

**personal  
MBA  
Coach.**

# **MBA Essay Analysis: Beyond the M7**

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## ABOUT PERSONAL MBA COACH

Personal MBA Coach has helped hundreds of applicants around the world get into top MBA, EMBA, part-time MBA and graduate programs including HBS, Stanford, Wharton, Chicago Booth, Kellogg, Columbia GSB, Dartmouth Tuck, MIT Sloan, London Business School, INSEAD, Yale SOM, UVA Darden, Duke Fuqua, Berkeley Haas, NYU Stern and many more, as well as advancing their careers with a 96% success rate.

Personal MBA Coach was founded in 2008 by Scott Edinburgh, a former management consultant and industry strategist with an MBA from Wharton and a BS from MIT. With a boutique and personalized approach, Scott helps turn analytical, general management and client services experiences into the powerful and convincing stories that admissions committee members are looking for. Personal MBA Coach helps clients through all aspects of the application process, including application strategy, pre-application planning, GMAT/GRE/EA prep and school selection. Scott is on the Board of Directors and is a Committee Chair of AIGAC (Association of International Graduate Admissions Consultants: an organization that meets annually with admissions directors of the top 25 schools globally). Learn how Personal MBA Coach can make your dreams a reality by walking you step by step through the entire process.

## SERVICES OFFERED

- Comprehensive Packages
- GMAT/GRE/EA Tutoring
- Interview Preparation
- Waitlist Support
- Gut Check
- Early MBA Planning

## WHAT SETS PERSONAL MBA COACH APART

- Founded by Scott Edinburgh, a Wharton MBA, member of AIGAC Board of Directors and industry veteran with 15 years of admissions consulting experience
- Scott presents globally and was invited to present to admissions directors at GMAC conference
- Prior corporate experience to inform your essays and goals, including consulting, banking and strategy
- Former M7 admissions directors and M7 MBA interviewers on our team
- Flexible scheduling and fast turnaround times
- Personalized and customized GMAT/GRE/EA tutoring
- One point of contact
- Direct, honest feedback
- Internal network of former clients at all top schools

## Comprehensive Packages Overview



### 1. Develop Your Story

The boutique one-on-one approach begins day 1. With a kickoff call or meeting, Scott will learn all about you and your aspirations. Together you will select target schools, articulate your DISTINCT story and fine-tune your goals.



### 2. Resume Review

Virtually all professional resumes need to be tailored for business school applications. Your resume will be updated from top to bottom, as many times as it takes to bring it to perfection.



### 3. Essay Brainstorming and Unlimited Essay Editing

Building from YOUR personal story, we will brainstorm topics and review award winning essays. Send your essays back for detailed edits and feedback as many times as it takes to get them right, with fast two-day turnaround and direct and honest insight.



### 4. LOR Support

Don't underestimate this crucial step. Scott will guide you through selecting the ideal recommenders and preparing them so your LORs shine and align with your overall application.



### 5. Interview Preparation

Seal the deal with detailed interview guides and mock interviews with former M7 admissions interviewers, followed by written feedback. For Wharton/Ross, we will conduct group mock interviews and for HBS we include post interview reflection support.



### 6. Waitlist Strategy and Post Acceptance Support

Our relationship does not end when you hit submit. Whether you are accepted or waitlisted, Scott will continue his personal support. Find out how and when to reach out to get off the waitlist and receive advice on which school best suits your goals. He will connect you with former clients at your future school as you join the small Personal MBA Coach alumni family and attend Personal MBA Coach alumni networking events.

## Berkeley Haas Essay Analysis

### Essay 1: What makes you feel alive when you are doing it, and why? (300 words maximum)

With this short essay, get right to the point. This is a chance to talk about your true passions and what really drives you. For some applicants, this may be their job, but tread cautiously here. If your job is what truly drives you, be sure that you have a strong reason and can illustrate passion as you write. Extracurricular work also could fit well, but be sure it is an area where you have emerged as a leader and/or have added substantial value. Be succinct and speak from the heart.

Be sure to include both the “what” and the “why.” While this is not the time to brag about accomplishments, an ideal answer will be something that you have done to set yourself apart.

### Essay 2: What kind of leader do you aspire to be and why? (300 words maximum)

For many years, Berkeley Haas has pressed candidates to define successful leadership. This year, Haas takes a more direct approach to asking about leadership. However, your approach to this essay should still take into consideration your definition of successful leadership.

Personal MBA Coach recommends that candidates consider the qualities they believe that successful leaders embody and why they believe these traits are important.

