

Ryan Patterson's

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

A Free eCourse

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Lesson #2

"How to Avoid the #1 MISTAKE Made by Most Harvard Business School Applicants"

In the previous lesson, we discussed Harvard Business School's hidden agenda and how you can put it to your advantage to write a great application.

In this lesson you will learn how you can **avoid the number one mistake** made by Harvard Business School applicants. You'll learn a simple but effective rule to evaluate the quality of your application, improve it and help you get into Harvard.

The biggest mistakes I see many applicants make is writing generic essays.

They end up writing essays anyone could have written – which are little more than answers the admission board has seen over and over.

You probably already know how important it is to stand out and be unique.

So you're probably wondering what's the NEW news?

You would think that since everyone knows they need to do this, they would do it. Yet I still see one generic set of essays after another.

Here's my theory on why this happens.

First, most applicants just can't be objective about themselves. They're just too close to the situation. They don't fully appreciate their unique capabilities because to them the capabilities aren't THAT unique. They see these capabilities every day.

The second problem is even if they could be objective, they don't have the data with which to be objective. You see most applicants don't have a good grasp of their competition – making it difficult to evaluate objectively their strengths and assets relative to others.

However, it is essential to convince the admission board that you are a unique individual when you are writing your application. You need to show them how you differ from everyone else by writing unique essays.

But how can you convey this to the reader if you don't know what everyone else looks like, let alone what traits or experiences set you apart?

While we don't have the time to answer this question in its entirety, we do have the time to get you headed in the right direction.

I've created a small but **indispensable rule that can help you to figure out if your application is truly unique.**

I estimate that 75%+ of Harvard Business School applicants just do not "get" this little technique. In a moment, **you will**... and as a result you'll have an advantage over the majority of your competition.

Don't let the simplicity of this rule fool you!

Don't be one of those who will discard it as too simple to be useful. But even as I say this, I know 60% of you will chuckle at how silly the rule is and you'll gloss over it, ignoring it without thought.

DONT DO IT! Yes, it really is that important! It is an absolutely indispensable, highly essential key to get into Harvard Business School.

Let me put it a different way.

Every successful Harvard Business School application I've read...
every single one of them followed this rule.

Despite its simplicity, it really is THAT important!

Are you ready to learn the one secret that virtually every SUCCESSFUL Harvard Business School Applicant does?

Are you ready to learn the one thing the vast majority of unsuccessful applicants fail to use?

Here it is.

When you read your essays, ask yourself the following question:

"Could any other applicant put their name on your essays, submit them as their own and have the essays be about 80% truthful?"

In other words, could anyone else in the world have possibly written the same essays as you?

Your answer must be **ABSOLUTELY NOT!**

If you have to even **THINK** about the question before responding, it means your essays are not unique enough.

It means your essays don't stand out enough. When you're competing against some of the most talented business leaders in the world... just being good won't cut it. You have to stand out by a wide margin.

Virtually every successful application I've read has been so specific in its uniqueness that it could not have possibly been written by someone else. They simply wouldn't have had the background, experience or the knowledge to back it up.

Now, if you're thinking well geez.. that's nice in theory, but I am one out of hundreds of engineers, management consultants, investment bankers, etc... how do I stand out when I have **essentially the same resume** and the same experience as hundreds of other people?

How can I write a unique application that will really stand out? Is something like that even possible?

There is a way! **At the end of this eCourse I'll tell you how you too can turn seemingly ordinary, mundane, experiences into essays that will blow away your competition.**

I've done it myself and I've seen others do it with amazing effectiveness. One of the best essays I've ever read was written about a topic so mundane, you'll be shocked. But it worked brilliantly.

I've seen this technique used time and time again. This technique leaves an applicant's friends scratching their heads without exception, thinking "geez, how in the world did HE get in???" I didn't think he was that impressive. I don't get it."

But you will soon.

Stay tuned to the eCourse and you will learn the most important secrets of successful applications.

In our next lesson, we're going to shift gears and talk about the **single most common trait winning applications have that rejected applications do not**.

This trait alone won't help you write a winning application, but its one of the 7 steps in the right direction.

You have to emulate success, and the next lesson will show you how.

You'll receive your next lesson in your inbox in a few days.

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