

Before you get too deep into writing your essays, here are some thoughts that we hope will make the process go a little more smoothly for you. Keeping these ideas in mind from the beginning of the process just may save you a little time and energy later on.

Show, Don't Tell

For every theme you are trying to get across, be prepared to share an anecdote that definitively demonstrates what you are trying to impart.

- For a very small example: "I was very successful as president of the Debate Club" has significantly less impact than "As Debate Club president, I led 30 students to a record number of victories."

Answer the Question

This sounds obvious, but you'd be surprised how often the issue comes up. Make sure you read the question closely and that you can point to a single, definable response to that question.

- For instance, many schools will ask about your short- and long-term goals post-MBA; make sure that you actually devote some attention to both parts of that question, rather than focusing almost exclusively on just one.

Vary Your Stories

As you know, schools are looking for applicants who will be successful not just academically, but also professionally and personally, and will make a contribution to the greater community.

- Remember to try to share stories that showcase those different parts of your life - your professional successes, yes, but also your community involvement and your capacity for personal growth.