



THE COLLEGE HOOK, Second Edition: Packaging Yourself to Win the College Admissions Game

Pam Proctor

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PRODUCT DESCRIPTION:

Question: What's your best bet for admission to the college of your choice?

Answer: THE COLLEGE HOOK, Second Edition, the acclaimed guide by admissions expert Pam Proctor.

Competition for entry to the nation's top colleges is at an all-time high – and intensifies every year. In THE COLLEGE HOOK, Second Edition, nationally recognized independent college consultant and writer Pam Proctor – cited by the media as a “cheerleader extraordinaire” for college-bound teens – reveals the “packaging” secrets that can help any student maximize the odds of admission to his or her favorite college.

This comprehensive, updated guide to college admissions contains the best strategies for mastering complex application requirements; writing essays; employing a résumé; dealing with deferrals and wait lists; reporting SAT and ACT scores; preparing for interviews; and networking with admissions committees. THE COLLEGE HOOK, Second Edition, also includes more than 30 actual college essays that students from every background have used to gain admission to a wide variety of superior colleges.

Most important, the book features the powerful packaging tool called the “Hook” – a special talent or achievement that leaps off the page of a college application and catches the eyes of admissions officers. Students may have excellent grade point averages and high standardized test scores. But without powerful Hooks, they will be at a disadvantage in this competitive admissions environment.

Using real-life anecdotes and examples from winning applications, Proctor provides students with a step-by-step program that will enable them to determine and develop their unique “Hook,” and then package and market themselves at every stage of the admissions process. The Bulletin of the National Association for College Admission Counseling (NACAC) described Pam Proctor and the original edition of THE COLLEGE HOOK this way:

“With her businesslike tenor and candid advice, Pam Proctor presents a user-friendly road map for college applicants, covering everything from Hook development to choosing schools, composing essays, and ‘working’ the wait list ... THE COLLEGE HOOK is an excellent resource for prospective students, parents and counselors alike.”

- Julie Vultaggio, NACAC Bulletin, March 4, 2009

ABOUT THE AUTHOR:

Pam Proctor, president of College Application Consultants, Inc, is a former senior editor/writer for PARADE Magazine and author or coauthor of eleven books. A graduate of Mount Holyoke College and Claremont Graduate University, she has counseled hundreds of students throughout the United States and in various foreign countries about the best strategies for gaining admission to the colleges of their choice.

She has been quoted as an expert on college admissions in The New York Times; U.S. News & World Report's annual college issue, America's Best Colleges; Newsweek/Kaplan's How to Get into College; and a wide variety of other print, television and Internet news sources.

Her students include athletes, writers, dancers, artists, adventurers, math and science whizzes, and environmentalists. They come from such states as California, Florida, Texas, New York, and Massachusetts. Pam's students span the globe, with applicants from China, Spain, Singapore, India, United Arab Emirates, and Vietnam.

Her clients have been accepted to such colleges as Harvard, Dartmouth, U Penn, Stanford, Berkeley, MIT, Columbia, Duke, Brown, Middlebury, Vanderbilt, Cornell, Wesleyan, Amherst, Yale, U Florida, Bryn Mawr, Princeton, Johns Hopkins, Davidson, Boston College, Northwestern, Wake Forest, Georgetown, NYU, Baylor, U Miami, George Washington U, UNC-Chapel Hill, Wellesley, Wheaton (IL), Emory, Georgia Tech, Barnard, Rhode Island School of Design, SMU, USC's School of Cinema-TV, Bowdoin, St. Andrews (Scotland), U Virginia, and accelerated medical programs.

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Gayle Stalder:

The book untitled THE COLLEGE HOOK, Second Edition: Packaging Yourself to Win the College Admissions Game contain a lot of information on that. The writer explains your girlfriend idea with easy means. The language is very easy to understand all the people, so do not necessarily worry, you can easy to read it. The book was compiled by famous author. The author will bring you in the new age of literary works. It is possible to read this book because you can continue reading your smart phone, or device, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can wide open their official web-site along with order it. Have a nice go through.

Della Ferguson:

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Judith Ellis:

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