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WHAT RIDES ON THAT COLLEGE ADMISSIONS ESSAY?

Everything.

Los Angeles, California – July 12, 2014 Mark Mooney guides college applicants on their admissions journey in his newly revised book, *Acing the Admissions Essay*. He shows readers exactly how to write a winning admissions essay from brainstorming to final draft.

Here's the staggering statistics: In 2013, a whopping 33,531 high school seniors applied to Columbia University. Only 2,311 students were accepted. The University of Chicago accepted 8.8 percent of its 30,369 applicants.

Given the same GPA, what allowed some students to snag a coveted acceptance letter?

A glowing admissions essay, reveals Mooney. "The way to shine beyond grades and extra curricular activities is through your writing," he explains. "The key to a winning essay is to write about a unique experience that had a significant impact on your life. If it's authentic and well-written, it'll hook the admissions committee and land you a spot in the acceptance pile."

Acing the Admissions Essay features a thoroughly creative approach to tapping into a student's life, and pulling out the golden nugget that makes a memorable, riveting essay. It features brainstorming activities, and then guides readers on how to organize thoughts into a compelling story. You'll find sample essays and critiques from Mooney's students who – using his formula – received acceptance letters from top universities such as Harvard, Duke and UCLA.

Mooney's book delivers more than the competition. Readers not only get essay prompts and writing tips, but lessons on writing styles, editing and how to avoid common pitfalls in the writing process.

"*Acing the Admissions Essay* gives college applicants the inside scoop on what works," explains Mooney. "I've interviewed admission readers at some of the top schools around the country. These gatekeepers gave me surprising insights into what makes a winning essay. Everything I've learned can be found within the pages of my book."

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About Mark Mooney

Mark Mooney has been teaching high school juniors and seniors for 15 years. He has counseled thousands of high school students on the admissions essay, and runs admission-writing workshops in Southern California. For photos and additional information on Mark Mooney, visit <http://admissionsessaywriting.com/>. For press inquiries, email Acingtheessaypress@gmail.com.