

Ryan Patterson's

The 7 Secrets to Creating Harvard Business School Applications that Get You In !

A Free eCourse

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Lesson #1

"REVEALED: Harvard's hidden agenda... the key to beating your competition and getting in"

Have you ever wondered, as I have, why some people get into Harvard Business School and others do not? After I was accepted at Harvard Business School, I asked myself that exact question. Why did I get in, when others who seemed equally or more qualified did not?

I figured I must have done something right to get in... but I wasn't sure what I did.

It wasn't until after attending Harvard Business School and started talking to classmates that I realized I did so MANY things right on my application. The funny thing is I wasn't even aware that I was doing it at the time.

I discovered an unusually high percentage of my classmates had used the **exact same principles and strategies as I did to create their own successful application.**

All of our applications had certain elements in common... and **we all got into Harvard Business School.**

I couldn't help but notice the pattern... and in a moment, **I will share part of it with you.**

But first, let me explain what happened next.

I was puzzled.

I could see **WHAT worked** for all of us in the application process... but I wasn't able to figure out WHY.

Now, I'm somewhat of a curious person and it kept bugging me that I could not understand WHY this pattern for successful HBS applications existed. I really wanted to know.... But I simply could not figure it out.

The something **magical** happened several months later.

I figured it out.

I discovered **Harvard's hidden agenda** – and **EVERYTHING** about Harvard became so obvious. Once I understood Harvard's agenda, it was clear WHY they looked for what they did. It was also clear why these patterns among successful applications existed.

Now you are probably wondering, what is it? What is Harvard Business School looking for, and what do they want to achieve with it? What is Harvard's hidden agenda?

Pay attention closely.

Only a few people in the world really understand and appreciate what I am about to reveal to you.

Personally, I consider this **"the" secret** to understanding Harvard... and if you can understand Harvard, you figure out exactly what they want, and do your best to give it to them.

Knowing this little-known secret is key to improving your chances of getting into Harvard Business School.

Here we go...

Harvard Business School claims its mission is to educate the world's leaders.

I **disagree** with this.

In a moment, I'll tell you why I think **this is a BIG lie**. Once you understand WHY this is the case, you'll have a tremendous advantage of your competition.

Let me explain how I figured this out.

In my two years at Harvard Business School, I found my classmates all possessed tremendous leadership potential. Whether it was the person who I could see as the future CEO of an international conglomerate, the future

president of a small nation or a future US Senator – these people were all going places.

Yet, something in the back of mind always bothered me.... Something just didn't make sense.

You see, I didn't really like or admire several of my classmates. Usually it was because they simply rubbed me the wrong way.

Now, in any large group of people this is inevitable.

BUT... and this is the part that always bothered me... oftentimes the people I disliked the most actually had the **MOST** leadership potential.

You see amongst the classmates I disliked the most at a personal level, I actually respected the most at a professional level. It was obvious they were going somewhere.

That's when it all clicked for me.

**Harvard Business School isn't looking for MBA students...
They are looking for future Harvard Business School **alumni** !**

Like many top business schools, institutions like Harvard depend on high profile alumni to elevate the status of the school, to hire recent graduates, and to donate money back to the school.

You were probably already aware of this. So, what's the new news?

The new news is to what extent Harvard Business School is willing to do this compared to other schools.

Harvard is much, much more **EXTREME!**

You have to understand exactly how extreme they are in order to maximize your chances for getting in.

Harvard Business School is frankly a machine... a machine that manufactures prominent alumni. Of course, one of the best ways to do this is to admit only people who are likely to be super successful and prominent with or without a Harvard MBA.

This is **Harvard's dirty little secret**. They would like you to think that a Harvard MBA magically transforms some person who is going nowhere and turns them into a super star.

The truth is they only admit people with superstar potential.

Nothing... and I mean absolutely NOTHING happens at Harvard Business School by accident.

From the way they make housing assignments, to the class format, to managing landscaping projects on campus, to selecting new students – the place is a disciplined, deliberate, well-oiled machine. The Harvard Business School “system” always has a plan... and they stick to it, no matter what.

Let me give you an example of someone everybody knows... A person known throughout the entire world... US President George W. Bush.

You may or may not know that President Bush graduated from Harvard Business School.

What you probably do not know is that many of the Harvard Business School faculty members have very strong opinions about George W. Bush when he was a Harvard MBA student. It turns out, he was not exactly the best of students.

Yet, the Harvard Business School “machine” knew he was going to be a leader someday... If the faculty would have had their say, they wouldn't have let him in... but the school's hidden agenda is to have as many leaders in the world as possible call Harvard Business School their alma mater.

And Bush is not the only one. In my class I had several classmates who were the children of current and former leaders of sovereign nations. They were pretty good as individuals, but the fact that they had a chance to “inherit” a nation didn't exactly hurt their chances.

Well, you may say, how does that help me? I'm not a child of someone important, so does this mean I should give up in advance? What does this mean for me?

For most schools, you tell them how you're a great applicant and how you'll be a great student.

At Harvard, you do the same BUT you absolutely need to sell them on what you will be like in 10-20 years. They want to know what kind of alum you're going to be.

You have to show them your vision, your goals and your trajectory in your career and life. You need to show them what you will become.

You must show them that they will be PROUD to have you as an alum.

You must NEVER forget this golden rule.

**When you write your application, you are NOT
applying to be a Harvard Business School STUDENT.**

You are really applying to be a Harvard Business School ALUMNI.

If you ever get the chance to read a winning application, you'll see what I mean.

In the next lesson, we will discuss the #1 mistake made by most Harvard Business School applicants.

You will learn how to spot this huge mistake... and more importantly how to avoid it.

So stay tuned! You'll receive your next lesson in your inbox in a few days.

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