



Personal MBA Coach's Tips: Ensuring Round 2 Application Success

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 / \$1M+ Forte



Massachusetts
Institute of
Technology

Deloitte.

J.P.Morgan



pMC personal
MBA
Coach.

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

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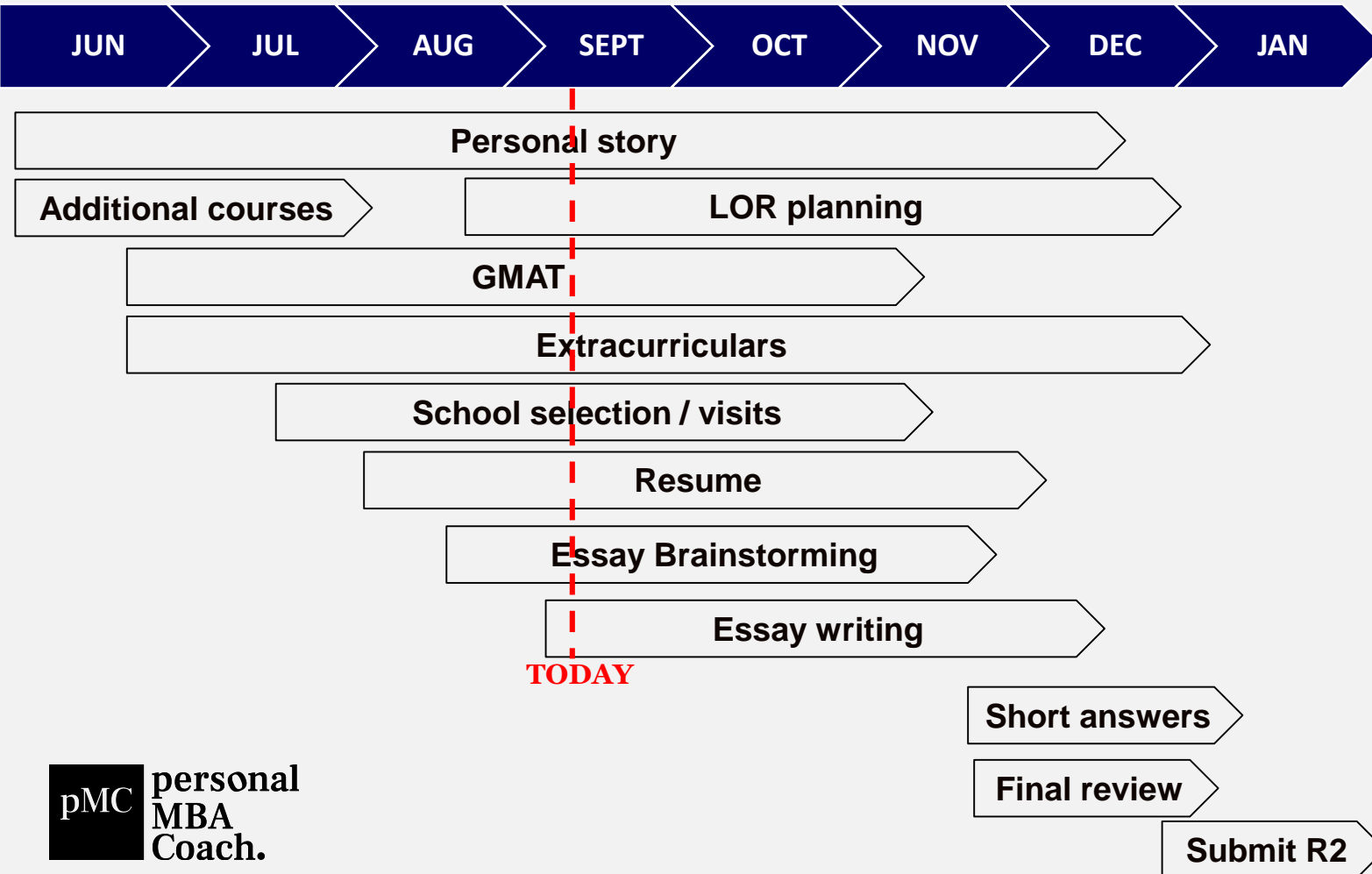




