



ADMISSIONADO

# A TALE OF THREE APPLICANTS

Co-sponsored by our pals at



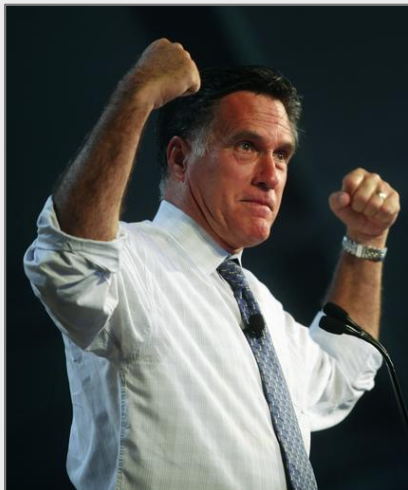
# THE NEXT SIXTY MINUTES



1. Introducing our Three Heroes.
2. Strengths & Weaknesses.
3. Application Strategy.
4. Best Essays and Postscript.
5. Open for Q&A

*We will learn from folks we have worked with through the years.*

# MEET OUR PROTAGONISTS



**Alex**  
*(The Finance Guy)*



**Ajeeth**  
*(The IT Guy)*

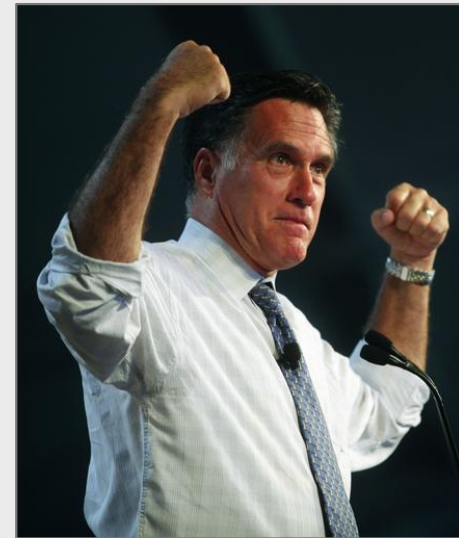


**Deana**  
*(The Chicken Farmer)*

# ALEX (BACKGROUND)

## A Finance Guy from New York.

- Undergrad at University of Iowa.
- Morgan Stanley upon graduation for 2 years.
- Private Equity for the next 2 years.
- Some solid ECs (charity.)
- International background.



*Yet another product of HBS...*

*Alex, by the way, would later get into Stanford, Wharton, and others (along with his girlfriend). Let's find out how.*

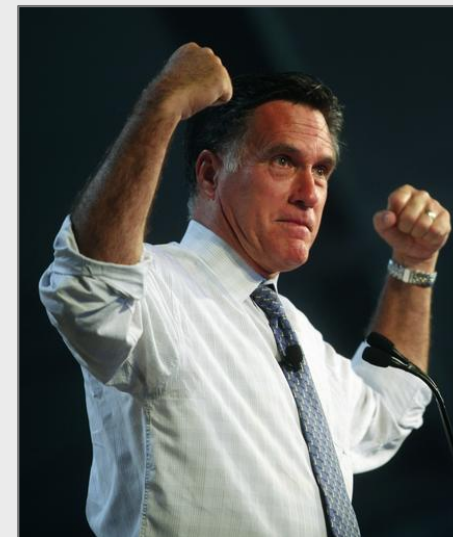
# ALEX (STRENGTHS AND WEAKNESSES)

## Strengths.

- Great work experience.
- Lived in France as a child.
- Great writer.
- Deep background (ECs, unusual LT career goal.)
- LOR from the Chairman of his PE.

