

Hi there, and welcome to my seminar:

The 5 Things Colleges DON'T Want You to Know About Admissions

If you're like most parents, you just want your child to get into the best schools possible, and

All you're trying to do is MAKE THE RIGHT DECISIONS.

The problem?

There's an unbelievable amount of information out there, and most of it is **contradictory, misleading, hard to follow, or just plain wrong.** If that wasn't the case, why would there be over

12,000 books on Amazon -----> Search: "how to get into college"

and over

1,000,000,000 results on Google -----> Search: "how to get into college"?

telling parents the "best way" to improve their children's applications?

This inconsistent flood of college information is out of control, and it's only getting worse.

So **what can you do as a parent to make sure you're making the right decisions?**

Well, the success I have in my SAT tutoring career comes from a very simple philosophy of mine:

Start with the BASIC PRINCIPLES and the specifics will take care of themselves!

The specifics might be a bit sexier, or more interesting - for instance, "what to wear to your interview," or "is it better to say I'm caucasian or "other" in my application" (which, by the way, there are thousands of articles about online).

However, the solid, consistent college application principles are vastly more useful, and always more reliable, than the "interesting" and ultimately useless stuff peddled by most "admissions experts."

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After spending my entire career in the test prep and college consulting industries, working closely with hundreds of students one-on-one and guiding their application processes, and viewing **FIRSTHAND** what works and what doesn't, I've put together a list of five secrets and guidelines that, if followed, will change the entire way you approach this process and lead to an easier, more successful, and less confusing college journey.

You have a huge advantage: you're starting early. Most parents don't know the secrets within this presentation, and because they don't, they're starting at a **MASSIVE** disadvantage. But not you.

By the time you're finished with this seminar, you'll have an advantage over 99% of the *millions* of families you're competing against.

I warn you in advance: these tips do **NOT** make me popular with colleges. Admissions committees and PR departments **DEFINITELY** do not want you to know any of this stuff, but if you do, you'll be a step ahead of everyone else in the game.

Without further ado, here's the first big secret:

1. Colleges are selfish.

Yes, I know, they're non-profit organizations, and they're institutions of higher learning, and they're beautiful and they're necessary for our society to function.

But they're also very, very selfish.

What do colleges want? Just a few things, really.

The first thing? MONEY.

Colleges want money. Money leads to better classes, more buildings, bigger campuses, bigger-name instructors, better football coaches, you name it. If a college has more money, it becomes a better college.

Well, there are only three ways that colleges make money.

1. Tuition

The first is tuition. Tuition is a big revenue generator, and colleges have a pretty sneaky way of making sure they get it, even if they are "need blind."

The second way they get money?

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2. Donations (i.e. rich graduates)

And how do colleges get donations? By having RICH graduates.

Herein lies a serious truth: if colleges don't think their graduates are going to be rich, they're less likely to admit them! So how do colleges figure out whether their graduates are going to be rich? We'll get to that in secret #3.

3. Peripheral Sources - research grants, copyrights, television right for their sports programs, etc.

Finally, colleges can make money through what I'll call "peripheral sources" - research grants, copyrights, television rights for their sports programs, etc. - again, in secret #3, I'll show you how colleges leverage their admissions strategies to ensure that they collect this money, too!

So, just like almost anyone else in the world, colleges want more money. And since colleges are selfish, they want the only other thing that EVERY self-interested person in the universe wants:

REPUTATION

Colleges want a good reputation. The US News and Weekly World Report ranking system is considered gospel by pretty much every parent in the world. Sure, sure, people say that rankings don't matter - but which people are saying that?

I'll make a crazy guess - the higher up a college is on the US News and Weekly World Report ranking system, the LESS likely it is that they're saying that system doesn't matter.

So how do colleges improve their reputation and their rankings?

With only a few things, really.

