



**personal
MBA
Coach.**

4-Month Until R1 Deadlines – How To Manage Your Summer

May, 2019

Scott Edinburgh

Founder, Personal MBA Coach



I have been helping clients around the world get into dream schools since '08

- 14 years of professional experience
- Consulting, financial services and travel & hospitality experience
- 11+ years of MBA admissions consulting expertise
- #1 ranked consultant on MBA Insight
- #4 ranked consultant on Poets & Quants
- Hundreds of clients served
- 96% success rate
- \$4.5M in scholarships secured last year



Massachusetts
Institute of
Technology

Deloitte.

J.P.Morgan



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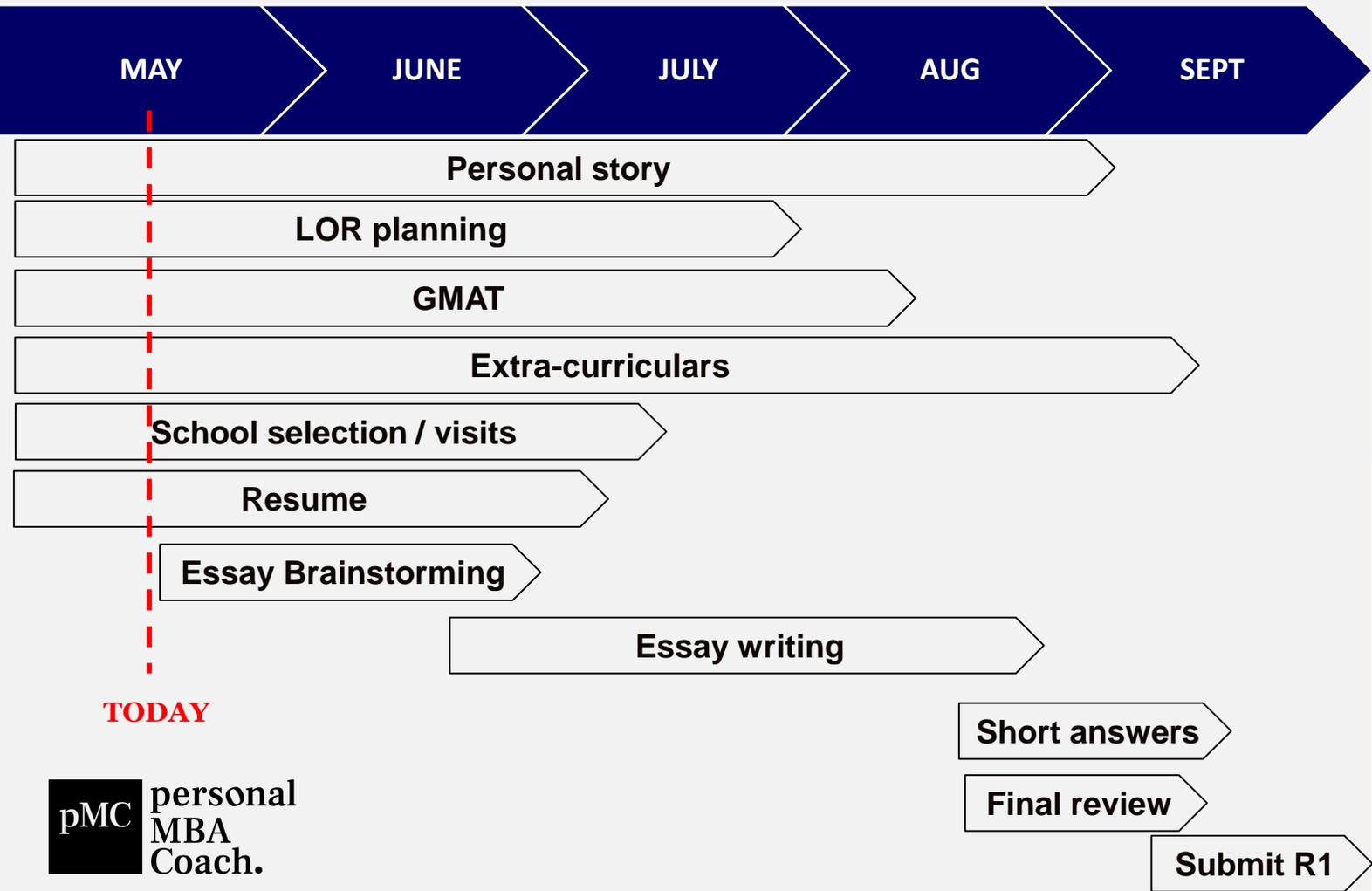
Boutique, one-on-one MBA and graduate school admissions consulting & tutoring

