



Letter Alumnu/ Alumna → AdCom

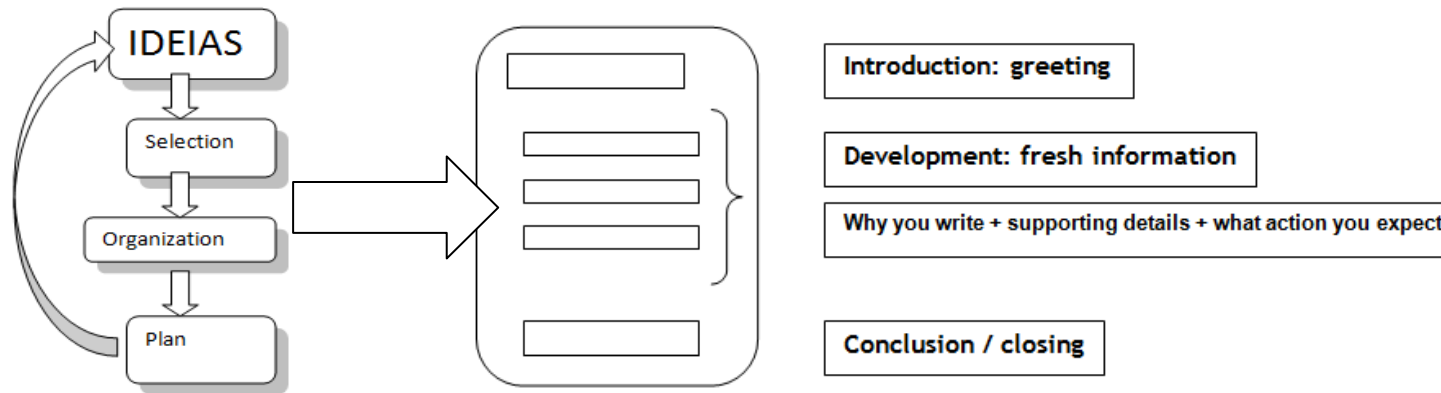
(Please, DO NOT COPY/PASTE. All our students have access to this material)

Before you write your letter/email, remember what you have seen in the Logic in Communication Class.

POI: Planning and Organization of Ideas.

Ideas are easier to understand when they come preselected and organized.

Organization will guide your audience through your reasoning process and allow you to offer clear explanations of each point you're making.



Your letter/e-mail should present:

Introduction

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| Dear XXX, | Dear members of the Admission Office, | Dear Mr. XXX, |
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Presentation

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| It's been some time since we last talked. I hope you all are doing well. I have been following the outstanding job the admissions committee is doing and I am proud that each year, bright Brazilian students have joined SCHOOL NAME. I'm writing to you to recommend one of our Round 1 applicants, XXX, with whom I have worked for XXX years and thus know very well. | I hope you are doing well. I haven't had the chance yet to stop by your office and chat after getting back from XXX. I am writing you to recommend a friend of mine for the xxx Full Time Class of xxx. His name is xxx and he is in the waiting list of XXX. | I understand that Mr. XXX, a colleague here at XXX, has been placed on the waiting list for admission to xx Business School for this XXX. As an alumnus interested in the quality of the incoming students at XXX, I would like to support his application by providing you with first hand account of his skills and professional acumen. | Last time we spoke during the XXX Women in Business Conference, you mentioned that it has been hard to retain good Brazilian candidates. I hope I can help you keep recruiting strong candidates to XXX, and therefore, I would like to recommend XXX. She applied in the second round on XXX. | Hope all is fine. As we talked in XXX, I would like to recommend XXX, a prospective student for the MBA program, class of xx. He applied to XXX in the first round and has already been interviewed. | I am writing on behalf of XXX, who works as a XXX under my supervision at XXX. XXX has recently submitted his application to the MBA program from x and I would like to provide further information on NAME and reinforce his fit with XXX, from which I earned my MBA degree. I believe I can offer Admissions with a fresh perspective of his candidacy. |
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Reinforcement: details, explanation

