

Common App -Specific Services

The **Common Application** (“Common App”) is more than just a form. It’s the single document that can be sent to dozens of colleges at once, from safety schools to “reach” and dream schools. Because multiple schools see the exact same information, every section carries extra weight. Yet many students **underuse key areas** like the Activities list, Honors/Awards, and Additional Information sections. Instead of treating them as filler, these sections should be used strategically to highlight leadership, impact, and personal context. A well-crafted Common App not only saves time but also ensures every college gets the strongest possible picture of a student.

Are you looking for targeted help with your Common App without committing to a full coaching package? My **Application-Specific Coaching** options focus on the Common App, providing expert support for your resume, activities list, and essays. Each tier is designed to strengthen your application and reduce your stress. Choose the level of assistance that fits your needs:

Kickoff - \$100:

- **Comprehensive "Working" Resume:** Using my proven and successful two-document resume system, we’ll craft a detailed master resume that lists all your extracurricular activities, awards, and achievements in one place.
- **“Targeted” ATS-Optimized Resume:** Rounding out my two-documented resume system, you’ll also receive a second “targeted” version formatted for Applicant Tracking Systems (ATS). An ATS-formatted resume is a clean, keyword-friendly version designed to be easily read by online application systems, helping colleges and scholarships see your accomplishments clearly.
- **Common App Instructions:** You’ll receive step-by-step written guidance on how to use your new “working” resume to fill out the Common App Activities, Honors/Awards, and Additional Information sections effectively, translating your resume entries into the application’s format.

Next Step - \$150:

- **Includes everything in the Kickoff package,** plus
- **Common App Formatting:** I’ll take your working resume and convert it into a polished plug-and-play document you can use to complete the Activities, Honors/Awards, and Additional Information sections of the Common App. You’ve done the real work throughout your high school career. I’ll ensure each description fits the character limit to show case your accomplishments clearly and strategically.

Full Prep - \$250:

- **Includes everything in the Kickoff and Next Step packages, plus**
- **Common App Essay Coaching (1 essay):** Receive expert help on one Common App personal essay. I'll work with you on brainstorming ideas for one essay prompt and provide a structured outline or "essay breakdown" you can use as a clear game plan for writing a compelling essay. Once you complete your draft, I'll provide feedback for your final edits.
- **One-on-One Coaching:** You'll receive one 45-minute virtual session to discuss Common App strategy, your resume, or your essay.

These a la carte services let you target exactly what you need help with – whether it's polishing your resume, perfecting your activities list, or getting started on your essay.

How This Differs from My Coaching Packages

My **Application-Specific Coaching** is designed for students who need focused, short-term help with one part of their application — like creating a strong resume, formatting the Common App activities section, or brainstorming a single essay. It's flexible, a la carte support without the long-term commitment of a package.

My **Coaching Packages**, on the other hand, are built for students who want **comprehensive, ongoing guidance** through the entire college admissions process. Packages include multiple one-on-one sessions, unlimited edits, and step-by-step coaching across all application components — resumes, essays, scholarship applications, and more. They're ideal for families who want a clear plan, continued accountability, and full-service support from start to finish.

In short:

- **Application-Specific Coaching** = targeted, one-time help for a single application element.
- **Coaching Packages** = ongoing, full-process support for students who want a partner through every step of the journey.