

Applying to the best universities is as competitive as ever. Applicants with a great CV and excellent test scores have no guarantee of admission. Admissions officers face the difficult task of selecting from a vast pool of similar candidates. That is why applicants who know how to effectively market themselves have a tremendous advantage over their competition.



Many candidates underestimate the value of essays (we calculate that your essays weigh up to approximately 35% of your application) and believe they will gain acceptance by jotting down some thoughts. In most cases this, will lead to a negative letter.

Optimum preparation of essays can take up to 4 weeks of hard work, which may include initial drafts, discussions and counseling, final draft and review and editing. We calculate that you will have to write 26 essays on average if you plan to apply to 5-6 business schools. Do not underestimate the amount of time it will take to create compelling essays. Based on our experience, you will need approximately 8 – 10 hours from the moment you first read the essay question until you actually submit it together with your application.

MBAhelp has helped applicants for many years - with excellent results. At MBAhelp, you are not just another person who gets a "package" deal. Every student is special, and consequently you will receive individualized preparation counseling from a specialist.

MBAhelp offers three services:

- **Review of your proposed answers prior to writing out the essays.**

This stage is very important as many candidates do not know what elements to include and how to present them, or they simply leave out critical information. Just as bad, they present information not suitable for an application (e.g. in the "strengths and weaknesses" question). Meet a specialist and decide on how to tackle your essays. You can discuss your essay content in German or English.

- **Translating essays**

Many candidates simply don't feel comfortable when writing essays in English. Limited vocabulary and language resources don't let you express exactly what you are trying to say. You have the correct thoughts but can't put them into correct words. Simply write them in German and our translation experts will create excellent essays in English. Send us your concepts and we will give you our estimate in terms of time and costs.

- **Editing of your finalized essays by an expert in essay editing**

Once you have defined the contents and structure and decided to write your essays in English, send them to us (email is just fine). Our experts will analyze the set of essays and give you a free estimate on the amount of work needed to edit them in order to meet top university standards.

The decisive advantage of our service is that you can either personally meet or contact by phone our specialists to discuss details of your particular essays. You do not send them to so-called experts with appalling writing skills or people who claim to be editors.

Should you choose to create your own essays without professional help, here are some important tips:

- The key messages that your essays should communicate are:

- Leadership
- Team spirit
- Moral integrity
- Social commitment

- Sincere self-reflection forms the basis for insightful essays. Go beyond the stereotypes of a marketer, a IT professional or a member of a particular ethnic group. Go deep into yourself so that you will answer the questions distinctively and honestly. Examine all areas of your background to determine which unusual qualities and experiences you can contribute to your MBA class. When have you overcome obstacles? Where did you excel? What is important to you -- besides obtaining an MBA? Why? Where have you served someone or some cause other than yourself?

Why? What distinguishes you from the stereotypical candidates in your field? And of course, when have you motivated and led others? Why did you choose that particular venue for leadership? The answers to these questions form the raw material of your essays.

- Start your essay with an attention-grabbing lead that immediately illustrates your main point. Finish every essay with a strong sentence. A good essay is like a good wine. It gives a pleasant feeling with the first drink and leaves a pleasant aftertaste.
- Never repeat the same piece of information within a set of essays for a business school.
- Be creative. Allow your passion to come through in your writing. Do not write dry essays that will bore the reviewer.
- Use good, sincere humor. However, don't try to be funny by all means.
- Do not copy essays or passages from books or the Internet – create your own work.
- Whenever possible, use concrete examples to support your subject.
- Always make use of the optional essay to provide additional information about yourself. Take the opportunity to express your individuality in a way that sets you apart from other applicants.
- Research the school's USPs, especially when asked "why are you applying to xxxxx business school."
- Review your work several times before submitting it.
- Aim high. Do not state "I want to get a job with xxxx."

We aim to maximize your potential. Our strategy is tried and tested, and our students' admission statistics show it.

For more information, contact

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