

## Ryan Patterson's

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

## A Free eCourse

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[www.HowToGetIntoHBS.com/e-course](http://www.HowToGetIntoHBS.com/e-course))

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### Lesson #7

## "How Seemingly Average Applicants Can Get Into Harvard Business School When Stellar Ones Can't"

Have you ever wondered why some seemingly average applicants get into Harvard Business School and some otherwise stellar applicants do not?

**Let me share with you a story of one such seemingly "average" applicant.**

This particular applicant had a 2.9 GPA when he attended Idaho State University and started off his career as a \$8/hour UPS package handler.

I did say he seemed average didn't I?

At the time, this applicant was not very familiar with Harvard Business School and was not aware of the principles I've outlined in this eCourse.

Yet, by happen stance he ended up following the principles and other proven strategies for creating a successful Harvard Business School application.

By sheer good fortune, he did everything right.

However, during the process he was quite nervous.

Like all of us, he had a lot **of self-doubt**. He thought to himself:

"Maybe I am not Harvard Business School material."

"How can a UPS package handler get into Harvard Business School?"

"I only went to Idaho State... how in the world could I be a stronger applicant than someone who attended Princeton?"

"My GPA at Idaho State wasn't great... why would they let me in?"

**Fortunately, he focused on why he thought he did belong at Harvard Business School... and more importantly he communicated this in his application.**

So instead of getting hung up on the fact that he started his career as a UPS package handler, he talked about how within months he ended up leading a team of 50 package handlers.

He explained how the 50 people he inherited were constantly bickering and fighting amongst each other. He discussed how he figured out the cause of the real problem, what he did about it and what he learned from it.

Within 90 days it was one of the best running teams in the sorting facility. He did all this when he was only 22 years old.

To his friends at the time, he was the "UPS Guy". They would have **never suspected he would be Harvard Business School material** because they could not hear what was going on in this leader's head.

But, Harvard Business School did - through his application. They probably thought, "How many people in the world could have done that? And this applicant did it when he was 22. Hmm.. very interesting.

**I wonder if it's a trend.** I wonder what he did next? I wonder what he could be capable of in 10 - 20 years?"

So this applicant told them exactly what he did next.

Later in his life, he moved to Chicago. He worked for a well-known company while living in the inner-city ghetto. He shared how as a tall Caucasian "white" guy he mentored dozens of African-American teenagers that lived on his block.

He talked about how he was a role-model, a leader really, that helped the kids on his block steer their lives away from drugs and violence. He discussed what happened to the neighborhood kids when he moved out of Chicago. These teenagers took over where this person left off... by getting their friends to stay away from drugs and violence.

**This applicant demonstrated his success in one of the toughest leadership challenges -- creating leaders.**

This applicant showed Harvard Business School how he was a leader, how he is a leader, and his plans for continuing to be a leader in the future.

He showed Harvard Business School how he had a **great leadership trajectory**.

Harvard Business School saw in his application someone who **was going to be a great leader in whatever he did in his life**. Despite his weaknesses, they saw his potential... his trajectory... and they wanted him as an alum.

The fact that he started his career as a \$8/hr UPS package handler suddenly became an asset... because it showed what he achieved while starting with only modest means.

How badly did they want him?

They consider him to be in the **top 2% of all applicants and was admitted without an interview** (which was still possible a few years ago to the best applicants).

Pretty impressive for someone who was just a "UPS Guy" and didn't think he was Harvard Business School material.

The reason I know all of this is because I am that applicant.

**I am that "UPS Guy".**

Since graduating from Harvard, I've met amazing new friends and contacts.

Amongst the students I know, I **believe two will become Presidents of their countries** (yes countries), dozens and dozens will become executives at leading Fortune 500 companies, Investment Banks, and Consulting firms... and several more will go on to start their own companies.

When I started looking for a job upon graduating, I utilized the Harvard alumni network. My experience was **simply amazing**. There's really no other way to describe.

Some really high profile people across the world actually returned my calls. They would have never done so just two years earlier.

**Doors opened for me that were NEVER open to me before.**

Before business school, I had hit a wall in my career path... there was nowhere else to go doing what I was doing. I've since changed my career trajectory and now am an executive at a Fortune 500 company helping to run one of their Latin America divisions.

My income before business school has more than doubled and my life is now fuller and richer (in every sense... not just monetarily) than before.

I feel incredibly fortunate to have benefited from these experiences.

I also feel incredibly lucky for getting into Harvard.

At first, I thought I was lucky because I wasn't sure if I really belonged there. I've since realized that I actually fit in quite nicely with the other HBS students (and now alumni).

No... **the real reason I feel lucky is because I didn't really know what I was doing when I applied.**

By CHANCE, I happened to do the right things on my application. I used the principles I've outlined in this eCourse and more on my application – only I didn't realize I was doing it.

**I wrote a fantastic application... BY ACCIDENT!**

It's my hope that you will get into Harvard Business School... deliberately.

The reason I created this eCourse is to make your life easier... to help you succeed deliberately (instead of by accident).

If you are serious about applying to Harvard Business School, I'd like to **recommend an additional resource** for you to consider.

It's called the **"How to Get Into Harvard Business School Toolkit"**.

If you find the information in the eCourse helpful, I know you'll find the toolkit invaluable.

I put together this toolkit to help you in creating a winning application by tackling the specific decisions you need to make.

It includes several resources and tools that were NOT covered in this eCourse including:

- A calculator to **pick the best recommenders** for your application
- A step-by-step procedure for determining exactly how to differentiate yourself from others
- Several hours of **recordings on my seminars** on strategies you can use to get into Harvard Business School... many of which were **NOT** covered here
- A checklist for a winning application to make sure you didn't miss anything important
- Two dozen **resumes of successful applicants who actually got into Harvard**. Finally you can tell who you're competing against.

- A Special Report titled "A Day in the Life of Harvard Business School" that takes on you a virtual visit of campus and a typical day for a first year student
- A **list of the actual interview questions** used by Harvard recently
- A methodology to help you decide which examples go with which essays.
- An example of an average, good & stellar essays so you can learn to recognize and write stellar essays

If you're serious about applying to and getting into Harvard Business School, I highly recommend the toolkit.

Just go to:

[www.HowToGetIntoHBS.com/tools](http://www.HowToGetIntoHBS.com/tools)

Thanks. And Best of Luck!

A handwritten signature in black ink that reads "Ryan Patterson". The signature is written in a cursive, flowing style.

Ryan Patterson  
The HBS Coach

PS. The How to Get into Harvard Business School Toolkit can be found at [www.HowToGetIntoHBS.com/tools](http://www.HowToGetIntoHBS.com/tools)