- Comprehensive GMAT tutoring and admissions consultancy
- Full-time support from an expert (Since 2008)
- Personal MBA Coach is available 7 days a week
- AIGAC Board Member (Association of International Graduate Admissions Consultants)
- Early MBA planning (1-3 years pre-application) through post acceptance support
- Former M7 MBA interviewers on our team
- Former clients to network with at every top school



Round One is sooner than you may think

Don't let time slip away....



A close-up photograph of a field of purple flowers and green grass. The flowers are in the foreground, and the grass is in the background. The lighting is soft and warm, suggesting a sunset or sunrise. A white rectangular box with a black border is centered in the image, containing the word "MAY" in bold, black, uppercase letters.

MAY

May To Do List

1. Finalize your school lists
2. Schedule campus visits
3. Finalize plans to take/re-take GMAT/GRE
4. Develop your MBA resume



GMATTM





Develop a well rounded school list

- My average candidate applies to 5+ schools
- Include a range of difficulty levels
- Pay attention to culture & fit



Visit Campuses

Plan your campus visits now!

- If you live near a campus, make it a priority to visit
- Where travel is a barrier, focus on your top choice schools
- Look for events near you when travelling is not possible
- Try to visit while classes are still in session
- Schedule conversations/meetings well in advance



The GMAT has changed considerably in the past few years, leading to rising average scores



Scores are valid for up to 5 years



You can take the test up to 5 times in a 12-month period and cancel low scores



There is a lifetime max of 8 tests

Start GMAT prep as early as possible

Get a baseline now and kick your study plan into high gear

- Begin by taking a practice test (or 2) to get a baseline score
- Think about how you learn best and get help accordingly
- We find one-on-one tutoring works best and allows you to develop a customized and targeted plan
- Read short articles in top periodicals to enhance your vocabulary