Next, think about how you personally have begun to demonstrate these characteristics. Personal MBA Coach recommends including a few short examples.

Finally, think about how you will grow as a leader at Berkeley Haas. Discuss, in detail, what classes, clubs, or programs will help you achieve your leadership objectives.

As Personal MBA Coach generally advises, you should not include a laundry list of items. Instead, focus on a few specific areas of interest, telling the reader what you will gain from each of these experiences and how you will contribute. You want to leave the reader with a vision of how your leadership style will have evolved by the time you leave campus.

Berkeley Haas also has two optional essays, the first following a series of [questions](#).





## Berkeley Haas Essay Analysis

**Optional Essay 1:** Please elaborate on any of your above responses. Alternatively, you may use this opportunity to expand on other hardships or unusual life circumstances that may help us understand the context of your opportunities, achievements, and impact. (300 words maximum)

Many applicants will not answer this question. Personal MBA Coach recommends that applicants use optional essays sparingly. If your answers to these questions are not unique, there is a good chance you should skip this essay.

**Optional Essay 2:** This section should only be used to convey relevant information not addressed elsewhere in your application. This may include explanation of employment gaps, academic aberrations, supplemental coursework, etc. You are encouraged to use bullet points where appropriate.

For this second Haas optional essay, answer only if you have specific or extenuating circumstances to explain. Read more on our approach to optional essays [here](#).

Looking for more information on Berkeley Haas's full-time MBA program? Check out our [Haas guide](#) to learn what sets the program apart, access the latest class profile information, and more.

# Duke Fuqua Essay Analysis

In addition to a required short answer question: What are your post-MBA career goals? Share with us your first choice career plan and your alternate plan, Duke asks applicants to answer two essay questions.

## Essay 1: 25 Random Things About Yourself

The 'Team Fuqua' spirit and community is one of the things that sets the MBA experience apart, and it is a concept that extends beyond the student body to include faculty, staff, and administration. Please share with us "25 Random Things" about you. The Admissions Committee wants to get to know YOU – beyond the professional and academic achievements listed in your resume and transcript. Share with us important life experiences, your hobbies, achievements, fun facts, or anything that helps us understand what makes you who you are.

Your list will be limited to 2 pages (750 words maximum). Please present your response in list form, numbered 1 to 25. Some points may be brief, while others may be longer.

With this first Duke MBA essay, be yourself and have fun. The majority of this essay should be personal, including hobbies, passions and interesting facts. These facts do not need to be formal. This is your chance to show how you are unique. It is also a great opportunity to weave in additional elements of your personal story and let the reader in on your personality. Include not only the what but also some of the why behind your facts.

There are no wrong answers here, but Personal MBA Coach advises that clients limit repetition and do not include a lot of professional details. Check out [these examples](#) from Duke to get some additional inspiration!

## Essay 2: The Fuqua Community and You

Fuqua prides itself on cultivating a culture of engagement. Our students enjoy a wide range of student-led organizations that provide opportunities for leadership development and personal fulfillment, as well as an outlet for contributing to society. Our student-led government, clubs, centers, and events are an integral part of the student culture and to the development of leaders. Based on your understanding of the Fuqua culture, what are 3 ways you expect to contribute at Fuqua?

Your response will be limited to 1 page (500 words maximum).





## Duke Fuqua Essay Analysis (cont.)

For this Duke MBA essay, pick only **THREE** things. An ideal answer will show that you are a well-rounded and engaged citizen and will act this way as well once you get on campus. They want to see that you did your research and really know why you want to go to Duke and how you will improve the community.

You should include a mix of what you have done in the past **AND** specifically how you will be active on campus. In addition to discussing the Fuqua culture, you should specifically mention how you will be involved on campus.

Name specific clubs you might join, programs you hope to establish and/or ways you would like to become involved in the broader community. Even though Duke Fuqua shortened this essay, it is particularly important to Fuqua that candidates have clearly thought through their unique roles on campus, so be sure to devote plenty of time to research for this essay!

### Optional essay: Tell us more

If you feel there are circumstances of which the admissions committee should be aware, please explain them here (e.g. unexplained gaps in work, choice of recommenders, inconsistent or questionable academic performance). Note that you should **NOT** upload additional essays nor additional recommendations in this area. The Optional Information section is intended to provide the admissions committee with insight into your circumstances only.

