

Top 5 Rules for Great College Essays

1. Own your personal story.

- You have to write a personal statement that could only come from YOU.
- Think about what you have to contribute to the college. Diversity? Talent?

2. Delve deep.

- Provide answers to questions raised in your application.
- Give more insight into your application.
- Explain what an admissions office doesn't know from your application

3. Don't try to impress.

- If you try to guess what admissions officers want to hear, you are on the wrong path.

4. Tell a good story in your own voice.

- This is not an essay for your high school English class.
- You are obligated to entertain your reader.

5. Avoid Clichés.

- A cliché is something that's been said (or used) so many times this it no longer carries any weight. It's not insightful. It has no impact on the reader.
- Example: "It's not whether you win or lose, it's how you play the game."
- Cliché college essays are the worst kind of McEssays. They bore