



Compose an
APPLICATION ESSAY
that portrays who you are.

Your essay—more than your grades, teacher recommendations, or accomplishments—reveals your individuality and helps you stand out.

Are you having trouble choosing a topic? Do you feel overwhelmed by the application process?

Hire **Mary B. Johnston**, a veteran English teacher, editor and writing coach. She will help you select a topic that reveals who you are and rounds out your application. Her affordable application essay package includes

- an orientation packet
- a personal interview
- writing exercises
- first-class coaching and editing to help you write a first-class essay

Get a head start on the application process. Call today to start "composing yourself."

Mary B. Johnston
Writing Coach

www.marywordworks.com
marybjohnston@bellsouth.net
843-573-9198

Mary's Top 10 Tips for Writing an Application Essay

The process of moving from notes in a journal, to a topic that works, to a tight essay written in a voice that is yours can be its own marathon. With years of experience teaching high school students and editing manuscripts for publication, Mary is the coach that you need to enjoy this process and get the job done.

1. Keep a journal of your ideas. Interview friends, family, and teachers about yourself. Look through your scrapbooks, photo albums, and Facebook page.
2. When there is a choice of essay questions, think carefully about which one will complement the rest of your application.
3. Focus on your attributes, perceptions, and values rather than on your accomplishments. Your job is to unveil who you are and how you think.
4. Take a risk. Original, candid essays are memorable. Safe, saccharin ones are not.
5. Be yourself. Write about what matters to you, not what you think the admissions committee wants to read.
6. Write in a natural, authentic voice. Write as though you're having a conversation rather than giving a formal presentation.
7. Focus and illuminate rather than boast and list. The most effective essays are vignettes, not catalogues.
8. Be accurate. Make sure all of your references to books, current events, and the school to which you are applying are spot on.
9. Write and rewrite. Allow plenty of time for multiple drafts.
Here's where a writing coach is critical.
10. Proofread. Read your essay aloud to catch errors and awkward phrases.