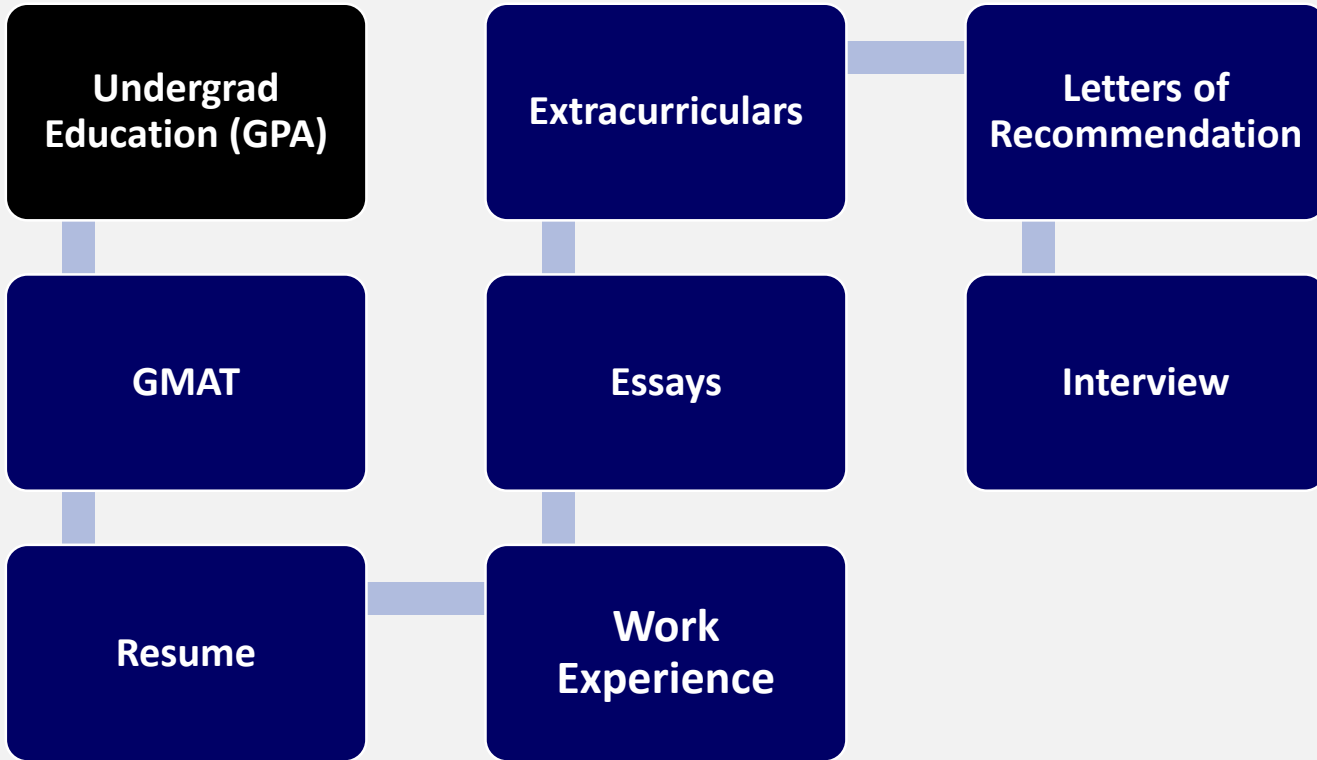
MBA Application Planning

There is plenty to be working on now for R2

Don't let time slip away....



You can still improve most of what admissions committees evaluate



Planning ahead is important

Fill in extracurricular gaps

- Quality over quantity
- Leadership is key
- Activity should tie with your overall story

Line up references

- Buttering up phase
- Early communication

Research / visit schools

- Confirm interest
- Understand culture
- Build knowledge for essays

Develop story / goals

- Reflect on accomplishments / failures
- Take time to iterate ideas
- Keep it authentic





John Smith
123 Broadway
City, State 12345

John Smith, 123 Broadway, City, State 12345

Director
Corporation
123 Pleasant Lane
City, State 12345

December 8, 2012

Dear Sir or Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam aliquet tellus vel justo porta et semper libero rutrum. Duis vestibulum sagittis aliquam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ac velit eu dolor lobortis fringilla. Quisque imperdiet porta ante in pretium. Maecenas facilis varius metus et blandit. Proin rhoncus arcu non ante elementum non vehicula sem varius. Morbi feugiat, elit eget tristique posuere, urna eros vestibulum nibh, at tempus neque justo nec enim.