**Instructions:** Your response will be limited to 1 page (500 words maximum).

Duke Fuqua also has an optional essay. However, **DO NOT** feel compelled to answer this Duke MBA application essay. In most instances, Personal MBA Coach advises candidates only with extenuating circumstances (i.e., low GPAs or gaps in employment) to provide additional information here.

Looking for more information on the Duke Fuqua MBA program? Visit Personal MBA Coach's [Duke Fuqua guide](#) to get program-specific MBA application tips, class profile information, insights from students and admissions directors and more!

# Michigan Ross Essay Analysis

## Part 1: Short-answer questions

Select one prompt from each group of the two groups below. Respond to each selected prompt in 100 words or less (<100 words each; 200 words total). Every word counts here — the tight word count is intentional to force you to focus.

### Group 1

I want people to know that I:

I made a difference when I:

I was aware that I was different when:

### Group 2

I am out of my comfort zone when:

I was humbled when:

I was challenged when:

While not explicitly stated, with a more traditional career focused essay to follow, consider your personal background as you answer these short questions. Pick the prompt that resonates best with you as there is no preferred option.

For Group 1, think about your most unique attribute or accomplishment. What sets you apart from other applicants? A personal accomplishment or a fond personal success story would work well here. Volunteer or extracurricular stories could also be good to cover.

If you have a unique skill or talent, Group 1 would be a good place to share it. If you did something amazing that is not on your resume or that you want to call more attention to, that would also work well for this prompt. Other options for this prompt include examples of passions or values. Remember, MBA admissions directors aspire to bring a well-rounded group of students to campus each year. This is your chance to share something about your upbringing or personality that will position you to add another perspective to class discussions.

For the second group, show the reader a bit about your character. What would working and studying with you be like? This is not the time to sing your own praises but instead the time to show you are human. Show what you have gained from this experience and let the reader see that you are someone students would want to be around.



## Michigan Ross Essay Analysis (cont.)

Alternatively, these prompts give candidates the opportunity to show an area of relative weakness. Authenticity and growth are key hot points for many admissions committee members. Candidates are applying to business school to grow and are not expected to be “perfect” when they arrive. Discussing a challenge that you have overcome and/or will continue to overcome could be a nice choice here.

### Part 2: Career Goal Essay

**Michigan Ross is a place where people from all backgrounds with different career goals can thrive. What is your short-term career goal and why? (200 words)**

With just 200 words, there is a lot to cover in a small amount of space. Be straightforward here. If you need help thinking through your goals, we have published a blog with our general tips.

Once you have clearly stated your short-term career goal, you will want to explain the why behind this goal. There are many questions you should consider as you answer the why behind these goals. What attracts you to your chosen field? Why are you passionate about it? How will this short-term goal help prepare you for your long-term goal?

**Optional statement: Is there something in your resume or application that could use some explanation? You might want to discuss the completion of supplemental coursework, employment gaps, academic issues, etc. Feel free to use bullet points where appropriate.**

The optional Michigan Ross essay should only be answered by those with extenuating circumstances. Read more on our approach to optional essays [here](#).



## NYU Stern Essay Analysis

Essay 1: Change: \_\_\_\_\_ it

(350 word maximum, double-spaced, 12-point font) In today's global business environment, the only constant is change. Using NYU Stern's brand call to action, we want to know how you view change. Change: \_\_\_\_\_ it. Fill in the blank with a word of your choice. Why does this word resonate with you? How will you embrace your own personal tagline while at Stern?

Examples:

- Change: Dare it.
- Change: Dream it.
- Change: Drive it.
- Change: Empower it.
- Change: Manifest it.
- Change: [Any word of your choice.]

With a short word limit and a lot to cover, this NYU Stern essay question is a challenging one. As you answer this question, pay careful attention to the opening: Stern lets you know it is looking to learn about your "experiences, goals, and thought processes." This means both the what and the why are important here.

As you pick a tagline, be sure to consider why this approach to change is meaningful to you. Naturally, you should be able to connect it to a part of your experience. Show the reader how you have lived this tagline.

It is also crucial that you cover what you will do moving forward, both at NYU Stern and beyond! Tell the reader HOW you will drive change. There is a lot to cover here so use your words carefully and avoid cliches.

**NYU Stern Essay 2: Personal Expression (a.k.a. "Pick Six"):** Describe yourself to the Admissions Committee and to your future classmates using six images and corresponding captions. Your uploaded PDF should contain all of the following elements:

- A brief introduction or overview of your "Pick Six" (no more than 3 sentences).
- Six images that help illustrate who you are.
- A one-sentence caption for each of the six images that helps explain why they were selected and are significant to you.



