

MBA Essay Writing: 3 Fatal Flaws to Avoid | 310-815-9553 | Accepted

- Three application poisons and their antidotes. (light music) - Ugh, those MBA essays. You gotta write them but what are you supposed to say? How do you know what to write? What do the missions committees really wanna read? And what about all the competition out there and all the contradictory advice you get? One person tells you to write one thing, one person tells you to write another. How do you know what to do? Well, let me tell you. If what I just said describes a jumble of thoughts in your head as you stare at an empty screen, or perhaps, as you lie sleepless in bed at night worrying about your MBA essays or worrying that you're going to bomb your MBA essays, let me help you out. I'm gonna tell you exactly what should go into your [writing an essay in apa format](#). With thousands of accepted MBA applicant clients over the last 25 years in business, I really do know what's poetry in MBA essays and what's poison. And I'm going to share with you what's poison at the moment, as well as the antidotes to those failed flaws in your MBA essays.

Poison # 1: Failure to Answer the Question This is so common. What I like to do when I review essays is read the essay, then read the question, and see if I can answer the question based on the information provided in the essay. If I can't, well, then the essay failed to answer all parts of the question. If your essay suffers from poison number one, the antidote is really fairly straight forward; make sure you answer all parts of the MBA question that you're responding to.

Poison #2: Superficiality Oh, that's so common. "Genericitis" is what I like to call it. Cliches, platitudes, generalities about the fantastic faculty, the superior student body, wonderful facilities, and the superior network; they're all over the place and they make admissions committee readers' eyes roll. They put your file in the bin file because they know it means you didn't do any research on their specific program. The antidote to that is school research and self reflection so that you can tie what you want out of the program to what the school offers. You can really cement that with judicious use, strategic use of specifics and examples combined with appropriate analysis of those examples.

Poison #3 is writing what you think they want to hear. We had a client a few years ago. Actually, this client was the first client of Esmeralda Cardenas. She is a former Admissions Director at Yale School of Management and her first client purchased a rejection review. She reviewed his rejected application and said, "I would have rejected you too." To which he said, of course, "Why?" And she said, "Because your goals made no sense. They had absolutely nothing to do with what you've done previously." He said, "Well, my friends told me that this goal that I stated is the hot goal this year. So I decided to write this is what I wanna do. It's not really what I wanna do." He decided to work with her on her application. He provided an authentic and logical goal for his MBA studies and he is now at a top MBA program. He might, at this point, be finished. So the antidote to writing what you think they want to hear is writing what you want them to know. What are you proud of? What do you think makes you a superior candidate, the best candidate for their program? That's what you want. Those are the experiences and examples that you wanna put in your essays and your interview responses when you apply for top MBA programs. There are a few other forms of MBA application poison as well as antidotes to those errors and I'd like you to have access to them. You can access that for free by downloading our guide: "5 Fatal Flaws to Avoid in Your MBA Application". Go to accepted.com/5MBAFlaws. Download "5 Fatal Flaws to Avoid in Your MBA Application" and apply with poison free MBA essays. Write stellar MBA application essays that will get you accepted into your top MBA programs and allow you to pursue the career of your dreams. (light music)