



CRACKING *the* CODE

**College Admissions
Success Unveiled!**

Housekeeping

- Will be recorded and posted on the internet
- Feel free to put questions in the chat and we will answer them at the end of the presentations
- We will mute participants during the presentations to avoid noise
- Resources mentioned in the presentation will be on the slides which you can view after the presentation October 30

Six Steps to College Admissions Success

- Identify what makes you stand out to make a lasting impression during admission process
- Leverage social media to get noticed and build meaningful relationships
- Success Toolkit

BrandUp



The College Admissions Race is Real!!!

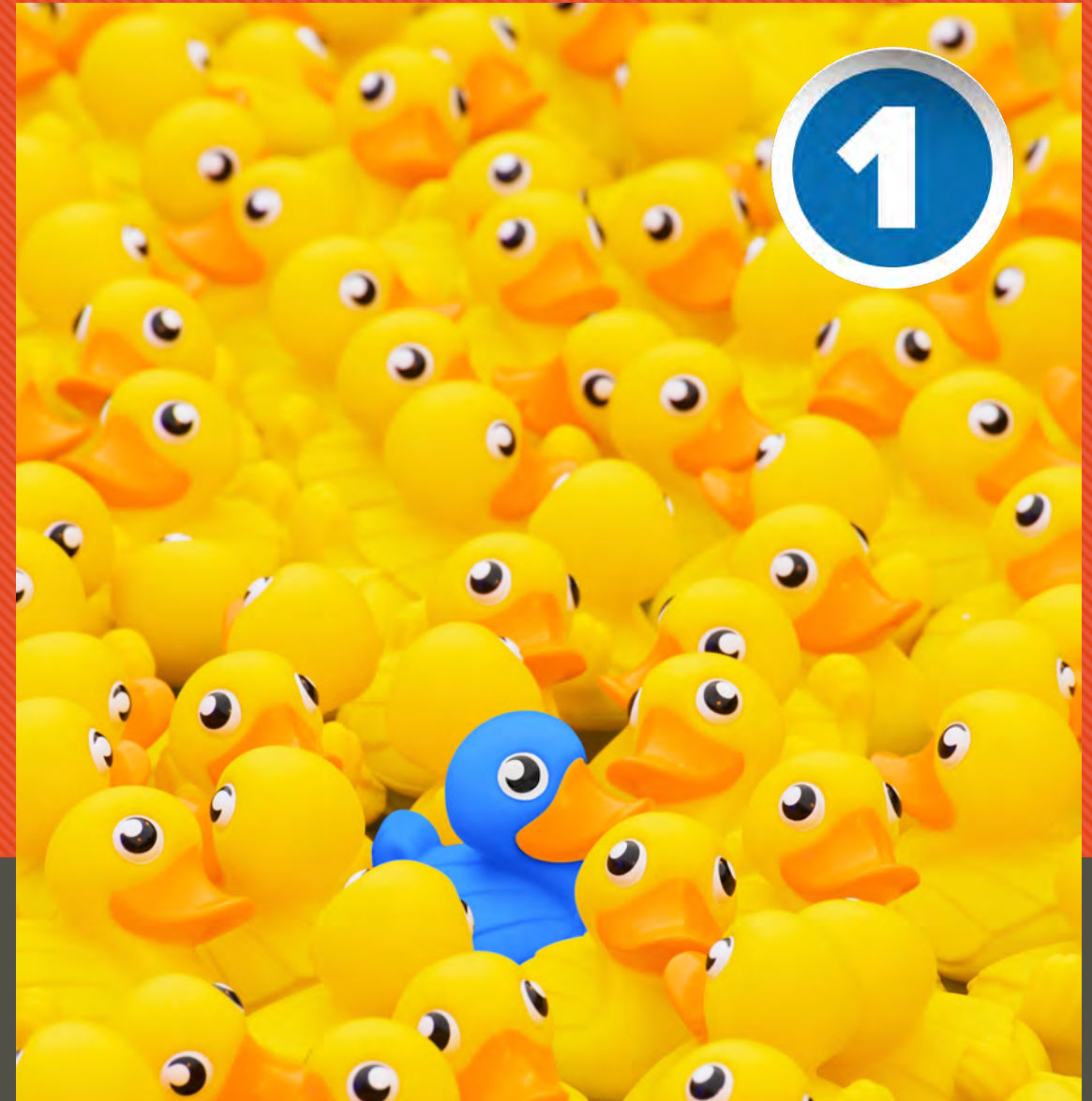


BrandUp

Step 1: Define What Makes you Stand out

Need to address *Why Choose Me?*

BrandUp



Develop a Shiny Online Presence

Highlight academic pursuits, creative endeavors, hobbies & volunteer work



BrandUp

Step 3: Invest in the Right Platforms

Create a LinkedIn Profile & use
platforms to best accentuate
strengths

3



BrandUp

Step 5: Start Building a Network



Build meaningful relationships with alumni & professionals to lay the groundwork for college and career success



BrandUp

Step 6: Consider every touchpoint

6

Create a Success Toolkit:

- Profile/Bio/Resume
- Thank You Note
- Testimonials/References
- Website
- Content
- Visuals-Headshots/video



BrandUp

Out-of-the-box Example

A digital business card for Gregg Reed. The card features a circular profile picture of a man with glasses and a beard. To the right of the photo, the text reads: "GREGG REED", "Design Graduate | Columbia University '22", "+1 747 3847 4442, gregg_text.@mysignature.io", and four social media icons (Email, Reddit, LinkedIn, Instagram). Five numbered callouts (1-5) are connected to the card by dotted lines: 1 points to the name, 2 points to the university, 3 points to the phone number, 4 points to the email address, and 5 points to the social media icons.

BrandUp

BrandUp

© 2023 Lifebrand LLC is the holding company for BrandUp



TED^xHartford
x = Independently organized TED event

#TEDXHARTFORD

Thank YOU! Let's Stay Connected!

Stacey Ross Cohen
Instagram: [@staceyrosscohen](https://www.instagram.com/staceyrosscohen)
Website: www.brandupbook.com

Book Stacey to Speak:
mgolez@brandupbook.com

Teen Ambassador Program:
www.brandupbook.com/brand-ambassador-teen-application/ (next cohort starting 1/5/24)

Brand Up

