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G. College Deadlines

I. Hook Points

# Generic

## 1] What services does ReachIvy offer?

ReachIvy.com is a study abroad and careers advisory and we offer end to end solutions that help you get accepted to top schools/ colleges.

We provide end to end assistance right from test prep, counselling / profile building, to college selection, essay brainstorming and editing, resume reviews, and interview prep. So, whether you are a student who is just starting out, with no knowledge on how to go about the study abroad process, or you are a reapplicant, trying to crack an admission to your dream school, we can help you achieve your target.

We can also help you with career related services like the career test, career counselling, linkedin reviews and resume editing. I would also like to inform you at this point that ReachIvy is a 0% commission based firm. What that means is, unlike some other counsellors in the industry, we don’t take any commission from colleges to send students to them. Our students get admission to top schools purely on the basis of their merit, and of course, our guidance.

## 2] Do you have any branches?

We are a 100% virtual company with a corporate office in Mumbai, India. However, no student ever needs to visit our office, because we work with all of them online. This way you can save on travel time and enjoy the flexibility of completing all your application work from the comfort of your home.

We have excellent, specialised enterprise solution platforms, engineered to solve all your problems with just a click . You must also know that all our counsellors, who have graduated from top schools like Harvard, Carnegie Mellon, London School of Economics, Cambridge, etc are based globally, and they work with our students real time.

## 3] Do you offer any free consultations?

<Name of Student>, I personally would never advocate a free consultation. We have often seen that in a free consultation, you get very basic, generic advice which you could have gathered online through a quick search or worse, you have your CV just read out to you. What use is the free consultation when you don’t get any direction? It’s a waste of your time! Many students learn that the hard way and then reach out for holistic guidance.

At ReachIvy, we do not believe in offering any free/ sample/ short/quick consultations/reviews. We firmly believe that to offer high quality, personalized feedback, our counselor needs a dedicated, hour long session to fully understand your profile and ONLY then provide recommendations. Strongly suggest you sign up for a one hour session and experience it for yourself. You will know that at the end of our 1 hour consultation, you will have a clear sense of how to go about your study abroad application process with specific and targeted feedback on your strengths and weaknesses.

Useful pointers:

I’ll be worried that you are getting inaccurate advise - unless we really understand your profile we do not provide any recommendations. You could try doing a free session and see what you get out of it.

Very often students have been misled in free sessions and have then approached us for the right advice. We’ve been doing this for many years with consistent results every year. At this point, students know us and trust our work and hence prefer signing up for the 1 hour consultation.

## 4] How can I reach you?

Please contact us by clicking ‘Contact us’ on the top right hand corner of the website. We will revert to you in at most 24 hours (1 business day). Emails are preferred as a means of communication over phone, as we have a record of your requests and can respond appropriately.

## 5] Will you guarantee me an admission? If my profile is good?

Given that we are a 100% non- agency business and that our forte lies in helping students leverage their profile to reach top tier schools, we cannot guarantee admission. Let me also share with you that if anyone is offering you guaranteed admission, you may not have exploited your full potential to get into a top school, as top schools don’t offer guaranteed admissions to anyone.

At ReachIvy, we want to ensure that each student gets into the college which is the ‘right fit’ for his profile. Your career and future matters to us, so we will work hard to make sure that you get to the top schools. Given our expertise and consistent rate of successful admits through all our years of operation, we are confident of delivering a world class service and guiding you holistically to get that admit!

If you look at our Student Testimonials on our website, you’d see that our students have cracked admission to top tier schools like Harvard, Cornell, MIT, Wharton, LBS, Oxford, and others. These schools are tough to get into, but every year our students get in their dream schools because we offer high-quality, personalized services.

## 6] If two or more students from ReachIvy are applying to the same university that year, how will I know that you are not preferring the other student over me?

Every year, I have multiple students who secure an admit to the same school. Given that we are a 100% non- agency business, we don’t push any one application over the other. All our solutions are customized to suit each student’s respective need and help them leverage their profile to reach top schools of their choice.

## 7] Request to view email before call

Our website has a lot of details I want to ensure those aren’t lost in conversation

I have put together the requisite links in my email to you, request you to please review the same in detail.

Let’s set up a call immediately after to discuss any advance questions that may come up. Does 10am tomorrow work for you?

## 8] Is \_\_\_\_ an Ivy League?

The eight members are Brown University, Columbia University, Cornell University, Dartmouth College, Harvard University, the University of Pennsylvania, Princeton University, and Yale University. The term **Ivy League** has connotations of academic excellence, selectivity in admissions, and social elitism.