## Weaknesses.

- The Wonder Bread Factor.
- So-so college experience (school, grades.)
- Relatively low GMAT (700)



*You know, even Obama went to Harvard...*

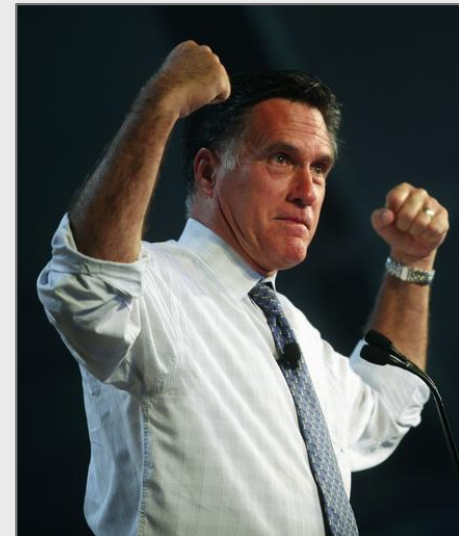
# ALEX (STRATEGY)

## You can't hide from your background.

- Yep he's a finance guy from NY. But...that's ok.
- Some GREAT work experience—and what could be more important?
- Essays about his volunteer experience, France.
- No tricks, no gimmicks

## Just a straightforward application. Putting your best foot forward.

- Connect your past experiences to your future goals.
- Schools don't accept profiles, they accept people.
- This isn't rocket science folks. 😊



*"I win! I got in... everywhere!"*

# ALEX'S OBVIOUS ADVANTAGE

- **Never forget, folks: it is BUSINESS school.** No matter what else you do, if you're career goals are screwy, you won't get into a top MBA program.
- **YOU MUST CONNECT YOUR PAST EXPERIENCES TO YOUR FUTURE GOALS.**
  - An example of how it should work (real estate finance into real estate development, investment management into investment banking)
  - An example of how it should not work (IT into non-profit, banking, etc.)
- Why? Well first of all, you need to get a JOB.
- Secondly, what if you don't like your "new" career choice
- "If you like something else, why haven't you...done it yet?"
- Is a career change possible? Yyyyyep. You just need to be **CREDIBLE**...somehow.

# AJEETH (BACKGROUND)

## An IT Guy from India.

- Undergrad at University of Mumbai.
- Spent two years at TCS.
- Spent 2 years after TCS at a start-up SEO firm.
- Some solid ECs (dancing, acting.)
- Reapplicant (dinged at 8 schools in 2010.)



*Did you know that “Jackie Chan” means “Ajeeth” in Hindi?*

*Ajeeth, by the way, would later get into Duke, Haas, and others. Let's find out how.*

# AJEETH (STRENGTHS AND WEAKNESSES)

## Strengths.

- Great, entrepreneurial work experience.
- Also worked at TCS.
- Extremely outgoing.
- Deep background (ECs.)

## Weaknesses.

- “IT guy from India.”
- Reapplicant.
- Didn't go to IIT.



*“I may not look Indian but I cook a mean palak paneer.”*

# AJEETH (STRATEGY)

## You can't hide from your background.

- Yep he's an IT guy from India. But...there's SO much more here. (He'd later get a job at GOOGLE.)
- He wrote some KILLER essays about acting, drama...
- We looked at his prior application. There had been NO connection to his past experiences...
- We focused on how SMART he was. Had to bc of IIT.
- We also had some great LEADERSHIP to focus on. Lucky us.



*"You talkin' to me? You talkin' to me??"*



# OUR GUIDE TO IT CAREER CHANGES...

Some IT guys, by the way, DO propose a career change. And here's how:

- IT as a path into Product Development
  - Very logical progression: you know the backend, and now it's time to get exposed to the front-end. General management, so to speak.
- IT as a path into Consulting
  - Sure I work in IT. But in fact, I spend all my time solving problems, working on teams. Sounds a lot like...consulting to me.
- IT as a path into Marketing
  - I know the back end and now to "make stuff." What I don't know is how to market the sh\*t out of it. That's what is missing.
- **IT as a path into Entrepreneurship.**
  - **Anyone ever heard of Apple? Google? They were all IT-related startups...**

# DEANA (INTRODUCTION)

**Currently a chicken farmer, formerly a reporter.**

- Worked for 4 years in journalism.
- Now living in Nevada as an organic chicken farmer.
- White girl, recent convert to ISLAM.
- Attended Emory University.

