

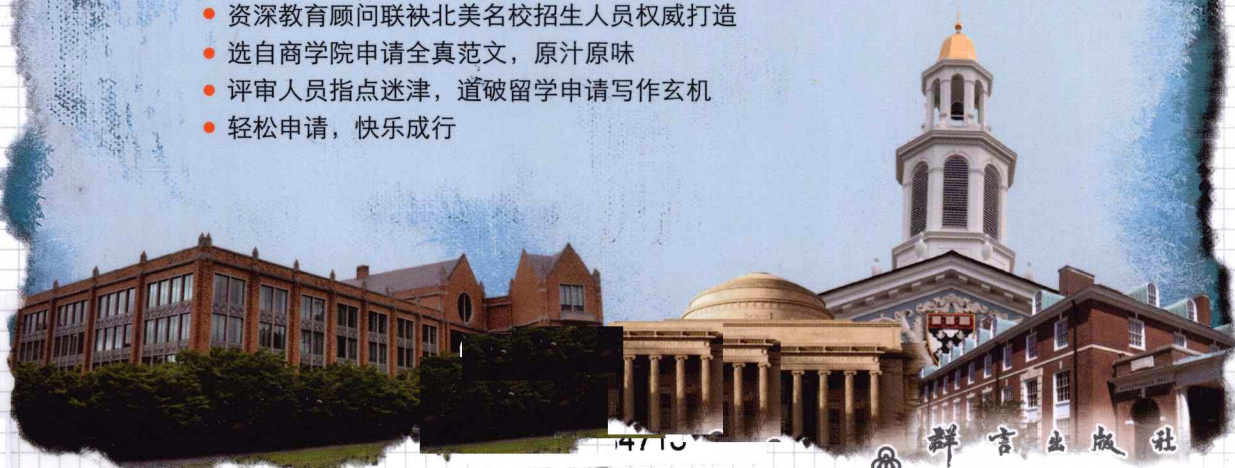
BARRON'S
Essays That Will Get You
Into Business School

北美名校商学院
留学申请

写作指导及范文

Adrienne Dowhan / Chris Dowhan / Dan Kaufman © 编著

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Acknowledgments

The authors of this book are all part of an Internet-based company called IvyEssays. Since its creation in 1996, IvyEssays' goal has been to help students gain admission to leading colleges and graduate schools by providing a variety of resources such as examples of previously successful essays and professional editing services. We are extremely happy to be working with Barron's on this book series.

We owe our sincere thanks to two groups of people. First, there are all of the students who have permitted us to publish their admissions essays so that they might help illuminate the way for future rounds of hopeful applicants. Second, there is the team of IvyEssays contributors made up of past and present admissions officers and professional writers who together have logged over fifty years of admissions experience. This series would not have been possible without the assistance of those listed below:

Joanna Henderson was the Director of Graduate Admissions responsible for MBA programs at Babson for four years and the Dean of Admissions at Colby-Sawyer College for five. She is currently the Director of the New England Admissions Office at Marietta College in Ohio and is an advisor/consultant for Stanley Kaplan Educational Center. She is the author of *ZINGERS! Creating Achievements from Ordinary Experiences*, published in 1988.

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Patricia M. Soares is an independent educational consultant for underprivileged youth with

years of experience as an admissions officer. She has been the Assistant Director of Admissions at Connecticut College and an admissions officer at Rhode Island College.

IvyEssays was founded based on the belief that some people have far more access than others to the resources and information that improve one's odds of getting into the top schools. While admissions officers do their best to take these disparities into account, it is up to students to equip themselves for the application process to the best of their abilities. Our goal is to help level the admissions playing field by providing resources that might otherwise be available only to the more privileged. Good luck and good writing!

Introduction

► Highlight

- Your essays are the only part of the application process still within your control.
- Your essays allow you to distinguish your application from the others.
- This book provides you with examples of successful essays, inspiration for essay topics, and a comprehensive process for writing effective application essays.

How would you feel if getting into the business school of your choice had nothing to do with your grades, work experience, or test scores? Imagine for a moment that the admissions officer finds only your essays when she opens your file. She must base her decision solely on the ten or so pages you have crafted—a decision that will affect the rest of your life.

If this really occurred, would it make you elated or simply nervous? Would you feel like you were given an incredible opportunity? A second chance? Regardless of how you feel about the essays, try to think of them as being exactly that, a chance. Everything you have done up to now is complete—past tense. Even if you have impressive work experience, strong test scores, and a good undergraduate record, this is not the time to rest on your laurels. Your essays lie ahead—treat them like nothing else matters. As one admissions officer stated,

The essays are the only aspect of the application over which the applicant has total and complete control.

According to admissions committees at top schools around the country, the essays play the crucial role of humanizing you. Think of your essays as representing the face of your application. Without them, your application is little more than a statistic—just another faceless person in a crowd. A member of our staff has said,

The admissions committee wants, above all, to see a real person. The essay is virtually the only tool that the applicants have to bring their files to life.

