

Main points to remember:

- *What do I want colleges to know about me that is not apparent in the rest of the application package.*
- *Focus on the future (dreams, goals,...); your future is bigger than your past.*
- *Focus on your characteristics, not your accomplishments or your failures.*

I: IMPACT.

What impact did you make at your school? What impact do you plan to make at by attending the college you are writing to?

M: MEANINGFUL EXPERIENCE

Describe something that changed your way of life, choices made, attitudes, or life direction. This is a great place to describe something interesting that stands out. Ivy league schools have suggested they love hearing about Alaskan experiences as that clearly stands out from others.

P: PASSIONATE

What drives you? This is a great place to discuss community involvement, activities that you have taken a lead in, artistic interests, academic pursuits... and how you continue those in college.

A: ARTICULATE

Articulate why the college you are writing to fits for you. Show that you've researched the school. From the thousands of college choices why is this the one school that is perfect for you, and why are you perfect for them.

C: CURIOSITY

Elite schools want students with a strong curiosity to learn. How have you demonstrated you have an investigative mind? What projects would you like to take on at college? What research are you interested in?

T: TAKE A RISK

Don't write a canned essay on what you think they want to hear. Tell more about you, don't be afraid to be a bit creative, help them see you more than a GPA or SAT score. What makes you unique from the thousands of others applications they are sorting through?