- The average GPA of their incoming students
- The average SAT scores of their incoming students
- The amount that their average graduate donates to the school (see a pattern developing here)?
- Class sizes (more money = less need to stuff classes, by the way)
- Average exiting salary and employment rate of their graduates
- Average % of graduate acceptance to top-tier grad schools
- Research grants and accolades awarded (i.e. the rich get richer)

and finally,

- Quality of teachers, staff, and resources (and guess what buys high quality staff and resources?)

So how does this rule help you improve your child's college application? By understanding something very simple:

If your child's application helps a school's reputation, or helps it to earn more money (preferably both), your child has a better chance of getting in!

If you don't like the idea that colleges are selfish, you probably want to stop watching this video right now - because it gets a lot worse. However, if you want the reality (and a better chance of getting your child in), keep watching.

So now you know that colleges are selfish, and that they want more money and better reputations.

So what's the second dirty little secret most colleges have? Well, remember how I said that colleges wanted to admit more students who could afford tuition, but they're also quote unquote "need blind?" Well, how do they make that happen?

2. Colleges recommend starting the application process too late, giving a massive advantage to people "in the know."

And by "in the know," I mean "people with money."

I've worked pro bono with low-income community centers around the world. I've also worked with some of the most successful, most affluent people in the world on a one-on-one basis. Want to know the difference between extremely poor and extremely wealthy students?

Affluent people start earlier, make better STRATEGIC decisions, and PAY TOP DOLLAR for INSIDER advice.

Talk to your average guidance counselor at any high school, and he'll tell you to "**start gearing up for college around Junior year.**"

That's not what affluent people do. I have clients paying for their FRESHMEN to get SAT tutoring. And guess what? That's a REALLY good idea! The sooner you start prepping your children, the more time they have to get ready, improve their scores, get it out of the way, and then focus on the other application issues when junior and senior year roll around.

When you start your risk-free trial [The 60-Day SAT Prescription](http://www.60DaySAT.com), I'll show you exactly how to

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get started on the SAT TODAY to ensure the highest possible chances of application success. When your child starts using my program, he is GUARANTEED to improve his SAT score by hundreds of points - and that's exactly what colleges REQUIRE to fulfill their own selfish demands.

So yes, college admissions are "need blind" - they admit people based on their grades, their scores, and their overall applications without looking at their finances.

But guess what? Who has the best scores, the best grades, and the best applications?

THE PEOPLE WHO HAVE STARTED IMPROVING THEM THE EARLIEST. Guess who starts improving them the earliest?

People who have paid for insider information and STARTED EARLY!

This is something that reflects very poorly on colleges. They'll tell you that they simply choose students based on *qualifications*, but what they DON'T tell you is that THE QUALIFICATIONS THEY LOOK FOR ARE ALWAYS INDICATORS THAT A STUDENT IS INCREDIBLY WEALTHY!

The families with insider information, and hence who are more likely to be able to pay full tuition and make donations, are almost ALWAYS more qualified BECAUSE THEY START EARLIER.

So you know colleges are a bit selfish, care about their money and their reputations, and set the system up to favor those "in the know."

Well, you might say, maybe my child doesn't have the best scores, but when colleges see my child's overall application, they'll let him in regardless.

Well, this goes right to dirty secret #3:

3. Colleges don't even LOOK at most people's applications.

Let me ask you: what makes the most sense between the following two options?

A) Read an applicant's essay, his recommendations, his accolades, watch his extra materials, and then find out that he has a terrible SAT score and reject him.

or

B) See that an applicant's SAT scores and grades aren't good enough, then toss the application in the trash without reading anything else.

Sadly, the answer is ALWAYS the latter.

By using metrics like grades and test scores to cull applications before reviewing them, colleges save themselves the money it would require to hire the people necessary to look at every application.

So you'll never hear:

“Johnny is an amazing kid, and even though he has terrible SAT scores, he’s still good enough to get in.”

You'll hear:

“Applicant 8,674 has low SAT scores,” followed by the noise of the application getting tossed in the trash.

