

# THE ATTAIN JOURNAL

© Attain LLC

June 2005

Welcome to The Attain Journal!

~~~~~

See our resources page, which features informative links and reading suggestions on admissions, test taking, and scholarships:

<http://www.attain-group.com/content/resources.html>

~~~~~

## FREE SAMPLE EDIT

For most MBA programs, the application essays are a critical piece of your story. We suggest you get an early start on your application once your GMAT is out of the way. Start writing those essays! And when you have completed one essay, send it in to us, and we'll edit it – for free. This sample edit is intended to demonstrate Attain's editing and communication style. It also helps us determine if we're a good match.

## WHY DO YOU NEED OBJECTIVE, THIRD PARTY FEEDBACK ON YOUR ESSAYS?

Not everyone needs it, but most people do. There are a few people out there who are quite naturally gifted at expressing themselves elegantly and effectively communicating to admissions committees. However, we receive numerous emails from rejected candidates who don't understand why they were rejected, given their 700+ GMAT scores and "excellent" essays. These rejected candidates worked very hard on their essays and even had friends and family offer critiques. Most of the time, when we read these "excellent" essays that the candidate felt was their very best – we spot the problems immediately. It's hard to be objective about your own work. It's also hard for those close to you to be objective.

Here are a just a few of the things we do when reviewing your essays. We help you by:

- ▶ Critiquing your content – It's hard to communicate your leadership qualities if the examples you are using are inappropriate or not powerful enough. We'll brainstorm with you if necessary to help you generate ideas for the best content from your personal history. The result will be themes and a testimony that encapsulates your career, leadership style and personality.
- ▶ Eliminating excess verbiage – Excessive wordiness distracts and frustrates readers. We will help you distill your work down to its essence.
- ▶ Cutting up run-on sentences – Overly complex, run-on sentences forces readers to re-read and distracts them from your message. The admissions committee will never know how great you are because they'll be too frustrated.
- ▶ Substituting more effective words and phrases – We'll help you steer away from clichés and jargon and suggest stronger, more precise words, phrases, and sentences.

► Reorganizing material for greater impact – Logical organization is crucial to making your point clear. We can assist you in organizing your material to achieve a logical flow while inspiring the reader’s curiosity.

~~~~~

#### ABOUT US

Attain provides essay editing services and admissions counseling to prospective business school and college students. Contact us to learn more about how we can help you gain admission to a selective school by providing objective feedback on your essays and candidacy. For more information on our services, see:

<http://www.attain-group.com/content/services.html>

Newsletter Editor: Vanessa Ramdeen

~~~~~

Attain  
3100 Highlands Parkway  
Suite 4-121  
Smyrna, GA 30082

Email: [info@attain-group.com](mailto:info@attain-group.com)

Website: <http://www.attain-group.com/>