# B. Team

## 1] Who are your counsellors?

All my experts are graduates from top schools. If you look at our Counsellors page, you’ll see that we have a galaxy of top-notch counsellors: For example, we have Suman Barua who is from Harvard University, Aparna from London School of Economics, Shyam from University of Cambridge, Kovid from Cornell, and so on. Our team understands the Indian context and help you build stories keeping a global perspective in mind. They have worked across sectors from private equity, technology , social enterprise at both domestic and international level and come with a vast range of experience to understand diverse backgrounds.

Useful Add-on Points Basis Conversation :

We have domain experts in different areas, you are matched basis the person who is best equipped to help you. Our team goes through rigorous training each year .and directly connect with admission officers at top schools.

Please review each counsellor’s profile on our website for more details. Everyone on our team is an expert and has graduated from top tier schools and over the years has assisted many students in reaching top tier schools.

All our counsellors are seasoned experts and have undergone rigorous training to meet ReachIvy’s processes. We follow a strong filtration process at ReachIvy to ensure only the best work with our students.

## 2] Do I get to select my counsellor? What if I am not happy with the Counsellor you have assigned to me? I only want to work with XX counsellor.

Everyone on our team is an expert and has graduated from top tier schools and over the years has assisted many students in reaching top tier schools. Rest assured <name of student>, regardless of your individual counsellor the deliverables from ReachIvy remain the same. Please review each counsellor’s profile on the website for more details. We have domain experts for each degree; we will connect you to a counsellor that suits your particular need after reviewing your profile!

It does not make sense for you to select a counsellor based on your preference, because we do the profile matching post detailed team discussions. Each student gets a counsellor who is best suited to help, given the Counsellor’s experience, knowledge, and expertise in the field of study you are interested in. Given this strategic approach, till date, we’ve not faced a situation where a student is unhappy with the counsellor assigned to him/her. You’ll later come back to thank me for choosing the right counsellor, because we totally understand your needs and the counsellor’s background, so it’s best you leave that decision to us! J

**Note:** We never commit to any student for a specific counsellor. Only if the student insists, we can check with Ops team first and then let them know.

## 3] How will the counsellor be matched to me?

We have domain experts. The counsellor who is best equipped to assist you will be matched to you at every step of the way. The counselor’s profile will be shared with you prior to the session.

## 4] Can you assign a counsellor who has passed out from \_\_\_\_only?

(Assigned counsellor name) is one of our most senior counselors who has helped multiple students build stellar profiles to reach top universities across the globe. <Assigned Counsellor name> fully understands your profile and he/she has helped at least a thousand students in the past to get to their dream college. <counsellor name> has also interacted with AdComs in our webinar series and other in-house meetings, and is fully equipped to help you reach your goal.

Rest assured, he is the best person to guide (student name) through the process :)

OR

(counsellor name) is one of our most senior counsellors and adopts a highly strategic approach to helping students build stellar profiles - the foundation to cracking top schools.

(student name) will surely benefit from (counsellor name) 's perspective and inputs - just like the other students targeting schools in the US who have worked with (counsellor name).

## 5] Can I speak with Vibha directly on my brainstorming sessions?

Despite being swamped with all other facets of building & running ReachIvy.com ,our founder Vibha Kagzi is available for limited consultations.

An HBS alum, Vibha has been giving study abroad and career advise to students for over a decade and helping them crack top schools of their choice.

Note: Vibha works with students on BS( 50% over and above the base admission charge)

**Compare b/w Vibha and Counsellor**

Vibha works closely with our counsellors and is well versed with all of our applicants. Rest assured that she will be closely involved in your case as well.

Everyone on our team is an expert and has graduated from top tier schools and over the years has assisted many students in reaching top tier schools. Rest assured, regardless of your individual counselor the deliverables from ReachIvy remain the same. Please review each counselor’s profile on the website for more details. We have domain experts at every stage; The counsellor who is best equipped to assist you will be matched to you. The counselor’s profile will be shared with you prior to the session.

## 6] How many students do you work with?

We do not disclose our numbers. We are a boutique firm and work only with select students. We will take you on only if we are able to service you. Feel free to review our testimonials! All our students are not featured, but this should give you a realistic sense which schools our students get into.

## 7] Is there a focal point of contact? Can I contact my counselor directly? what if I need to talk directly with your counsellors, if there is an urgent situation?

You can email us all your queries and we are happy to redirect them to your counselor. info@reachivy.com is your focal point of contact.

Depending on the nature of your query it will be answered over email or we may request you to schedule another session. You could also connect with your counsellor on the online platform for queries pertaining to your essays/ SOPs/ LORs/ Resume.

Before scheduling your BS session (or any other session) we request you to complete your BS form in detail so counsellor can guide you in the best possible way and there is less scope for queries later. This will also result in quality submissions.