If your child doesn't have the metrics, it doesn't matter how good of a person your child is - no one will ever find out.

The only exception is when your child is a “special case,” which we'll talk about in dirty secret #5.

So you know the first three big secrets: that colleges are selfish, want money and rankings, set the system to favor people who start early, and toss out most applications without even looking at them. The fourth secret flies in the face of conventional wisdom, and is EXTREMELY important to understand if you want to tie all this together:

4. Colleges don't want well-rounded students - they want well rounded CLASSES.

If there's one extremely prevalent, extremely harmful, myth about colleges, it's that they want to fill their ranks with a bunch of “Renaissance men” who are pretty good at a bunch of stuff. In other words, they want “well rounded students”.

This COULD NOT BE further from the truth.

Parents run around like maniacs because of this mistaken belief, making their kids join 10 clubs, play 3 sports they hate, and take classes they should never be in in the first place just to make them look more “impressive,” and on and on and on. But remember: **colleges want MONEY and PRESTIGE, and people who are PRETTY GOOD at lots of things don't bring the college EITHER.**

What colleges want are EXPERTS. EXPERTS make money and build reputations.

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Colleges want UNREAL football players, and don't really care how well they do on the academic side of things.

Colleges want INSANELY BRILLIANT SCIENTISTS - the people who're going to get them patents, get accepted to MIT for grad school, and enhance their biology departments.

Colleges want INCREDIBLE writers - FUTURE published authors, famous journalists, and students who will immediately contribute to in-school publications.

These **SPECIALISTS are the people who the colleges can BANK ON** - they'll do all the things we previously discussed that affect college rankings and coffers - they become famous, they get into big grad schools, they make lots of money, they attract better teachers and coaches - the list goes on...

If you're spending a lot of time making your student "well rounded", STOP. You'll get your child into college very easily by doing just two things:

1. Making sure your child's grades and scores are high enough to get his or her application looked at in the first place.

2. Making sure your child has a clear, powerful SPECIALTY that shines through his or her application when colleges do take a look.

Do those two things and you're on your way. If you're not doing either, you're not playing into the selfish needs of colleges, and you're not going to get in. This is just how it works.

The romantic vision painted by many admissions committees speaks to the contrary, but all evidence points to this being the case.

For parents attending this webinar, I'm making a special offer: for **four days only**, I'm including a copy of my highly-controversial guide: ["The Admission: How the College Admission Industry is Built to Steal Your Money \(and how to get into college without it\)."](#) This guide usually goes for \$97, but if you try my [60-Day SAT Prescription](#) within 2 days, the ONLY program GUARANTEED to improve your child's SAT scores by 300 or more points in 60 days or less, then I'll include the guide FREE with your order.

Before we get to my last dirty college secret, you might have noticed a contradiction:

Colleges crave specialists.

BUT

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Specialists will often have poor overall grades or test scores.

AND

Colleges don't look at applications if they don't have high grades or test scores.

Incredible athletes, student actors, children of “mega donors,” published authors, and other highly sought - after student specialists might not have the time to get incredible scores or grades, since they're too focused on their specialties. So how do colleges find out about these people in the first place if they're not reading their applications?

5. Colleges allow hyper-specialists to SKIP the regular admissions process, then use students with high grades and SAT scores to JUSTIFY THEIR ADMISSION!

If you want any evidence that the application system is messed up, this is it:

Recruited athletes, children of huge donors, child celebrities, and other clear mega-specialists have LIAISONS that speak to admissions officers directly! Coaches, agents, consultants, and others.

Since colleges already want these students by default, they almost ALWAYS GET IN.

I'm a really good example. I was in the BOTTOM FIFTH of my high school class, yet I got into both COLUMBIA AND CORNELL - two Ivy League schools.

How? Well, I was a recruited athlete, and, on top of having nearly perfect SAT scores, I also had COACHES SPEAK TO THE ADMISSIONS OFFICERS FOR ME!

