



# The Application Authority™

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## Do Essays Matter?

Short answer: YES!

Medium answer: Essays are one of the top 3 factors colleges use to assess an applicant.

Long answer: Essays are an opportunity to bring yourself to life for Admissions Officers. After reviewing your static, quantitative data (grades, test scores), Admissions Officers gear up for the opportunity to learn more about who you are as a person. They want to know how you think, what makes you tick, learn something they can't learn elsewhere in the application, understand why you would be a good fit for their school, determine what characteristics you embody, and the list goes on. Use your essays to create a positive, lasting impression!

Essays need to be super strong, genuine, and thoughtful. Many schools have blog posts about how the importance of essays, so I recommend you search around different schools' websites.

## Want to Learn More?

I've worked with students who have mediocre grades and test scores but whom literally wrote their way into college.

I've also worked with stellar students whose essay differentiated them from other top candidates at Ivy League and top tier schools.

Work with us 1:1 and we'll help you craft winning essays!