## NYU Stern Essay Analysis (cont.)

*Note: Your visuals may include photos, infographics, drawings, or any other images that best describe you. Your document must be uploaded as a single PDF. The essay cannot be sent in physical form or be linked to a website.*

If you are seeking NYU Stern Pick Six examples, know that there are no wrong answers here, as this is your chance to let the reader into your world. You do want to include a well-rounded mix of photos that tell the reader more about you.

While a mix of personal and professional photos can work well, some candidates will include only personal details. Think about what makes you unique and what values drive you as you select these images. Finally, follow the directions. One sentence is ONE sentence. Have fun with this and feel free to be creative.

### NYU Stern Essay 3: Additional Information (optional) (250 word maximum, double-spaced, 12-point font)

Please provide any additional information that you would like to bring to the attention of the Admissions Committee. This may include current or past gaps in employment, further explanation of your undergraduate record or self-reported academic transcript(s), plans to retake the GMAT, GRE, Executive Assessment, IELTS or TOEFL, or any other relevant information.

For tips on handling the third (optional) NYU Stern essay, review [this blog](#) from Personal MBA Coach.

Along with the NYU Stern full-time MBA, those interested in NYU Stern also can pursue a Fashion & Luxury MBA, Tech MBA, Executive MBA, or Part-time MBA.

Visit our [NYU Stern site page](#) for more program-specific guidance.



## UCLA Anderson Essay Analysis

*We look forward to learning about your perspectives and plans via your essay responses. Essays complement the answers you provide throughout the application to show us your whole profile. The best applications are introspective, genuine and succinct in directly answering our questions and showing clear plans for the future.*

**Essay 1: Tell us about a recent personal or professional achievement and how it connects to your MBA goals. (250 words maximum)**

Strong essays describe the impact of your achievement and clarify its connection to your future MBA plans in the short and long term. We look forward to learning about the specific ways your achievement helped set you up for future success.

This UCLA Anderson essay question is new for the 2022–2023 MBA application cycle. Personal MBA Coach welcomes this change, as many applicants look for additional opportunities to expand on their past success. With a relatively short word limit, try to select an example that is easy to explain.

If you have a unique project that you have worked on, the UCLA Anderson essay can be a great way to share this. Similarly, this essay could be a good opportunity to discuss a unique or particularly strong extracurricular achievement.

Be sure to include specific results and show how this accomplishment is tied to your MBA goals. For those who are not changing careers, this connection should be easy to make. Applicants who are planning to switch industries should think more broadly about the skills they have acquired through this achievement and how they will leverage these post-MBA.

Keep in mind that, given the wording of the question, candidates should ideally focus on ONE achievement.

**Optional Essay: Are there any extenuating circumstances in your profile about which the Admissions committee should be aware? (250 words maximum)**

The optional UCLA Anderson essay should be answered only by those with extenuating circumstances. That said, the program assures that no preference is given in the evaluation process to those who choose to respond to this optional essay, so please use your best judgment.



## UCLA Anderson Essay Analysis (cont.)

**Short Answers:** UCLA Anderson is likely to include two short-answer goal questions (remember that the character limits include spaces):

- How can UCLA Anderson help you achieve your goals? (1000 characters maximum)
- Describe your short-term and long-term post-MBA career goals. (6000 characters maximum)

For these short-answer questions, check out Personal MBA Coach's blog on short answer questions and other MBA application extras [here](#).



## UVA Darden Essay Analysis

**Community of Belonging:** Student clubs and organizations at Darden enhance and integrate with the academic experience through social, cultural and community events.

Given that you will be forming lifelong connections with your classmates that extend beyond the classroom, what is important for your classmates to know about you that is not on your résumé? (200 words)

UVA Darden has updated this first essay question for 2022–2023 MBA applicants, instructing applicants to consider the role of community more broadly.

Personal MBA Coach advises most applicants to use this essay to share a personal aspect of their candidacy as opposed to talking about their professional leadership or track record. Topics discussed here should enhance (not repeat or conflict with) your “Personal Story” and should allow admissions committee members to learn more about you.

This is not the time to present a laundry list of hobbies, passions or accomplishments. Instead, focus on what makes you unique. Think about how you might add to the diversity (think literal diversity and/or diversity of perspective) on your learning team.

Be specific and keep in mind that actions are the best predictors of future behavior and provide examples wherever possible. Go beyond just sharing details about you and include the “so what?”

For example, if you were raised in a unique environment, explain this to the reader but then push further. Consider how this shaped who you are today, what makes you unique and what you will bring to the table for your learning team.

