

Talent Sikat

From: SINGER WILLIAM RICK (01452138)
Sent Date: Wednesday, May 8, 2024 2:21 PM
To: talent@thesikatagency.com
Subject: RE: Monday Update.

Paulo, sorry I did not look at this email too closely. I see you put down some packages, which I appreciate but do not match the comprehensive information I provided in the Complete College Counseling Services doc I sent a while back. I am going to cliff note what you did below so it resembles something you tried to complete below but with more authenticity.

Packages

The initial meeting in person via Zoom or in your home is FREE. At that meeting we will discuss the following in order to have a Comprehensive understanding of the student's academic, personal and potential career perspective while affording us the opportunity to explain the process of finding the Right Fit College from a social, cultural and academic standpoint and providing the untold story of exactly how the process of admission works behind close doors.

COMPREHENSIVE EVALUATION

- Review of the student's transcript.
- Review of the student's extracurricular activities, honors and awards.
- Review of the student Social, Cultural, Academic Personality assessment provided.
- Review of Standardized testing (PSAT, SAT and or PLAN, ACT) results.
- Discuss academic and career aspirations.
- Discuss Special Talents and how to utilize in the admission process.

PACKAGE 1 - SETTING THE STAGE (9TH, 10TH, 11TH GRADE - start August 15th - June 1st)

- Life Coaching once every other week.
- Develop an Academic Plan for each year of school.
- Develop the student's Personal Brand for the applications and essays.
- Begin Standardized Testing preparation.
- Provide academic tutoring resources.
- Provide special talent resources.
- Invitation to one of the many Summer Programs to enhance personal, career development.
- Set up Campus Visits for the family as progress is made to investigate colleges and university's that may be the Right Fit.
- Develop a list of Right Fit colleges based on visits, academic preparation, social and cultural needs and desires.

PACKAGE 2 -- LIFT OFF (12TH GRADE - start June 15th - June 1st)

- Life Coaching weekly.
- Evaluate the academic, personal, career, social, cultural needs and desires to find the Right Fit colleges and university's to visit over the summer and apply to in late summer early fall.
- Discuss, meet and provide a comprehensive list of colleges and university's to apply to that include Safety schools 90% chance of admission, Reach schools 50-60% chance of admission, and Stretch schools 20% chance of admission.
- Continue Standardized Testing if needed.
- Begin the Process of formulating and finalizing the Personal Statement based on the Personal Brand developed with each student.
- Hands on support by staff in writing the Personal Statement with ideas and edits until completed.
- Once a final list of colleges is approved, our staff will put together an XL Spreadsheet with all the colleges names, deadlines, Supplemental essays and Misc.. needs for the student, family and Life Coach can keep track

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of the progress of the admissions process.

- A discussion will occur between the Life Coach and the family to explain Early Action, Early Decision and Rolling Admission and which schools on the final list offer which admission cycle. A discussion will continue as to the best strategy (selection of admission process, relationships at which schools) for the student to attain his or her admission into the top choices.
- The student and our staff will begin work on the Supplementary Essays for each individual school and the admission process decided by the family. (Normally colleges and university's EACH have 2-4 Supplementary essays other than the Personal Statement)
- Our staff will begin the process of inputting all the basic personal information for the Common Application and each different schools applications as well as input All the applications that are Non Common Application schools.
- Our staff will input and request the Teacher and Counselor recommendations for each school and then follow up with the student and families to insure these have been uploaded by the person writing the recommendation.
- The student and his or her Life Coach will finalize the data input of Extracurricular Activities, Honors and Awards, Special Talents to be shared with the parents and approved before the Personal Statement and Supplementary Essays are uploaded into the application by our staff.
- If a student is Deferred into the regular pool from the Early Action or Decision pool our staff will work with the student to update the student's file to enrich the application with new and more impactful information for the admission readers and committee's. (MY COMPUTER DOES NOT ALLOW ME TO CUT AND PASTE THIS ITEM SHOULD GO AFTER THE NEXT 2)
- November 1st and November 15th are key dates for submission of Early Action and Decision schools applications, which will be completed on time but the process of writing essays and finishing the other schools applications will continue till January 1st or when the last Regular Decision deadline occurs.
- Our staff will help guide and support the student with Interview prep if a student has an alumni interview.
- Regular Decision Day (April 1st) Our Life Coach will be available to go through all the schools that the student has been admitted to including all the Early Action schools to help bring out the strengths and weaknesses of each school and how each fits the student while answering any questions from the student and parents.
- Our staff will help the family with insuring the Intent to Enroll and the deposits have been sent in by May 1st even if on a Waitlist.
- If Waitlisted at a school the student really wants as his or her final choice, our staff will help prepare the documents and letter to the university of choice plus utilize the relationships at each school where it is needed to get off the Waitlist after May 1st.
- Our staff will guide, support and help the student with selection of Orientation dates and classes for the 1st semester of freshman year.

PACKAGE - TRANSFERS ONLY

PACKAGE - SPECIAL TALENTS (SPORTS, PERFORMING ARTS, FINE ARTS, ACADEMIC AREAS)

I WILL PROVIDE THAT INFORMATION TO YOU WHEN YOU NEED IT OR DO IT LATER TODAY/TOMORROW- I BELIEVE I PROVIDED THE SPECIAL TALENT ONE BUT NOT THE TRANSFER ONE

***** THE PATHS4SUCCESS stuff 8-10 weeks of summer activities do you have enough information on all?

Thanks

-----Gonzales, Paul on 5/6/2024 4:51 PM wrote:

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Happy Monday,

Just wanted to give you a follow up. Have sent the Logo and Branding guidelines for review and approval to Marlo and CC your email and the rest.