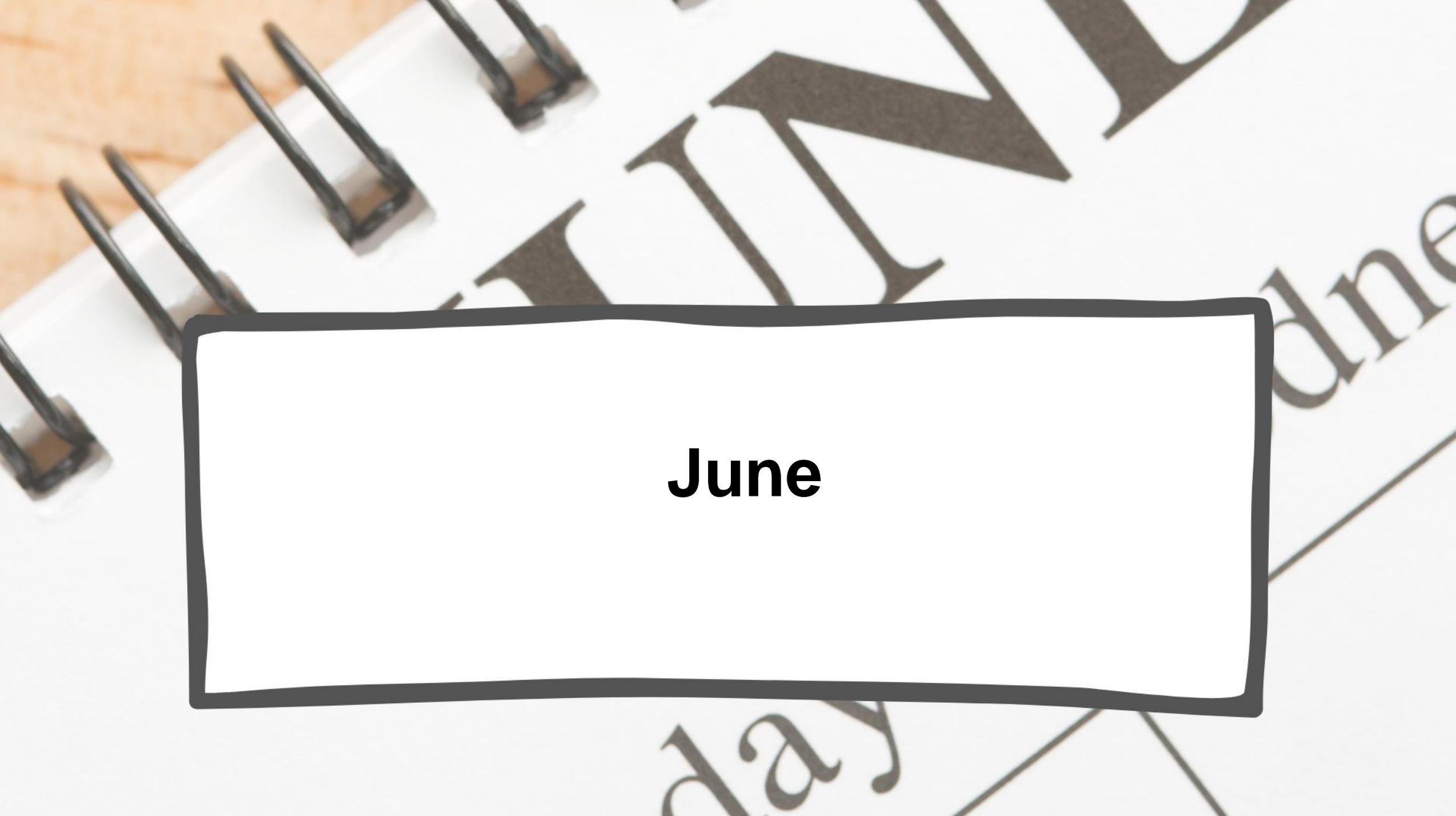


Develop Your MBA Resume

Customize your professional resume for MBA applications

- Do not simply outline your job description; highlight key accomplishments
- Include specific and measurable results
- Focus on leadership and transferable skills such as analysis, strategic thinking and research
- Note quality experiences outside of work, hobbies and passions