The admissions offices were ALREADY SET ON LETTING ME IN - because I was a specialist who would lead to a better crew team, hence more meet attendance, crew alumni donations, and prestige for a university institution, all they needed to do was JUSTIFY my admission by combining MY accepted application with the application of a few students with STRONGER METRICS THAN MINE!

Sure, I might have had terrible grades, but as the saying goes, “a rising tide lifts all boats” - no pun intended.

All these colleges needed to do was let in a few kids with 4.2 GPAs, and boom - the school maintains their rigorous academic standards, AND they have a specialist on board.

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Recently, I worked with a girl who started with a 1200 on her SAT - and Ivy League coaches *told her specifically* that ALL SHE NEEDED WAS A 1600 TO GET INTO HARVARD, PRINCETON, COLUMBIA, AND YALE. **A 1600.**

Why do they require such low scores? Because they know that *for every specialist they let in with a 1600, they can just grab a few kids with 2200+ scores to keep their SAT averages high.*

If your child gets scores *higher than your target college's averages, then you are automatically turning your child into a useful tool for admissions officers.*

So here's the big, dirty secret you need to know:

If your child gets incredible SAT scores, schools can USE HIM OR HER to let in other specialists!

As sordid as this sounds, this is a MASSIVE advantage! The higher your child's scores are, the more appealing he or she is as an "admissions tool," which is EXACTLY WHAT YOU WANT YOUR CHILD TO BE.

When you sign up for my [60-Day SAT Prescription](#), I'll show you everything you need to know about how this all works, including a full walkthrough of precisely how grades and test scores affect the admissions process.

You'll get my formerly clients-only guide, *Test Prep for Parents*, along with my limited-time-only report, "The Admission," which'll teach you EXACTLY how to turn your child into a specialist and amplify his or her admissions opportunities.

I'll show you how to grab this limited-time offer shortly. For now, however, just remember these points:

- 1. Colleges are selfish.**
- 2. Colleges want money-and-reputation-enhancing students.**
- 3. Colleges gain money and reputation by accepting qualified (i.e. rich) students who start early and by accepting SPECIALISTS who need other students with high grades and scores to justify their admission.**
- 4. If you start your child early, get him or her high SAT scores as soon as possible, then focus on GPA and specialization, you'll be playing all your cards right and using these secrets to your advantage.**

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I realize that this presentation didn't paint the most flattering picture of the college admissions process, but by understanding the principles within this presentation, you'll be able to **MAKE THE RIGHT DECISIONS** and **GIVE YOUR CHILD THE BEST CHANCES POSSIBLE** of getting accepted to his or her dream school.

Now that you know these secrets, I want to let you in on an upsetting fact: **most parents hear these secrets, agree with them, are appalled by them, and then do NOTHING about them.**

They get nervous, they get concerned, and then they end up doing the same things that every other misinformed parent is doing. They wait. They sign up for boring, useless, inconvenient SAT classes far too late to make a difference, or they delay on hiring an underqualified SAT tutor because "they just can't find the time in their child's schedule."

Suddenly, it's the end of Junior year, their child's SAT score is hundreds of points too low, and too much is going on with recommendations, essays, college visits, applications, classes, sports, etc. for them to do anything about it.

But there is something you can do about this RIGHT NOW to ensure that your child has the highest scores possible, gets his or her application opened, crafts the right specializations, and then gets into the schools of his or her dreams.

Rather than waiting for the scheduling stars to align so that you can pay for boring, over-priced classes, under-qualified tutors, or ineffective online software programs, your child can start using my [60-Day SAT Prescription](#) TODAY for a step-by-step self-study program GUARANTEED to improve your child's score by AT LEAST 300 points in 60 days or less, on his or her own schedule.

Remember: the most successful applicants are the ones who start early. If you grab access to my [Prescription](#) today, you'll be able to get your child's scores up as early as possible and to start playing the college game effectively.

