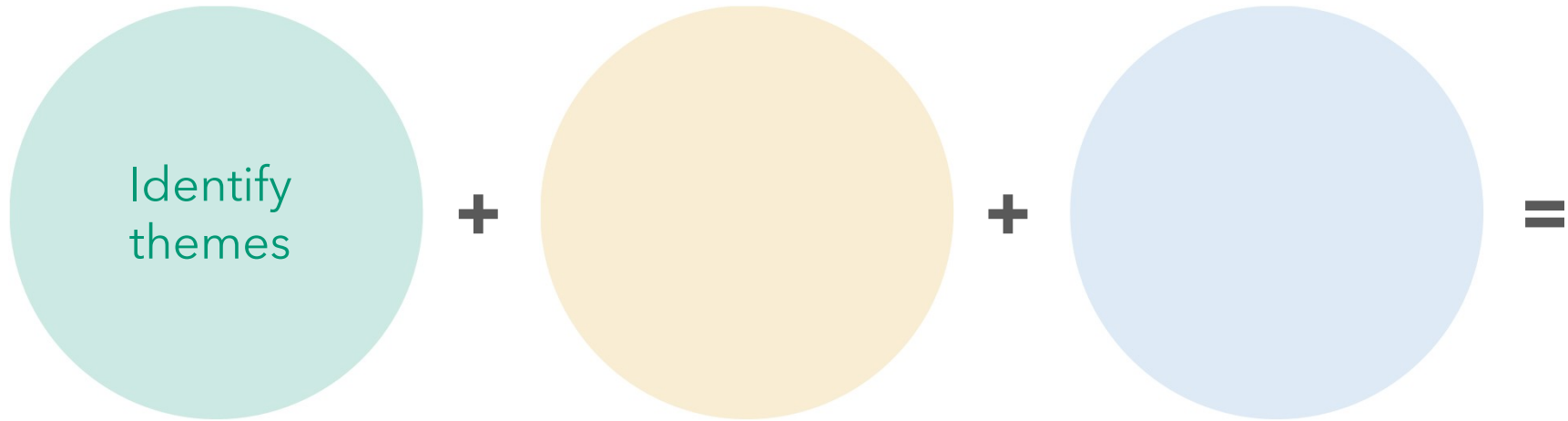
Second
Generation
Immigrant

Second
Generation
Immigrant

=

Key Message 3:

*As a Latina woman I'll bring
diversity to your engineering school*



Key Messages



Key Messages

Key Message 1: I'm a natural leader

Build out
key messages

Proof Points:

- I'm the captain of my high school basketball team, where I lead my team to stay motivated regardless of the score.
- I am the first-chair clarinet in my school's band. This represents my skill *and* my desire to coach others.
- I volunteer to teach Sunday School to kids at my church.

Anecdotes:

- I helped a teammate push through a mental challenge during a basketball game after missing most of her free-throw shots. I reminded her of how many shots she's made in the past, and encouraged her to visualize the ball going through the hoop. She went on to score the rest of her free-throw points that night, helping us come from behind and win the game.



2 Look

forward



Who you are &
what you've done



Who you are &
what you've done



How you'll contribute
& apply what you've
learned

Key Message 1: *I'm a natural leader in whatever I do*

Key Message 2: *I bring a diverse and well-rounded background to an engineering school*

Key Message 3: *As a Latina woman I'll bring diversity to your engineering school*

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Key Message 3: *As a Latina woman I'll bring diversity to your engineering school*

Key Message 1: *I'm a natural leader in whatever I do*

- As a natural leader in whatever I do, I'm excited to find new ways to lead at ABC University, both within the Engineering College and on-campus recreational groups.
- I am eager to be a future leader in the field of engineering, encouraging other people of diverse backgrounds to pursue the STEM careers that will fuel the future.



Key Messages

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3

Ask great
questions

Key messages

*natural
leader*

Beyond the obvious opportunities with clubs or groups, what student leadership opportunities are there at your university?

What problems can I help solve in my classroom, in my dormitory, or elsewhere by using my natural leadership capabilities?

Key messages

*natural
leader*

Beyond the obvious opportunities with clubs or groups, what student leadership opportunities are there at your university?

What problems can I help solve in my classroom, in my dormitory, or elsewhere by using my natural leadership capabilities?

*well
rounded*

How can I best apply my varied background within the engineering school?

How can I make my experiences contribute most positively to the overall student body?

Key messages

*natural
leader*

Beyond the obvious opportunities with clubs or groups, what student leadership opportunities are there at your university?

What problems can I help solve in my classroom, in my dormitory, or elsewhere by using my natural leadership capabilities?

*well
rounded*

How can I best apply my varied background within the engineering school?

How can I make my experiences contribute most positively to the overall student body?

heritage

What feedback do you receive from your Latino students about what it's like to attend your university?

How do Latino retention, graduation, and job placement rates compare to your other graduates? How can I help drive needed improvements in these areas on behalf of all students?

3 WAYS TO
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Identify your
key messages



Look forward



Ask great
questions

Get ready to
shine!

next steps

1

Complete your
worksheet & use to
complete essays

2

Consider
getting support

Option 1

deep dive

We'll meet for 60 minutes so I can get fully immersed in your high school career and accomplishments

themes

I'll create three key themes that tie your achievements together and convey what makes you unique

write essays

You'll write your admissions essays based on the key messages

edit essays

I'll suggest edits to each of the essays you write, focused on how to best apply your key messages, and ensuring proper grammar/punctuation

\$499

Option 2

deep dive

We'll meet for 60 minutes so I can get fully immersed in your high school career and accomplishments

themes

I'll create three key themes that tie your achievements together and convey what makes you unique

write essays

You'll write your admissions essays based on the key messages

\$349

Option 3

write essays

You'll write your admissions essays based on the key messages

edit essays

I'll suggest edits to each of the essays you write, focused on how to best apply your key messages, and ensuring proper grammar/punctuation

\$199

Thank you offer

10% OFF

any package booked by Nov. 2

Reply to meeting invitation for this webinar or respond to survey

Q+A

Thank you!



Twin Cities College Essay Coach



Stef Tschida



Twin Cities College Essay Coach