Regardless of the topic selected, show the reader that you are someone your peers will be excited to learn with!

**Inclusive Leadership:** The University of Virginia promotes an inclusive and welcoming environment that embraces the full spectrum of human attributes, perspectives, and disciplines. Diversity stands with ethics, integrity, and academic excellence as a cornerstone of University culture. Review the [University of Virginia's Commitment to Diversity](#).



## UVA Darden Essay Analysis (cont.)

Consistent with this ethos, the Darden School of Business seeks to improve the world by developing and inspiring responsible global leaders. We are committed to developing the School's ability to leverage our global diversity — the multitude of different experiences and backgrounds among our stakeholders from around the world — to achieve excellence in business education in today's complex marketplace. We do so in the service of our mission, adhering to an unwavering commitment to diversity, equity, and inclusion. We believe all key stakeholders — students, faculty, staff, alumni — play a critical role in cultivating an inclusive environment, and every action — whether big or small — in service of this goal is important.

Please describe a tangible example that illuminates your experience promoting an inclusive environment and what you would bring to creating a welcoming, global community at Darden. (300 words)

This question covers a topic that continues to be important to leading MBA programs: inclusion. Earlier this month Personal MBA Coach attended the annual AIGAC conference with leading admissions directions, and Diversity & Inclusion were top of mind for all schools! Therefore, Personal MBA Coach is not surprised to see Darden's leadership essay focused on D&I.

A personal or professional example would work here. However, Personal MBA Coach encourages candidates to look at their applications holistically when selecting a story to discuss. You want to ensure this story fits with who you are and that your Darden application includes a nice balance of personal and professional stories.

Remember that inclusion is a broad term here. Do not limit yourself to current event topics unless they are relevant to your story!

Ensure that you limit the amount of time spent on set up and instead focus on your thoughts and actions. While remaining authentic is important, think about the qualities Darden is looking for in applicants and make sure the story selected clearly SHOWS how you demonstrated them.

While the bulk of this essay should be focused on the story itself, be sure to leave time to discuss the implications of this experience and how this experience changed your leadership style.



## UVA Darden Essay Analysis (cont.)

**Careers With Purpose:** Darden's Career Center delivers personalized career searches, support, and resources to empower students in their goals to create value as purpose-driven leaders. The team of dedicated, expert career coaches spans every major industry, function and geography and collectively represents over one hundred years of coaching experience. Coaches are prepared to support students wherever they are in their search, as career goals shift and evolve while pursuing an MBA. Through a wide variety of career-related programming, students gain lifelong skills they will continue to leverage throughout their careers. This support continues after graduation with access to complimentary career support for life through Darden's Alumni Career Services.

**At this time how would you describe your short-term, post-MBA goal in terms of industry, function, geography, company size and/or mission and how does it align with the long-term vision you have for your career? (200 words)**

This question is a straightforward career goals question. If you need help articulating your goals, check out [this blog](#)! With this short essay, be specific and include both your ideal position and organization type. Articulate what you hope to accomplish in this desired role and why this objective is interesting and important to you.

Darden once again specifically asks candidates about their long-term vision. Given this, be sure to discuss what you hope to learn in the short term and how this experience will prepare you to achieve your long-term goals.

Once again, this year's Darden MBA application includes two other straightforward short-answer questions:

**What are you excited to explore in Charlottesville? (25 words)**

**Darden has an incredible network of alumni and partners around the world, and, in a typical year, the School connects with over 80 countries. If you could choose any location in the world, where would you want to travel? (5 words) And why? (50 words)**

If you are looking for more Darden essay tips, feel free to [contact us](#) to learn more about how Personal MBA Coach's services can help you get into your dream MBA program.



## Yale SOM Essay Analysis

Bruce DeMonico, Assistant Dean for Admissions, has shared this advice to candidates in a previous blog post:

*We have one essay question: "Describe the biggest commitment you have ever made." We developed this question in collaboration with Amy Wrzesniewski, a professor of organizational behavior at Yale SOM. Your time in business school, and the choices you make thereafter, represent significant commitments. In asking this question, the Yale SOM Admissions Committee is seeking to learn about how you have approached a commitment of importance in your life.*

*When it comes to choosing a topic, be genuine. We want to hear about something that is meaningful and distinctive to you, in your own voice. Your commitment can be personal, specific or expansive. We receive outstanding, insightful essays covering a wide range of topics.*