Curabitur id est enim. Suspendisse potenti. Fusce eleifend sodales tortor, a interdum tortor sollicitudin vel. Morbi vel tellus enim, eget hendrerit ligula. Proin molestie suscipit erat, eget consectetur orci convallis at. Ut vestibulum, odio vitae blandit dignissim, dui magna auctor leo, at molestie augue magna sed nisi. Phasellus ipsum magna, fringilla id tempor id, tristique vitae mauris. Maecenas sed orci vel eros consectetur ultrices.

Mauris enim velit, feugiat at venenatis eu, scelerisque vitae mauris. Nullam accumsan facilis mauris sagittis iaculis. Mauris condimentum dictum libero. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam consequat malesuada feugiat. Vestibulum tempor commodo turpis id gravida.

Sincerely,

John Smith

Attached: Copyright permission form

Resumes & Letters of Recommendation

Start to think about your letter of recommendation strategy in detail

You do not need to ask the highest person you know in the company

- 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 extracurriculars
- 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 teamwork
- Have you grown in the past? If so, how? Ensure examples are used

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)



What does an MBA resume look like?

- Fill out bullets completely. 1-2 lines for most

John Michael Doe
12 MBA Way - Boston, MA 02112
617-214-2019 – mbaapplicant@gmail.com

EXPERIENCE

COOL SERVICES COMPANY (company description if needed, otherwise leave blank) Boston, MA
Position/Title 2013 - Present

- Action word, then description of accomplishments
- Detail 2
- Detail 3

PRESTIGIOUS FIRM Boston, MA
Position/Title 2013 - 2014

- Detail 1
- Detail 2
- Detail 3

COMPANY London, UK
Position/Title 2012 - 2013

- Detail 1
- Detail 2
- Detail 3

EDUCATION

HARVARD UNIVERSITY Cambridge, MA
Bachelors in Something Interesting 2008 - 2012

- Detail
- Detail

EXTRA-CURRICULAR/VOLUNTEER (OR OTHER)

- Detail 1
- Detail 2

SKILLS / LANGUAGES

- Detail 1
- Detail 2



The nitty gritty resume details

How much work is really needed on the resume?

- I have seen 1,200+ resumes over the years. Only a few were great without needing to edit
- Avoid throwing everything on the resume. They are only one page
- Avoid specific industry jargon
- Ensure skills and accomplishments are presented
- Deal breakers? – Multiple pages, bolded words, short bullets, job description bullets, too little white space





Key Essay Tips

Think about your career goals....

—

....but don't overthink them

—

- Most goals can get you accepted!
- Simpler goals are better than complicated ones
- If you like your current company, you can go back!
- In general, be decisive and specific



Make sure to show school specifics....

....and actually make them specific

- Avoid vague statements that could apply to any school
- Schools want to know WHY you want to join THEIR unique campuses
- Connect each class to what you will do in your future career



MIT Sloan has innovative professors



I am excited to take Kellogg's marketing classes

Answer the question....

—

.... and consider why it was asked

—

- This sounds OBVIOUS!
- Do not write what you think they want to know
- While it is ok to include some details for context, if background is not asked, don't spend a lot of time on it
- Schools place varying importance on specific criteria



Be consistent....

....but not repetitive

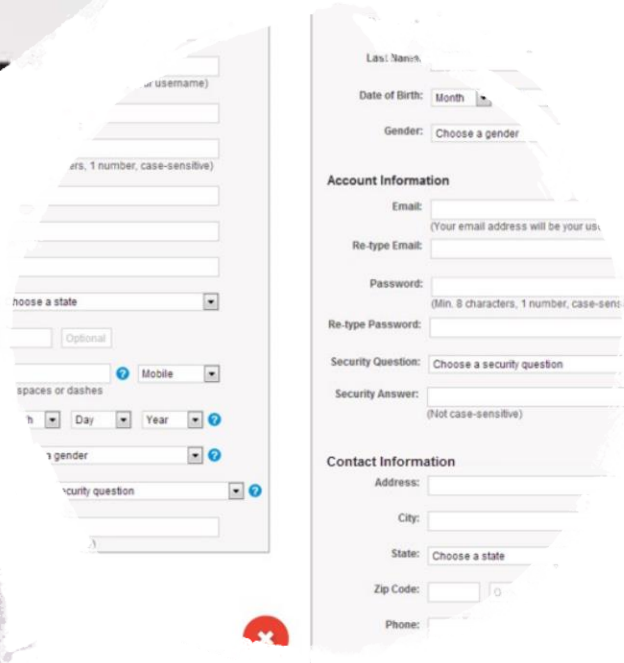

- All of your application pieces should fit together, including your LORs!
- Show what makes YOU unique
- If you have a key theme, make sure it appears throughout the application
- Do not tell the same stories multiple times