June

June To Do List

1. Develop your personal story and articulate your goals
2. Nail down your recommenders
3. Draft your essays



2019 Goals

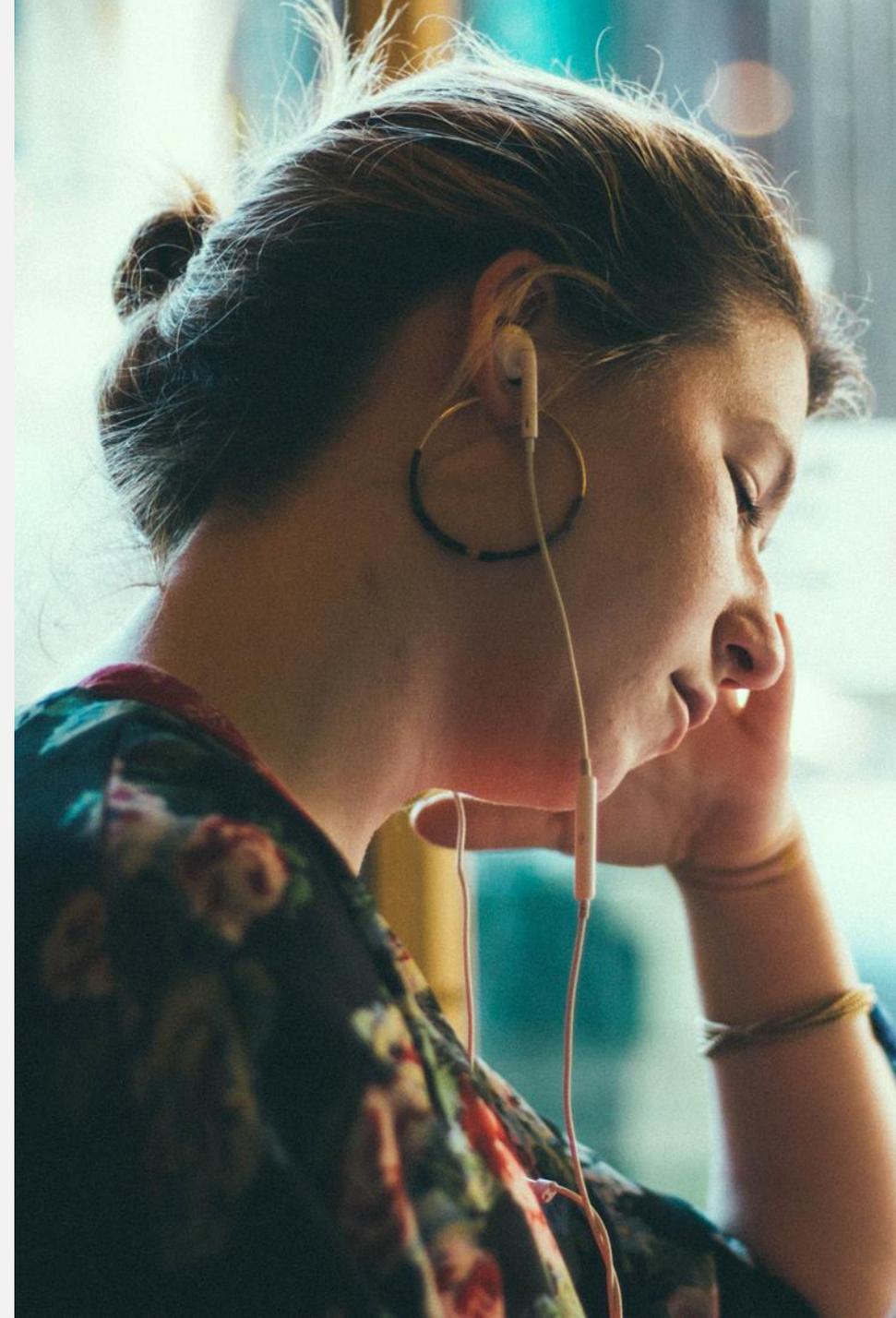
- ①
- ②
- ③



When developing your personal story,
begin with self reflection

It is important to truly assess your “personal
story” and what makes you unique

- Ask yourself what really drives you
- Take stock of your true passions
- Think about how you are unique from your peers
- Consider the circumstances and choices in your life that have shaped you the most