Good essays make an applicant human, memorable, and “accept” able.

An applicant with poorly written essays does not give admissions officers the opportunity to care. Use basic psychology. Make the admissions committee feel that they know you, and it will be harder for them to reject you. Make them know and like you, and they might accept you despite your weakness in other areas.

Additionally, the essays give you the opportunity to highlight strengths that would otherwise go unnoticed. An admissions committee member explained,

The essays give the applicants a chance to showcase their strengths beyond simply their scores. In other words, sure, they worked at a top consulting firm and scored well on the G.M.A.T. So did everyone else in this stack of hundreds. At some point we are going to ask, “What else?”

Essays can demonstrate maturity, purpose, depth of character, an ability to think clearly and logically, a sense of humor, leadership ability, confidence, intelligence, attention to detail, and professionalism. Whatever your strengths, here is the one place where you can emphasize them. If you succeed in writing essays that demonstrate all of the above, you have probably also written your ticket into the school of your choice.

Understanding the importance of the essays is a necessary first step toward writing effective ones. However, that knowledge alone will not do you much good. In fact, if all it does is make you nervous, it can

前言

► 本章要点

- 在整个申请过程中，申请文是你唯一可以掌控的环节。
- 申请文可以使你在众多申请者中脱颖而出。
- 本书提供成功的申请文范例、激发你选择申请文话题的灵感，并展现出撰写卓有成效的申请文的全过程。
- 等待接收反馈！

如果你成功地进入了你选择的商学院，但申请成功却与你的在校成绩、工作经验和考试分数没有任何关系，你将作何感想？设想某一时刻，当招生人员打开你的申请材料后，她所看到的只有你的申请文，她必定会完全根据你精心撰写的这十多页材料来作出决定——一个将影响你后半生的决定。

如果这真的发生了，你会欢欣鼓舞还是紧张不安？你是否会感到天赐良机或再遇良机？不管你觉得申请文写得怎样，都要真的把它看做一次机遇。之前你所做的一切都已成为过去时。即便你有令人赞叹的工作经历，优异的考试成绩，以及良好的本科毕业记录，此时你也不能沾沾自喜。为你“打头阵”的是申请文，它比其他事情都重要。正如一位招生人员所说：

“申请材料中，申请文是申请人唯一能够完全掌控的方面。”

按照全国一流院校招生委员会的观点，申请文使申请材料更富有人情味，这一点至关重要。因为申请文是申请材料的“脸面”。没有申请文，你的申请材料充其量是一个统计数据，就好比人群中一个毫无个性的人。我们的一位招生人员说过：

“招生委员会最想看到的是一个真实的人。申请文实际上是能赋予申请材料以生命的唯一途径。好的申请文使申请者富有人情味、给人留下深刻

印象并易于让人接受。”

申请文写得不好，就不会有机会引起招生人员对你的关注。我们用基本的心理学常识分析一下：如果让招生委员会感觉他们认识你，那么要拒绝你的申请就比较难了；如果让他们认识你并且喜欢你，即使你在其他方面有些不足，他们也可能会接受你。

另外，申请文也给你提供了一个机会，你可以充分展示自己的优势，否则这些优势可能被忽略。一位招生人员解释说：

“申请文给了申请者一个机会，让他们展示考试分数之外的优势。换句话说，的确，他们曾在顶级咨询公司工作，取得了很好的GMAT分数，但其他众多的申请者情况也是如此。这时我们会问：‘还有什么能使你优于他人吗？’”

申请文能展示成熟度、意志、个性的深度、清晰的思考能力、逻辑思维能力、幽默感、领导能力、自信、智慧、对细节的关注以及专业素质。无论你的优点是什么，申请文都能使这些优点得以强化。如果你写的申请文能成功地展示出以上所列的各种优点，你“写”的就可能是你选择的那所学校的录取通知单。

明白申请文的重要性，这是写出有效的申请文必经的第一步。然而，光明白这一点对你并不会太大的帮助。事实上，如果申请文的重要性让你

even hurt your efforts. So if all of this has you sweating, you can relax now. Taking the essays seriously is the first step. We are here to help you get through the rest.