*The content of your essay is every bit as important as the topic. Regardless of the commitment that you choose, the most effective essays do a great job of describing your approach to commitment. Point to the specific actions that you have taken, over time, to bolster your commitment.*

*This is especially important if you have chosen a broad topic, such as an ideal or a belief. Don't just explain why a commitment is important to you; we want to understand how your behaviors have demonstrated and supported your commitment.*

**Essay: Describe the biggest commitment you have ever made. (500 words)**

As you craft your Yale SOM essay, keep in mind that Yale strives to "educate leaders for business and society." With a passionate and committed student body, Yale takes pride in the small-group learning teams and close-knit community. This question gives candidates a chance to provide admissions committee members with a glimpse of who they are and what matters to them, confirming they can and will live up to the school's lofty mission.

The commitment can be personal or professional, though I prefer to see candidates share personal experiences in their Yale MBA essays. Whatever you choose, be sure that you focus on ONE thing; do not include multiple commitments here. Past examples have included causes, personal development areas, athletic achievements and professional pursuits.

## Yale SOM Essay Analysis (cont.)

The commitment can be something completed in the past or ongoing. However, if you select something that is ongoing, be sure that you have already made significant steps to deliver against your commitment. A commitment you just recently made and your forward-looking plans will not cut it here.

Yale SOM wants to see passion, dedication and follow-through. They want to assess how you think and how you plan effectively. Your commitment should be something that genuinely matters to you. Remember, think leader for business AND society here.

The most successful answers will show how you have delivered against this mission in the past. However, the commitment does not have to be focused on volunteer work. There are countless ways to make an impact on society.

500 words is fairly short, and this is your main shot to show who you are and why you will fit in on campus. Be focused and be genuine!

[Contact Personal MBA Coach](#) today to learn how we can help with your Yale SOM application! For more program-specific information, check out Personal MBA Coach's [Yale SOM guide](#).

Yale University

SCHOOL OF MANAGEMENT



165 Whitney Ave

## MBA Application Extras

### 1. Many schools include optional essays

Do not feel compelled to answer these optional questions. In most instances, only candidates with extenuating circumstance should answer the optional statements. These include low GPAs, gaps in employment and unusual choice of recommenders.

### 2. Check for additional or alternate reapplication essays

The essay analysis here included essays for first-time candidates only. If you are a reapplicant, some schools will ask you to complete an additional essay while others may have a different essay question altogether.

### 3. Look out for follow-up videos and pre- and post-interview essays

It is increasingly common for schools to request video statements or follow-up pre- or post-interview essays. Our best advice here is to be yourself! You often have little advance time to prepare for these essays, but do not underestimate these important additional requirements. Personal MBA Coach has proprietary software available to help candidates prepare for these videos and includes analysis of sample videos in all comprehensive packages.



Working with Scott was the best decision I made in the arduous application process. He was HIGHLY responsive to any questions or concerns I had during this stressful time. My only regret is not doing the 5-school package (I chose the 3-school package). Scott really knows how to present your story in the best way possible to maximize your chances of admission and scholarship. If you're serious about an MBA, get started with him sooner rather than later!! Scott is more than just a consultant; he is a mentor and life coach!

— UCLA ANDERSON ADMIT

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Scott is extremely knowledgeable in this field. He deeply cares about your development with heart and soul and wants to do whatever he can to help you get into your dream school. It has been a fantastic experience of working with Scott, and he made my application process very enjoyable. I would not have gotten into Haas and Tuck with scholarships if I did not work with Scott from Personal MBA Coach. I highly recommend anyone who wants to get into their dream school talk to Personal MBA Coach.

— BERKELEY HAAS ADMIT W/ SCHOLARSHIP)

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Applying to MBA programs can be a daunting task. Between writing the essays, preparing for interviews, and finally deciding on a school that fits, the entire experience is rigorous. Scott prepared me for every single step of the process. He guided me on targeting the programs I was interested in, helped me brainstorm and compose the essays, and trained me for the interviews. I am happy to say I was accepted to every single school I applied to: UCLA Anderson, NYU Stern, Georgetown McDonough, and USC Marshall.

I would not have been able to accomplish this without Scott's guidance. His experience helped me complete entire applications in a matter of days with minimal stress. I highly recommend Scott if you are serious about being accepted to the best MBA programs available to you.

— 4-SCHOOL ADMIT

## LET PERSONAL MBA COACH HELP

Helping clients since 2008, our boutique one-on-one approach has led to a 96% success rate!

Call or email for a consultation with founder, Scott Edinburgh

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