

## ***COLLEGE APPLICATION PREPARATION PROCESS***

<b><i>SERVICE</i></b>	<b><i>DESCRIPTION</i></b>
<b>I. INTRODUCTORY CONSULTATION</b>	The consultation call will introduce the Applicant to their assigned Write Track Expert where they will discuss Write Track services and review the CAPP* timeline as well as the application strategy process.
<b>II. QUESTIONNAIRE EVALUATION</b>	Applicant will fill out the CAPP Questionnaire in detail and share it with the Write Track Expert. Write Track Expert will review and then go over each question with the Applicant over a recorded call to understand the Applicant's goals and profile. This should lay the groundwork for the SWOT assessment, school selection process, and narrative creation.
<b>III. SWOT ASSESSMENT</b>	Write Track Expert will undertake an in-depth <a href="#">Strengths Weaknesses Opportunities Threats assessment</a> (SWOT) of the Applicant to better assess school selection, application goals, and profile. Applicant is encouraged to also take the <a href="#">CliftonStrength Test</a> to further help the Write Track understand and provide informed guidance on the Applicant's passions and career goals.
<b>IV. RESUME REVIEW</b>	The Write Track Expert will provide a high-level review of the Applicant's resume (if available) based on a multi-factor checklist. Write Track Expert can also provide guidance on how to create a resume if Applicant does not have one.
<b>V. SCHOOL &amp; MAJOR SELECTION STRATEGY</b>	Applicant and Write Track Expert will create a short list of Reach, Difficult, and Safety schools in accordance with guidance and research of both Applicant and Expert. Write Track Expert will use proprietary methodologies to help with school/major selection to maximize Applicant's admissions opportunities.*
<b>VI. NARRATIVE CREATION</b>	Based on the Consultation Call, Questionnaire, SWOT Assessment, and CliftonStrengths Test among other factors, Write Track Expert will work with Applicant to provide a high-level narrative in terms of what will make the Applicant stand-out among thousands on their application materials.
<b>VII. APPLICATION TIMELINE OUTLINE</b>	Write Track Expert will outline the selected school deadlines, financial aid deadlines, and school specific application strategy goals.

*\*CAPP is intended to provide the Applicant with a foundation to navigate the college application process through the proprietary methodology, assessments, and guidance of Write Track Experts. Applicants are however encouraged to undertake their own research for schools and financial aid to ensure that they are best prepared to successfully gain admissions and fund their education.*

**\*\*If Applicant takes on a School Application Package (including Common App), Write Track will apply a \$100 discount towards future services. Please email: [info@writetrackadmissions.com](mailto:info@writetrackadmissions.com) for additional information.**