Everyone has a “unique” personal story

Jenny

Undergrad: Yale GPA: 3.8

GMAT: 750

Work exp: 3 Yr Deloitte Consulting, Clients: Aetna, BCBS, Dell, Sears

Interests: Music aficionado

Extra-curric: Junior Achievement 5hr/mo

ST Goal: Work in a tech start-up

LT Goal: Start a company in digital media

Michael

Undergrad: BC GPA: 3.7

GMAT: 730

Work exp: 3 Yr Deloitte Consulting, Clients: major tech

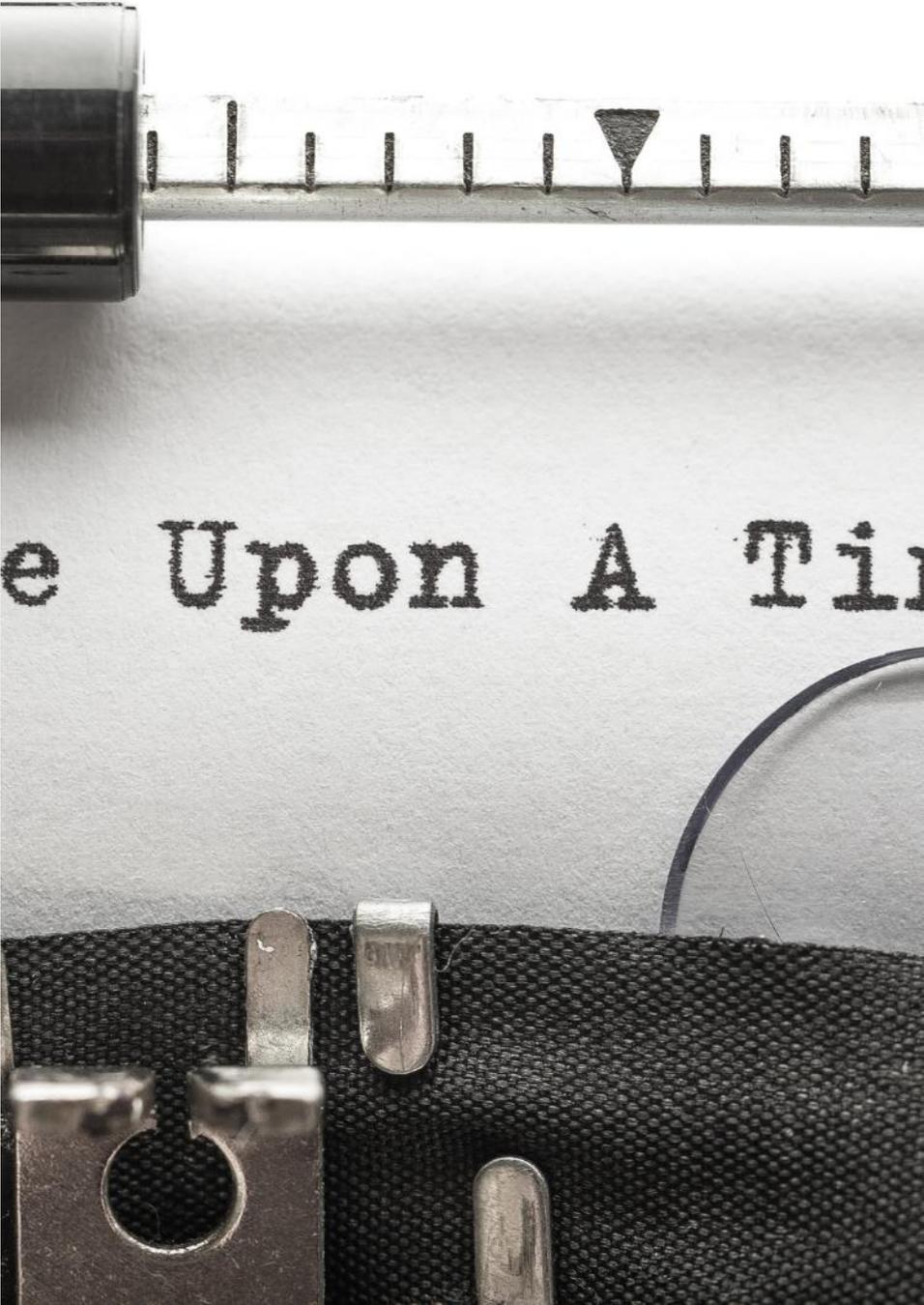
Interests: Competitive swimming

Extra-curric: Teaches underprivileged how to swim, mentored 2 teens for 5 years

ST Goal: Deloitte, build product management expertise

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Start to think about your letter of recommendation strategy in detail

You do not need to ask the partner or CEO

- Ask someone who will write an amazing letter
- Ignore title / prestige
- Ensure s/he has worked with you for a while
- Start doing things you want written about
- Ask non-professional references if you have strong extra-curriculars
- Ask your references early
- Use additional influential / alumni informal notes in some cases



What makes a good letter of recommendation?

