How to Write a Successful MBA Admissions Essay

Powerful Tips for Improving Your Odds of Gaining Admission to the MBA Program of Your Choice

Admissions essays are easily the most challenging part of the MBA application process, and it's no wonder. Most people don't like to write, and even those of us who do enjoy writing can come up blank when called upon to write about ourselves, especially when so much is at stake.

The fact remains: If you want to go to business school, you have to be able to generate one or two thousand carefully chosen words that sum up your background and experience, your career goals, your reasons for seeking the MBA, and why you've chosen the program to which you're applying.

Step one: Relax. Writing admissions essays is stressful—it's supposed to be stressful—but that doesn't mean it's impossible. Everyone who has ever applied to business school has written admissions essays, and so can you. All you have to do is submit essays that are a little bit better than most of the others, and if you follow the advice we'll cover in the following pages, it will be a lot less painful.

Most MBA essays are mediocre

The good news is that most MBA admissions essays are mediocre at best. If you can at least come up with a marginally compelling narrative, and if you can spell and punctuate everything correctly—or know someone who can—you'll automatically have an advantage over much of the competition.

This guide is designed to help you get started (the hardest part) and avoid common mistakes that can ruin your chances of admission to a top MBA program. First, we'll discuss several tips for writing better essays. After the tips you'll find a "Guide to MBA Essay Writing Style" on page 6, followed by "Getting Started on page 9," including several easy, fill-in-the-blank exercises that will help you generate actual material that you can use in your essays.

Tip #1: Get started

Procrastination is your enemy. The sooner you get started with your essays, the sooner you'll finish them, and the earlier you submit your completed application package, the better your chances of admission.

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