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| <p>I met XXX in Sao Paulo, and I have been always impressed with his strong academic background and professional development early in his career. After working for an international XXX company he worked as a XXX in XXX, developing a very well rounded perspective in XXX. Moreover he would have a terrific experience at XXX, which would hone his skills to thrive in the competitive Brazilian marketplace, and help to further enlarge his XXX.</p> | <p>The professional and personal features of XXX make me positive that he will fit flawlessly in our very diverse student body.</p> | <p>XXX, a manager in XXX area, has recently been assigned to a position with a significant increase in his responsibilities. In his new role, he is engaged in XXX has done an outstanding job in specifying the new structure for XXX that will eventually become standard in the country. This task demanded a great deal of his analytical skills and critical thinking. Moreover, XXX proved to be persuasive and extremely competent in the project oversight meetings with bank seniors as he proposed solutions during the implementation process. Towards the end of XXX, XXX sought me out to discuss MBA life at XXX. I had the opportunity to learn about his interest in</p> | <p>XXX will be a great addition to the XXX community for the following reasons:</p> <ol style="list-style-type: none"> Solid professional background: XXX has an extensive background in business development in the largest conglomerate in Latin America. Moreover, she has received the most recognized award in entrepreneurship in Brazil for the business development she developed for her family business; Clear professional goals: XXX intends to apply the management skills learned on her MBA to the business she co-founded with her brother in Brazil; Charismatic and engaging personality: XXX has | <p>The reason I am reinforcing his candidacy is that knowing XXX for almost XXX years, I am also very well acquainted with this career progress XXX and his profile. We had a very similar track, leaving our homes in the XXX of Brazil to XXX at XXX in Sao Paulo. We became close friends and joined the xxx. We also engaged in teams to do many extra-curricular activities at the same time. After graduation, we continued to be roommates and worked in the same industry - XXX. XXX worked for xx and I joined xx. In addition to his job, he runs his own business in Brazil and also helped me build a business plan for my business in XXX.</p> | <p>When XXX first mentioned his interest in pursuing an MBA program, I was responsible for the project in which he participated. I could feel his awareness of the advantages and benefits that an MBA would bring to his career; I could also notice how passionate he was about conducting his personal project. XXX also asked me about my experiences at XXX, which I shared in details with him. At the time, I was organizing an event at XXX for XXX Alumni in Brazil and invited XXX for this event, so that he could experience the school's culture. XXX attended the event, enjoyed the speech of XXX's director and the interaction with alumni. Moreover, XXX's response to different situations</p> |
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| | | <p>both pursuing an MBA and living in XXX. On several occasions, I was able to provide XXX with useful insights and impress upon him that XXX would be his best option for furthering his education. His enthusiasm about joining our community grew significantly after his visit to the school this past XXX. Thus, upon learning that he had been wait-listed, I thought it an opportune time to recommend him for the program.</p> | <p>an engaging personality, which will be of great value to the XXX community. She organized many high profile events with key XXX.</p> | | <p>was very good and the work result was always highly praised by the client.</p> |
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Action expected: Recommendation

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| I spoke with him last Friday and he confessed me that XXX is his top choice among the B-schools he applied. I believe he would add a lot of value for the XXX Full Time Class. | In summary, I firmly believe that XXX will add great value to SCHOOL and to the experiences of his classmates. He shows great enthusiasm about SCHOOL NAME, which leaves me no doubt that our school is his top choice. If you need any additional information about XXX, I will be glad to provide it. | I hope that this input proves helpful in the evaluation of his application. I affirm his strong interest in attending the program and honestly believe he is a good 'fit' for the XXX Business School student body. | In summary, it is clear that XXX will be a great business leader in the future, and therefore, XXX should strongly consider her for the upcoming Class of XXX. | Given his entrepreneurial spirit and ability to interact so well in groups, I am positive that XXX will be able to add much to the other XXX students, with whom he can share his very diverse experiences. I am also sure that he will be eager to engage in community activities, aiming to make a difference just as he did at XXX. | It is with great satisfaction and confidence that I highly recommend XXX to the XXX. |
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Closing

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| Thank you for your consideration. Best Regards, | Thanks for your time and consideration. Warm regards, XXX | Sincerely, | Thanks again, XXX | Best regards, XXX | Thanks for your time and consideration. XXX |
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