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# MBA Application Essays

Write a winning essay  
that makes your  
application stand out



Application essays are one of the most important writing tasks many professionals face in their careers—and one of the most challenging.

How do you make yourself stand out among hundreds, even thousands, of other applicants? How do you tell stories that are interesting and relevant? How do you even approach writing an essay that requires creativity and polish when it's been years since you've written much of anything?

We'll tackle these questions in this interactive workshop. Participants will prepare for the session with a prompt from the instructors so we can hit the ground running.

**Makes a great series with Resume Refresh, How to Edit Your Own Writing, and Voice & Tone**

## **THIS WORKSHOP COVERS**

- Tangible, workshopped ideas for the content of your essays
- Greater confidence in your ability to produce successful essays
- A replicable process to use as you work on your applications
- The 4 Cs of clear, confident writing



**90 MINUTES**

Delivered virtually  
Great for large groups

"The course was insightful, engaging and a lot of fun, too! We had a great time and also learned a lot. Some content was really eye-opening. Participants brought a written draft with them and were able to use new knowledge and improve their writing right during the sessions!"

—Olga Ivanova, Consultant, American Councils for International Education

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