*This young lady is currently applying, so there is no “before and after” story available. Not yet anyway...*



*Any resemblance to Ivanka Trump is entirely coincidental...*

# DEANA (STRENGTHS AND WEAKNESSES)

## Strengths.

- Wildly interesting, unusual story.
- Some great work experience, leadership as well.
- Great ECs, has traveled all over the world.
- Extremely outgoing.

## Weaknesses.

- Career changer.
- No “real” work experience.
- Low test scores, not from a great college.
- So hard to connect past experiences to future goals...



*She doesn't look like a chicken farmer, does she?*

# DEANA (STRATEGY)

**Gotta make her seem...normal. Safe.**

- Find a smart future goal that makes sense. In this case... consulting.
- Show that her career DOES somehow make sense. From reporting into farming into consulting .
- Prove that she is committed to BUSINESS. (After all, it is BUSINESS school.)



*“Say was that Ajeeth? What’s shakin’ big guy?”*

# NON-TRADITIONAL FOLKS HAVE ADVANTAGES TOO

- You can write that rare application that adcoms haven't seen before. Applicants have just five minutes to make an impression...
- You may have EXPERTISE. In an unusual area especially
  - PhD, farms...these things are BANKABLE
- Let's face it, everything is a business anyway—so are you capturing a market that others aren't focusing on?
- **Now don't get me wrong—you have challenges to overcome also, and we will get to them. But let's focus first on the good news...**



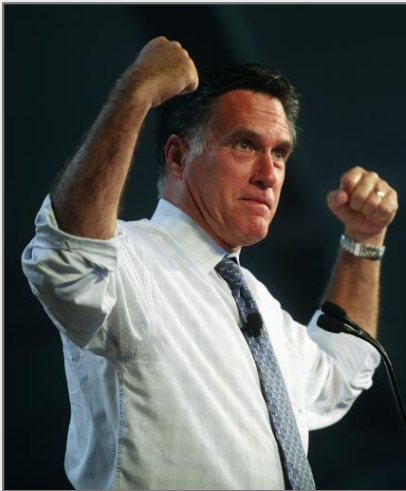
*CEO of Hot-Doggery*

# LET'S PLAY A GAME: MATCH THE SKILL TO THE CAREER

- 
- The diagram shows a matching game between skills and careers. Red arrows connect the following skills to careers:
- Leadership. → Investment Banker.
  - Teamwork. → Private Equity.
  - Well connected. → Management Consulting.
  - Good managers. → Marketing.
  - Problem solving. → Military.
  - Jack of all trades → Non-Profit.
  - Creativity → Farming.
  - Hard working → Pro Athlete
  - Knowledge of Finance → Kiwi Harvester
  - Knowledge of Finance → Author...

# THE BEST THING I EVER ATE

Erm, I meant to say “the best essay I ever read...” 😊



**Alex**  
*(The Finance Guy)*



**Ajeeth**  
*(The IT Guy)*



**Deana**  
*(The Chicken Farmer)*

# IN CONCLUSION

## Let's sum up.

- You can't hide from who you are.
- Put your best foot forward...period.
- People from unusual backgrounds must make it clear that they are not just typical. Yet the opposite is also true—people from atypical backgrounds must prove that they are potential BUSINESS school candidates. More “typical” even.
- Address your weaknesses, subtly, in your apps. (low GMAT, low grades, less established school, etc.)



**And as always folks, we are here to answer any and all your questions. Let's take some NOW.**



# FRIENDS AND FAMILY...GONE WILD

20% off Deluxe and Junior Deluxe Packages

*Forget our usual 15%. With under 7 weeks to go until Round 2, we're going BIG.*

*Expires at 5pm EST on Wednesday, November 12<sup>th</sup>.*

*Email [Lauren@admissionado.com](mailto:Lauren@admissionado.com), tell her you came to this webinar and she'll hook you up.*





ADMISSIONADO, LLC  
WWW.ADMISSIONADO.COM  
INFO@ADMISSIONADO.COM

All rights reserved. No part of this may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from Precision Essay.