What We Have Done

We have developed a powerful program to guide you through the process of writing effective essays. This book will arm you with the tools you will need and strategies that work. We will help you determine the content of your essays, get the words onto paper, and polish your work to perfection. Here is an overview of what you will find ahead:

- 1. Preparation and Strategy:** Before you can begin writing, you need to devise a plan of attack. In Chapter 1, We help you understand what your essays need to accomplish by giving you a better understanding of your audience. (Who are the admissions officers and what do they really want?) In Chapter 2, we help you gather the materials you will need to write your essays. (What details from your past experience should you use and where?) Once these questions are answered, Chapter 3 will help you devise a strategy to convey information in a personable and compelling way.
- 2. Writing:** In Chapter 4, your fingers will meet your keyboard as you begin writing your first drafts. We will help get you through even the worst case of writer's block. This chapter will introduce you to a number of different structures for presenting yourself and your ideas as succinctly as possible.
- 3. Editing:** This step, introduced in Chapter 5, is crucial. We will show you how to take those first drafts and work them like pieces of clay. You will need to write and rewrite, think and write again, until your essays distinguish you from the other hundreds of applications the committee will receive.
- 4. Reading Examples:** Finally, one of the best ways to learn and get inspired is to read essays written by applicants who successfully gained entrance into the schools you wish to attend. Located in Part Two of this book are over fifty essays divided by question type. This section includes advice and tips for how best to tackle each one.

As you follow the steps presented in this book, keep focused on writing the best possible essays. Try to remember that for the moment, nothing is more crucial to your ultimate acceptance—and nothing is more under your control. With that in mind, let's get started.

紧张,这并不利于你撰写材料。因此,如果你看了上面这些而感到紧张,现在可以放松了。严肃地看待申请文是第一步,其余的事情我们帮助你一起完成。

我们做了什么

我们设计了一个高效的方案,引导你一步步写出富有成效的申请文,让你掌握所需要的方法以及行之有效的策略。我们将帮助你确定申请文的内容,撰写申请文,并将写好的文章润饰提高。以下是本书内容概要:

1. 准备工作和写作策略:在你动笔写申请文之前,需要制订一套行动方案。在第一章中,我们会让你更好地了解申请文的读者,以此来帮助你了解申请文应完成的使命。(招生人员是谁,他们想要什么?) 在第二章中,我们将帮助你搜集写申请文时所需的材料。(以往经历中的哪些信息是该用到的,用在何处?) 解决了这些问题之后,第三章将帮助你制订一套策略,以动人而有说服力的方式来传达信息。

2. 写作:在第四章中,你要开始动笔写初稿了。在创作中,即使遇到最大的困难,我们也会帮你克服。这一章将提供大量不同的写作结构,使你用尽可能简洁的方式来展现自己,以及陈述自己的观点。

3. 编辑:第五章介绍的这一步骤是十分关键的。我们将教你怎样整理初稿。你需要继续写、修改、思考然后再写,直到你的文章能够在招生委员会收到的成百上千份申请文中脱颖而出。

4. 读范例:最后,参阅你希望就读的学校中已经成功申请入校者的申请文,这是学习和获取灵感的最佳方式之一。本书第二部分是根据问题类型划分的50多篇申请文。同时,该部分就如何处理好这些问题给出了一些建议和小窍门。

按照本书提供的方法和步骤写作时,要集中全力写出最棒的申请文。请记住,此时此刻,没有任何事情比能最终申请成功更重要——申请文是申请过程中你可掌控的唯一环节。记住这些,现在我们开始吧。

A Note about Plagiarism

Throughout this book, we have emphasized the need for honest, personal application essays. To submit anything else to the schools where you are applying is not only stupid—it's illegal.

If you do borrow material from other sources, be sure to credit it properly. If you are not careful about this, you may hurt your chances of getting into a particular school. To purposely avoid giving credit where credit is due is to court disaster.

In Chapter 1, an admissions officer is quoted as saying, "After fifteen years of reading hundreds of essays a year, you develop an amazing ability to see straight through the bull." This is also true of detecting plagiarism. Admissions officers do read hundreds of essays every year. In doing so, they have developed a sense of whether or not the author of the essay is being honest. Although it may sound impossible, these admissions officers also tend to remember many of the essays that they read. If it is discovered that you have "borrowed" someone else's essay, you will undoubtedly be denied admission.

You owe it to yourself to be honest, forthright, and sincere.

关于抄袭的注意事项

在本书中，我们始终强调诚实的出于自己之手的申请文的必要性。向申请的学校提交不是自己写的申请文，这种做法不仅是愚蠢的，也是非法的。

如果你确实从其他地方引用了材料，一定要给予恰当的标注。如果你处理这个问题不谨慎，就可能会降低你进入某学校的几率。有意地不标出应该给予标注的引文，会酿成大祸。

本书第一章中引用了一位招生人员的话：“每年要读数百篇申请文，这项工作做了15年后，你已具备一种惊人的能力，能一眼看穿编造的文章。”招生人员当然也能一眼看穿抄袭的文章。他们确实每年要读数百篇申请文，这让他们培养一种直觉，能感觉到申请文作者是否诚实。尽管听起来好像有点不可能，但这些招生人员往往能记住很多他们曾经读过的申请文。如果你被发现“借用”了他人的申请文，无疑你的申请将被拒绝。

你有义务诚实、直率和真诚。

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► PART ONE

Writing the Essay