KEEP
CLAM
AND
PROOFREAD

Save time for the “last minute” items

- They will take longer than you think
- Ensure short-answer questions complement the rest of your application
- Share your completed essays with your recommenders
- Always have someone unfamiliar with your essays conduct a thorough proofread



Last Name: _____
Date of Birth: Month _____
Gender: Choose a gender _____
Account Information
Email: _____
(Your email address will be your user name)
Re-type Email: _____
Password: _____
(Min. 8 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: _____
Phone: _____



Essay Analysis Spotlight: Kellogg

A man in a white polo shirt is standing in a classroom, pointing at a whiteboard. He is smiling and looking towards the right. The whiteboard is covered in blue hand-drawn diagrams and arrows. Several students are seated at desks in the background, some looking towards the man. The overall scene is a classroom or workshop environment.

Kellogg Essay 1:

Kellogg's purpose is to educate, equip and inspire brave leaders who create lasting value. Provide a recent example where you have demonstrated leadership and created value. What challenges did you face and what did you learn? (450 words)

- Select significant undertaking with clear value
- Ensure story is easy to set up
- Show how you continue to leverage learnings

Kellogg Essay 2:

*Values are what guide you in your life and work.
What values are important to you and how have they
influenced you? (450 words)*

- Authenticity is key
- Explain “why”
- Get personal





When Should You
Apply?



Apply To Business
School When You Are
Confident You Have
The **STRONGEST**
Possible Application

In general, acceptance rates are similar across rounds

However, there are circumstances when applying round 1 can be beneficial

- Programs with rolling admissions
- Candidates from competitive industries
- Those seeking merit scholarships
- Those needing extra time to transition to school



In general, acceptance rates are similar across rounds

Conversely, there are situations that warrant waiting for round 2

- Reapplicants looking for more time to show career progression
- Candidates who have recently switched roles
- Applicants looking to improve test scores
- Anyone who had not taken the time to develop their strongest application



Other factors to keep in mind

- If you try for round 1 and don't make it, you will have extra time for round 2 apps
- There are specific programs where round 2 slots are limited
- Many applicants apply across both rounds and often schools are looking to "fill seats" come round 2!



Personal MBA Coach clients received \$4.5M+ last year in fellowships

Below is a sample of the schools clients got into



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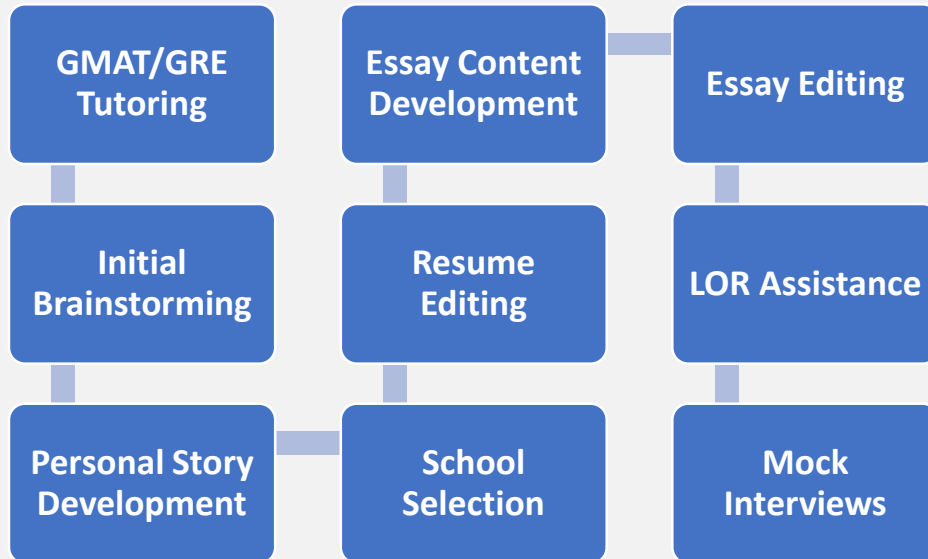


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How Can Personal MBA Coach Help?



**personal
MBA
Coach.**

Call: +1 617 645 2424

Email: scott@personalmbacoach.com

Web: www.personalmbacoach.com

Download our kick start guide!

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



GMAT / GRE tutoring



Extracurricular strategy



Network development



pMC personal
MBA
Coach.

**MBA
PLANNING
KICK-START**