

New Book Features Simple, Step-By-Step Guide to Writing the Ultimate College Admissions Essay

The College Essay Guy Shares His Trademark Approach to Writing a Unique and Compelling Personal Statement

When it comes to writing the college admissions essay, the options can seem endless and overwhelming. But what if you were told you only had four options, just four paths for your college essay? And that you could choose a path by answering two questions?

Have you been through significant challenges in your life?
Do you know what you want to be when you grow up?

In *College Essay Essentials: A Step-by-Step Guide to Writing a Successful College Admission Essay* (ISBN: 9781492635123; JULY 1, 2016; \$14.99; College Guides; Trade Paper), Ethan Sawyer (aka The College Essay Guy) presents a new approach that saves time and stress by sticking to the basics, and guides you from brainstorming to finished draft to acceptance letter.

College Essay Essentials will answer questions like:

- How do I show the reader I'm really smart?
- How do I brag without seeming like I'm bragging?
- How do I make my essay, like, deep?
- When should I scrap my essay and start over?
- How and when should I ask for feedback?

Packed with tips, tricks, exercises and sample essays from students who got into their dream schools, *College Essay Essentials* proves you don't have to have a 4.0 GPA, be President of the National Honors Society, or All-State quarterback to write a great essay

About the Author: **Ethan Sawyer** has been helping students tell their stories for more than ten years. He has reached thousands of students and counselors through his webinars and workshops and become a nationally recognized college essay expert and sought-after speaker. He is a graduate of Northwestern University and received an MFA from UC Irvine.

He was raised in Spain, Ecuador and Colombia, and studied at 17 different schools. He's worked as a teacher, curriculum writer, voice actor, grant writer, theater director, motivational speaker, community organizer, and truck driver (true story). Sawyer is also a certified Myers-Briggs® specialist.

He is an active member of the Western Association of College Admissions Counselors (WACAC) and the National Association of College Admissions Counselors (NACAC). He lives with his wife and daughter in Los Angeles. For more information, visit www.collegeessayguy.com.

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