



The
Secret to Writing.com[®]
Because Words Matter

COLLEGE ADMISSIONS AND SCHOLARSHIP ESSAY BOOT CAMP

Prepared for Jack & Jill of America, Inc.

Website: TheSecretToWriting.com

Email: info@thesecrettowriting.com

Phone: 404.869.1290

What is it?

A six-week custom-designed program to help rising high school seniors and current seniors with college admissions essays and scholarship essays

When is it?

February 6, 2022 – March 13, 2022

What's included?

- Four-week webinar covering the principles of writing scholarship and college admissions essays
- Two weeks of one-to-one personalized essay coaching
- Expanding College Opportunity[®] book
- TheSecretToWriting.com T-shirt

What are the benefits?

Students will conclude the program with three ready-to-submit essays
Plus,

- Improved writing skills
- Greater self-confidence
- Less stress associated with the college application and scholarship process





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Cost?

\$600

Two-Payment Option: Deposit of \$300 due by December 10, 2021
Balance due by January 10, 2022

The retail price for a comparable program is \$899 (as shown on TheSecretToWriting.com website, Writing Classes page)

This program is open to Jack & Jill students throughout the United States. The program has limited capacity. First-come, first-served.

How to register?

Register online at www.thesecrettowriting.com.

View the store, click Custom Programs, then sign up on the page, College Admissions and Scholarship Essay Boot Camp for Jack & Jill of America, Inc. Students

BONUS OFFER

Looking for College Counseling? In addition to the College Admissions and Scholarship Essay Boot Camp, we are offering Jack & Jill families a 20% discount on our Group 3 College Counseling Package. You pay \$4,500, a \$1,250 savings OFF the regular price of \$5,750 on the Group 3 College Counseling package.

You'll get:

- Student goals identification and alignment with college options
- Parent and student goals identification and alignment
- Creation of an application timeline and completion schedule
- Transcript, community service, and extracurricular activity review
- Standardized Test (SAT/ACT) review and scheduling plan
- Application recommender review and assessment
- Review and assessment of your prospective college list
- Preparation of a student résumé
- A review of up to five college admissions or scholarship essays (the essay review is inclusive of the essays that will be written by the students during the February Jack & Jill essay boot camp)
- Editing and proofreading support of your admission and scholarship applications prior to submission



The college counseling service period is from February 1, 2022 – November 30, 2022

One-time, two-payment, or three-payment plans are available.

Email stanlemons2@thesecrettowriting.com or call 404.869.1290 to register for the college counseling package

Stanley B. Lemons

Education:

- Texas Southern University, Education Doctoral Candidate, Curriculum & Instruction, Houston, TX
- UCLA Anderson School, M.B.A., Los Angeles, CA
- Amherst College, B. A., Amherst, MA
- Georgetown University, Exchange Student, Washington D.C.
- UCLA Extension, College Counseling Certificate, Completion in 2022, Los Angeles, CA
- Harvard Business School, Executive Education, Cambridge, MA
- Northwestern University, Executive Education, Evanston, IL
- Greenhill School, Dallas, TX

Experience:

- Writer/Published Author
- College Counselor
- Teacher
- Scholarship Reviewer, UCLA Alumni Scholarships
- Upward Bound Counselor
- Coro Foundation Public Affairs Fellow
- Returned Peace Corps Volunteer
- Peace Corps Recruiter
- Certified Project Management Professional (PMP)
- Global Marketing Strategist: The Coca-Cola Company, Citigroup, S.B. Lemons & Company



” Stan Lemons and his company, The Secret to Writing, played an integral role in our successful college journey. As a busy working mom trying to balance both work and family in a pandemic, and staying on top of deadlines for college applications on behalf of our daughter, I needed a trusted resource to help us with the college application process. Stan provided that “missing piece” for our family. He was able to organize timelines for college essays and worked diligently with our daughter to help her craft essays that were reflective of both her strengths and achievements while in high school. Stan challenged her to dig deep and to think critically about the questions asked of her and from those numerous re-writes blossomed wonderful individual essays that truly captured who she is as a person and resulted in multiple college acceptances on her behalf. I would highly recommend Stan to assist your family as you begin your college journey.

Monica McCoy Purdy, Dallas, Texas

” Mr. Lemons was by far one of the most considerate and dedicated tutors that I had throughout my time in high school. When it came time to start writing my essays for college, I knew exactly who to reach out to; Mr. Lemons was able to provide me with the organization and help I needed. I know for a fact that my writing has only progressed with his help, and without his support and guidance I don't think my papers would have been as strong as they were. Mr. Lemons is hardworking, dedicated, and wants to see you succeed and share in your happiness. I for sure recommend Mr. Lemons for help with not only your college essays, but also for any other writing assignment. His help over the years has enabled me to truly grow as a writer!

Zoë Purdy
Alumna, Greenhill School
Member, Jack and Jill of America, Inc.
Dallas, Texas

” Stan Lemons has mastered guiding students on the journey of college applications and admissions. His advice helped me to grasp the steps my son had to go through, which had changed monumentally since I applied to college. He let my son take the lead throughout the process, while providing clarity, insight, and thought-provoking suggestions. I was so glad we had Stan to turn to as questions came up along the way. He even did some fast editing of essays when we were rushed. He truly is there for you when you need him!

Ellen Kotara, Parent and Attorney

” To whom it may concern,

Stan Lemons was a critical support to our son in the process of his college application. At the time Tripp applied to undergraduate school, he was very unsure of his writing skills and nervous about his ability to get into a good school. Stan tutored him not only in writing his essay for admissions, but also encouraged him to apply both to the schools at the top of his list and to some not on his list that were even more difficult to get into. He did a great deal for our son's self-esteem.

Tripp was at the Latin School of Chicago, a private independent school, applying to a range of competitive colleges. Stan talked with Tripp as Tripp struggled with a theme to answer the various questions on the multiple college applications. Once Tripp chose a theme, Stan asked him to write the essay. With a first draft of his essay, Stan walked him through the process of editing and rewriting until Tripp had an essay that came from his heart and showed the admissions committee who he was. The essay was finished when it showed the relevance of his theme on Tripp's life and thinking. Stan coached him, but when Tripp had a finished product, it was clearly his own thoughts and writing. It was authentically Tripp's essay – and a well written personal statement. Walking someone through this process until they have an authentic piece of work is quite a task, and Stan seemed to be a natural at this process. It required commenting, teaching and then standing back and allowing the student to do the work himself building on his writing and editing skills. Stan was gifted at this. Tripp was accepted early admission at Kenyon College in Ohio.

There aren't words to express how much this meant to us. As parents, we couldn't help Tripp through this difficult task. Our thoughts and ideas were too caught up in our own hopes and wishes for our son. Stan stepped in with great skill and did a better job than we or anyone else could have done. Tripp, for once, truly enjoyed the writing process.

If you have a chance to work with Stan, I recommend you take it. You won't be disappointed.

E. Baldwin

ABOUT US

Who we are?

- We are a writing services company
- We help people communicate through writing

What we do?

We provide:

- tutoring assistance on writing assignments
- coaching on admissions applications
- editing support on written documents
- classes to improve your writing and study skills

Who we serve?

- Students
- Applicants for Admissions
- Business Professionals