Sent 2 Designs with 2 Variations of each design

- Color Scheme (2 different Hues in the shade of Blue as we discussed before)
- Logo Familys
- Typeface (all similar)

We're starting the process of the copywriting for the website and the Highlight of the website is the package

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services. I conducted some research and this is what we came up with.

To offer our services, we'd require our Leads the potential clients/customers to book a 20-30 mins consultation by filling our form in the section of our website, that they can quickly navigate before and after the start reading the our packages and offers.

LEGENDS

* PACKAGES

- Descriptions
- . How the process works.

Here are some of the offers I drafted. Please let me know for any corrections or anything you'd like to add into the descriptions or services to start the copy.

Title HEADING: COLLEGE COUNSELING

SUB- HEADING: A CUSTOM AND PERSONALIZED APPROACH IN EACH ADMISSIONS PHASE.

1. *Package_Name_1_(TBD)

Caters to 9th, 10th and 11th Grade.

- Age 13yrs old to 16yrs old
- For families with their children who are in ninth, tenth, or eleventh grade. Perfect time for student to begin exploring their life long passions and interest
- A custom package guides for high school freshmen to juniors in extracurricular development, testing timeline, community service, internship/research opportunities, and everything in between to help students stand out from their peers.

2.*Package_Name_2_(TBD)

caters to 12th Graders

- Pre & Post
- high school seniors develop a balanced list of schools, compelling college essays, a resume, and activities list. Strategies with students to find the best-fit school for their academic and personal success.

2.1 BEFORE THE EALRY ROUND.

- For families who needs their children that are seniors before the Early Action/Early Decision deadline.

_HOW THE SERVICE WORKS:

- . Review and Offer Feedback on Full Common Application
- . Review and Offer Feedback on Up to 3 College Supplements
- . Offer Recommendations on Early Action/Early Decision Plan and Regular Decision List

2.2DENIED AFTER THE EARLY ROUND

- when their children are seniors after they've been denied in the Early Action/Early Decision round.

_HOW THE SERVICE WORKS:

- . A Review and Offer Feedback on The Common Application & Feedback Up to 3 College Supplements
- . Brainstorm and Revise a Compelling Letter of Continued Interest
- . Compose An Appropriate List Of Colleges for Regular Decision
- . Fixing the Regular Decision List
- . Putting Band-aids on Course, Testing, and Extracurricular Mistakes
- . Brainstorming and Revising College Essays
- . Assistance with Non-Essay Portions of Applications
- .. Interview Prep (after the New Year)

2.3 DEFERRED AFTER THE EARLY ROUND

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- their children are seniors after they've been deferred in the Early Action/Early Decision round

HOW THE SERVICE WORKS:

- . A Review and Offer Feedback on The Common Application & Up to 3 College Supplements
- . Brainstorm and Revise a Compelling Letter of Continued Interest
- . Compose An Appropriate List Of Colleges for Regular Decision
- . Fixing the Regular Decision List
- . Putting Band-aids on Course, Testing, and Extracurricular Mistakes
- . Brainstorming and Revising College Essays
- . Assistance with Non-Essay Portions of Applications
- . Interview Prep (after the New Year)

2.4 WAITLISTED AFTER THE REGULAR DECISION ROUND

For families when their children are seniors after they've been waitlisted in the Regular Decision round

HOW THE SERVICE WORKS:

- . A Review and Offer Feedback on The Common Application & Up to 3 College Supplements
- . Brainstorm and Revise a Compelling Letter of Continued Interest

3. *Tutoring & Test Prep(PACKAGE)

Premier SAT and ACT Tutoring

SAT and ACT scores are an integral part of the college admissions process. Even though schools may be "test optional," top schools want to see high scores from competitive applicants. Our experience will help your child achieve remarkable results.

4. *Path 2 Summer(PACKAGE)

A College Application Booster is a multi-day program held online in summer and the fall to support students in completing their Personal Statement on the Common Application along with school-specific supplemental essays..

5. *TRANSFERS(PACKAGE)

- For families when their children are seeking to earn admission as transfer applicants.

This package is designed for current college freshmen and sophomores who would like to transfer to a different college or university than they are currently attending.

- Will work with the students to frame their college and high school experiences, complete the common application for transfer students, make a list of suitable schools, and come up with the idea for and edit your main personal essay and any supplemental essays.

-Offer Feedback On Up To 3 College Applications.

-Extracurricular Hook and Activities

-Map Out College Coursework

-Transfer College List-Building

HOW THE SERVICE WORKS:

- . Transfer Admissions Guidance Through the Process
- . Guidance with Extracurricular Pursuits
- . Brainstorming and Revising Material for Recommendations
- .. Brainstorming and Revising Transfer Essays
- . Assistance with Non-Essay Portions of Applications

6. *Consulting Services for College Students (PACKAGE)

Every student will head to their dream college straight after high school. However, thousands of students each year find themselves at a university that doesn't match their expectations. They may be seeking a more diverse college campus, more rigorous academics, a specific major that is not offered at their school, a richer extracurricular life, or any number of other opportunities. If they are interested in transferring but don't know how to start, ID Future stars can set you up for success and assist them along the path to the college that's right for the student.

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Please let me know if any of these sounds about right to what we offer. Please feel free to edit and add your inputs to any of these services.