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Earning Admission:
Real Strategies for Getting into Highly Selective Colleges
by Greg Kaplan

**A STRATEGIC PLANNING AND MARKETING GUIDE TO TAKE CONTROL
OF THE HYPER-COMPETITIVE COLLEGE APPLICATION PROCESS
AND EARN ADMISSION**

Parents nationwide are terrified: valedictorians, applicants with perfect SAT scores, and student body presidents are not gaining admission to their top choice colleges. While families collectively panic about how to get their high-achieving children into selective universities, other applicants who attend the most expensive prep schools or spend \$25,000 for college admissions consulting regularly earn admission to the most selective colleges. What is their secret? The answer is simple: these applicants, with significant guidance, produce tailor-made college applications that emphasize passions, skills, and interests that college admissions officers covet.

Whether a student aspires to attend the Ivy League or a flagship public university, college admissions strategist Greg Kaplan empowers families to use strategic planning and marketing to develop their children's skills, passions, interests, and achievements and present themselves as compelling in his book, *Earning Admission: Real Strategies for Getting into Highly Selective Colleges*.

Kaplan, a 2009 graduate of the University of Pennsylvania Wharton School of Business, draws on real world strategies successfully used to convince Ivy League admissions officers to offer admission. He stresses a long-term approach to the college application process, beginning as early as the summer before ninth grade, to ensure that applicants excel with their grades, entrance exams scores and extracurricular activities to be competitive applicants when they apply.

Earning Admission analyzes every component of the college application process, from the high school transcript to the major an applicant designates, and explains how to maximize an applicant's value through it. From taking advantage of gender imbalances in certain majors, to

writing personal statements that demonstrate promise and perspective, *Earning Admission* leaves no stone unturned for standing out in the application process.

A blueprint for one of the most challenging and stressful times for both parents and children involved, *Earning Admission*, supported by Kaplan's website (www.earningadmission.com), also addresses:

- How to obtain hundreds of thousands of dollars of merit scholarships and/or need-based financial aid, even for families who make \$150,000 per year.
- How to earn admission from the dreaded waitlist.
- How to use objective criteria to find the right college.
- How high school students can develop the skill of marketing themselves for coveted opportunities throughout their lives.

Greg Kaplan is a college application strategist who guides applicants in developing their unique strengths and passions, and marketing themselves in the college application process to increase their odds of admission. Kaplan is a 2009 graduate of University of Pennsylvania Wharton School of Business. Prior to that, he attended one of the largest and most competitive public high schools in California. After graduating from college, Kaplan worked for some of the largest private equity firms in the world and received close to a full tuition scholarship to attend UC Irvine School of Law.

For more information on Kaplan and *Earning Admission*, please visit www.earningadmission.com and connect with him on [Twitter](#) and [LinkedIn](#).

***Earning Admission* can be purchased from Amazon and other major online booksellers.**

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