Specificity

- Your recommender compares you to others
- Allow the reader to clearly see your team work
- Have you grown in the past? If so, how? Ensure examples are provided

Recency

- Make sure your current abilities are reflected
- Letters should not come from “old” connections

Honesty

- Quality should be very high, but you are human!
- Make sure the feedback is actually feedback
- A believable letter carries more weight than a “better than god” letter

Detail

- Ensure recommender answers the questions!
- Pay attention to question differences across schools
- Ensure the letter is the right length (or at least close)



Essay guiding principles

Keep these tips in mind for each essay

- Answer the question ASKED
- Write authentically
- Ensure each essay fits with your “personal story”
- Do not repeat yourself
- Be succinct
- Keep your language approachable
- Try to pick unique topics where possible



Essays are usually the most time-consuming!



Brainstorm

- Take questions one at a time
- Consider relevant strengths, hobbies, passions and experiences

Outline

- Get your ideas on paper
- Think about length & flow

Draft

- Keep first draft manageable word count wise

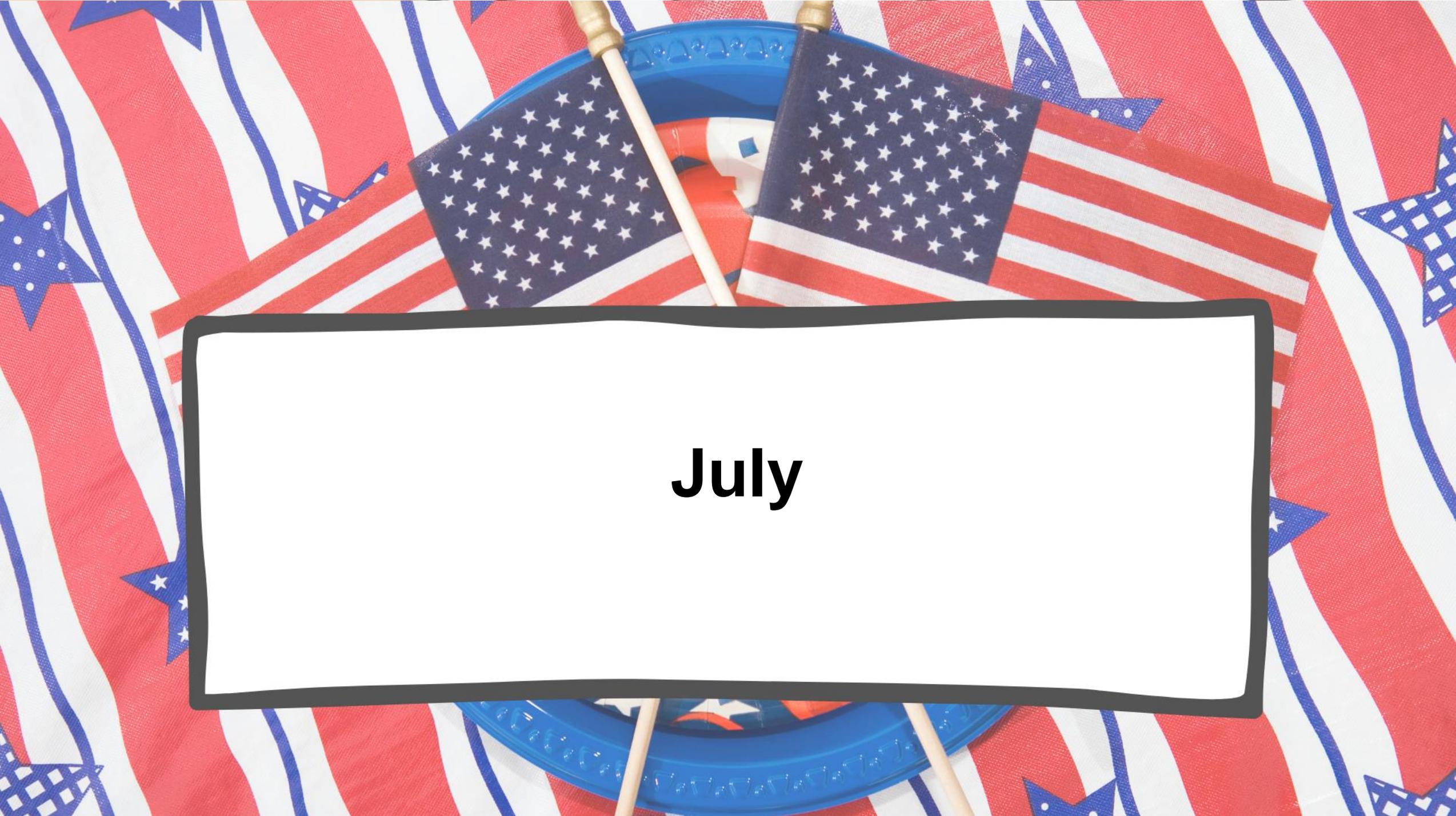
Edit Again & Again

- Edit essays as many times as it takes to get them right
- Allocate A LOT of time for this step

Proofread

- Always ask someone unfamiliar with your work to review



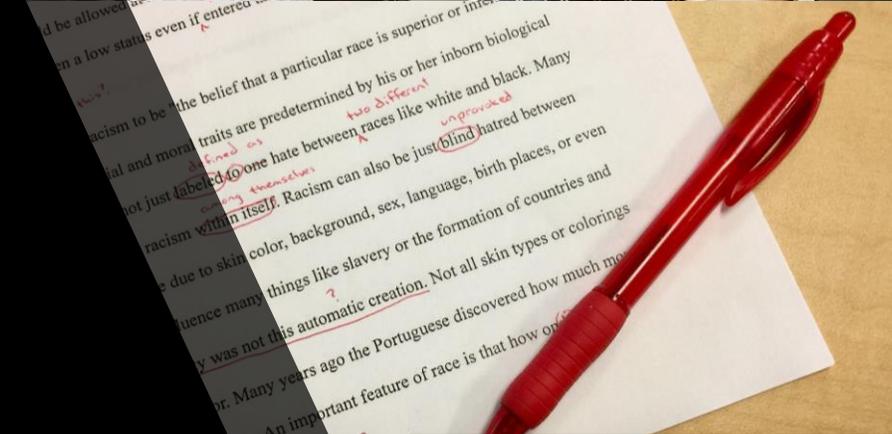


July

July To Do List

1. Edit, edit, edit

2. Network with alumni and current students



Edit your applications



- Put the finishing touches on your essays and ensure your story is coherent
- Have someone else read your essays to ensure those outside of your industry understand your accomplishments
- Ask a friend if your essays seem “authentic”

Networking is a great way to learn about programs, develop essay material and confirm your interest

Keep these tips in mind as you develop your strategy

- Look for others in your office who attended your target schools
- Browse your undergraduate alumni network
- Consider personal and family connections
- Ask lots of questions about others' experiences
- Do not ask for favors (at least initially)
- Less is more