This is the EXACT program I put my own students on, at \$500 an hour, to improve their SAT scores by over 400 points *on average* - a score improvement absolutely unheard of in my industry. I just released this program for the first time, and the results have already been better than expected - students are improving by 200 points *in the first week of using the program*, and I've already seen students improve by *over 650 points using my [Prescription](#)*.

Better yet, this entire program costs less than an HOUR of my time, and it is GUARANTEED to improve your child's score by AT LEAST 300 points - if it doesn't, you can request a full, prompt, courteous refund by SENDING ME AN EMAIL AND ASKING

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FOR ONE.

If this isn't the best, most easy-to-use, most effective educational program you've ever tried, I don't want a penny of your money.

You already know your child needs higher SAT scores, and if you've done any research, you also know that my program is THE only GUARANTEED way to get score improvements even close to this high. It's the only totally self-contained program you can use without traveling, tutoring, classes, or additional expense, and you can get started right now.

But because you took the time to attend my presentation, and because I DON'T want you to wait and fall into the same bucket as every other parent out there, I'm making a limited-time offer to all attendees of this seminar that you won't want to miss.

1. For the next TWO DAYS ONLY, your purchase of [The 60-Day SAT Prescription](#) comes with a FREE copy of my \$97 guide, "The Admission," detailing how you can save up to \$50,000 on college consultants by using BETTER, more HONEST advice than they'll ever give you.

If you want this guide later, you can always pick it up for \$97 - but if you order TODAY, you'll get it for free along with your [Prescription](#).

Just click the order button to the right to get taken to your order form.

2. For a limited time, your purchase of [The 60-Day SAT Prescription](#) comes with three FREE SAT textbooks. My program is entirely self-contained - it's all your child needs to get hundreds of extra points on his or her SAT without any additional tutoring or classes - but it does require the use of three supplementary SAT textbooks - The Official College Board SAT Manual, Barron's SAT, and McGraw Hill's 12 Practice SATs. These books, which cost roughly \$40, will be shipped to your door FREE via 2-day shipping as soon as you place your order.

I'm only making this offer for a limited time, so please be sure not to wait and get [The Prescription](#) now, while these books are still available.

3. For a limited time, your purchase of [The 60-Day SAT Prescription](#) comes with a special payment plan. Usually, you can try my program for only one small payment of \$397.97. This rate is still VASTLY lower than any other comparable option on the market, and less than 2% of what I charge my one-on-one clients. However, if you'd like to see how the program works for your child before committing to this full payment, you have a second option:

Pay \$99 today, then only \$129.95 a month for three months.

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If you don't have \$397.97 to spend today, I don't want that to stop you from getting ahead of the competition and trying my program today.

You'll be able to choose either option on the checkout page - just pick whatever works best for you!

But again, just remember: my free guide, the free textbooks, and this special payment plan are ONLY available for the next TWO days. If if you're wondering whether or not you should give my program a try, just remember:

You have literally NOTHING to lose by trying [The 60-Day SAT Prescription](#). I hate red tape, and I hate stupid, meaningless guarantees. So mine is simple: try the program, and if your child's SAT scores don't improve by at least 300 points, you can email Support@TeachYourselfTheSAT.com for a full, no-questions-asked refund.

Furthermore, the money you'll be saving on other SAT programs, and the money you'll be winning in scholarships when your child has higher SAT scores, will eclipse the investment in my program 10 times over.

Thanks for viewing my presentation - it's always a pleasure to steer parents in the right direction and show them what REALLY matters in the college process, and I hope you'll take me up on my special offers for [The 60-Day SAT Prescription](#) while you still have time!

Feel free to browse 60DaySAT.com for more information, and email me and my support team at any time at Support@TeachYourselfTheSAT.com.

Thanks again for attending, and I'm looking forward to raising your child's SAT scores by hundreds of points the easy way.

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WWW.60DAYSAT.COM