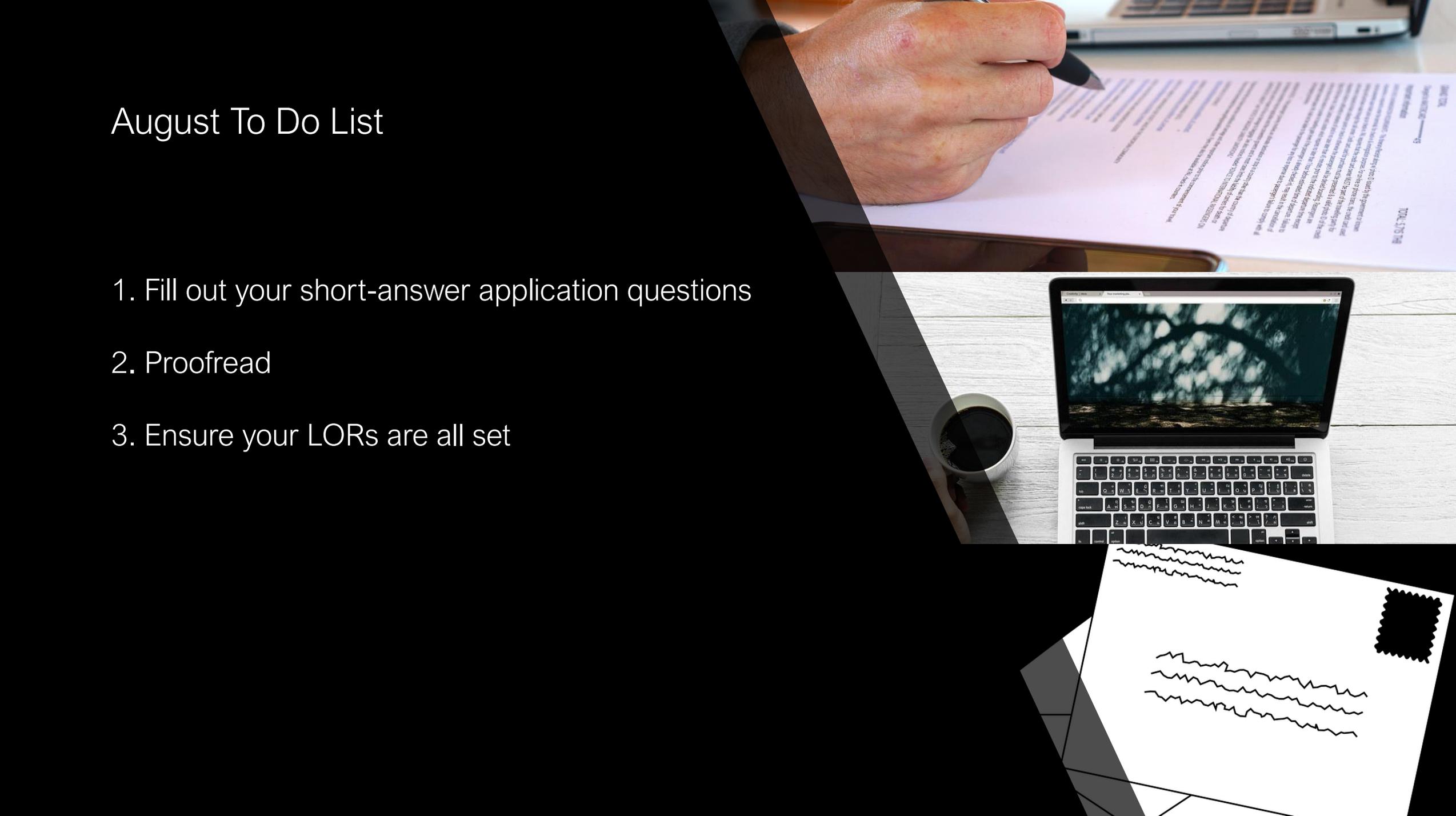


A photograph of a beach with a large white box in the center. The box has a thick black border and contains the word "August" in a bold, black, sans-serif font. The background shows a sandy beach, the ocean with waves, and a blue sky with light clouds.

August

August To Do List

1. Fill out your short-answer application questions
2. Proofread
3. Ensure your LORs are all set



Save time for the “last minute” items

- They will take longer than you think
- Ensure short-answer questions complement the rest of your application
- Check in with your recommenders well in advance of deadlines; ask how you can help
- Share your completed essays with your recommenders
- Always have someone unfamiliar with your essays conduct a thorough proofread

Personal Information

First Name:

Last Name:

Date of Birth: Month Day Year

Gender: Choose a gender

Account Information

Email:

(Your email address will be your username)

Re-type Email:

Password:

(Min. 6 characters, 1 number, case-sensitive)

Re-type Password:

Security Question: Choose a security question

Security Answer:

(Not case-sensitive)

Contact Information

Address:

City:

State: Choose a state

Zip Code:

Optional

Phone:

No *



KEEP
CLAM
AND
PROOFREAD

Personal MBA Coach clients received \$4.5M last year

Below is a sample of the schools clients got into



How Personal MBA Coach Can Help?



Call: +1 617 645 2424

Email: scott@personalmbacoach.com

Web: www.personalmbacoach.com

Download our MBA Planning Kick-Start Guide!

<https://www.personalmbacoach.com/kickstartsignup>



GMAT prep



Extra-curricular strategy



Network development

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