## 8] How do you know the ever changing requirements of top colleges?

Our counsellors are in close contact with adcoms of all top colleges. We interact with them over a visit to the US every year, exclusive events in the country as well as closed group meetings in our office. It is our job to keep up with all that is happening in the study abroad space. In fact ReachIvy is often approached by the press and media on opinions of newly released education policies internationally. We keep our ears to the ground, and are the first ones to know what’s going on in this space. And you get the benefit of gaining from our learnings and first-hand information. Because we want to ensure that you get the maximum advantage of any changes in the overseas education space.

## 9] Have u helped any one from my background get into \_college \_course? I would like to connect with the counselor?

Our counselors have worked with numerous students across degrees and specialisations to crack top colleges of their choice with a 99% success rate.

You shall work with a counselor who is best equipped to assist you. The counselor will study the complete course and it's requirements and then help you position yourself in the best way possible through your application. We shall leave no stone unturned in helping you secure your admit.

Additionaly, our counsellors are in close contact with adcoms of all top colleges. We interact with them over a visit to the US every year, exclusive events in the country as well as closed group meetings in our office. We ensure that we stay abreast of all details and pass on the insights to students.

# C. Study abroad: Counseling

## 1] What can your profile analysis do for me when I already know all about my profile?

I appreciate that you understand your profile, however our counsellors have seen 1000 of profiles over the year and can evaluate your profile in comparison with all the other profiles. While you understand your profile independently the admissions officers look in your profile in context to the remaining application pool. Given that our counsellors have a comprehensive overview of several other candidates who have made it/ aspiring to get in to top school. They will be able to evaluate/judge your profile basis their experience.

## 2] What if I am not satisfied with the 1-hour profile evaluation you have given me?

In the many years of working with students we haven’t come across this situation. But, if you do share this feedback we’ll be happy to relay your feedback to the counsellor and and devise a mutually amicable solution.

## 3] How many Counseling sessions do I need?

This depends entirely on the stage you are at. In general, students do 4 -6 counselling sessions in a year. Usually, the counsellor will provide you with a structured plan for 2-3 months. These are personalized sessions customized to your specific needs and requirement and counsellor will map and record your progress.

4] Why do we need a counselling session?

Top Colleges have an acceptance rate below 10%

The selection criteria are very competitive, so you want to make sure you want to stand out from the crowd.

We really look forward to helping you crack a top school. In order to achieve this very goal, we would strongly recommend that you schedule the required counseling / profile building sessions with our senior counselors in order to help you build a strong profile over the course of the coming months.

## 5] What is the best time to get in touch with ReachIvy?

It’s a good thing that we are talking to you today. The earlier you start the better your profile building, and greater chances of getting admission to top schools.

Students get in touch anywhere between 4 years to 6 months before the year of application.

Remember, all your peers who are aiming to get admission to the same colleges are working. So why should you lag behind?

## 6] Can I schedule a session over the weekend? I am working the whole day, and come back only at night/Sundays. When will I work with your Counsellors?

Yes, the whole idea of being 100% online is to allow you flexibility in terms of timings. When you sign up for a service, you will receive a link to the counsellor’s calendar. All our counsellors work on Saturdays and for extreme cases we can schedule a session on Sunday too. We strive to ensure flexibility and convenience for our students!

## 7] Are my documents confidential?

All documents and interactions between ReachIvy and the students are strictly confidential. We strongly recommend not sharing details of your sessions/documents with any friends either.

## 8] What happens if I forget about my session or miss it?

If you miss a scheduled session you will need to make another payment for your next session. We offer no refunds/cancellation allowances. In case of rescheduling / cancellations / no show for sessions, full amount of the session will be deducted. Please pick a slot with due consideration.

## 9] Can my parents join the session? / Who will make the decision? Can I take the decision on behalf of my child/ will counsellor give me the decision or will I be part of the decision making?

We recommend parents to be a part of all undergraduate student sessions as they are too young to take a decision. The conversation will be between the applicant and the counsellor but it is important that parents be a part of it as it will be a joint decision.

For all post graduate student sessions, no parents/ siblings/ friends are permitted. At this stage, we believe you are empowered enough to take your decisions regarding your study/career related aspects at this stage!

OR

## 10] Can my parents/friends or siblings join my session?

For a prospective high school or undergraduate student, one or both parents are permitted in the session. For all other degrees, sessions are 1-1. Siblings, friends, other family members are strictly not permitted.

## 11] Why do conduct your sessions on skype? / I don’t think your packages will work in my favor since you are working online.

Our students prefer doing sessions on skype – It saves them time and irrespective of their location they are able to get expert guidance. This format has been developed after getting feedback from our thousands of students across the years. We have been working with students on skype and on our online platform for years and it works seamlessly. We are able to provide you expert guidance right in the comfort of your home.

## 12] Do you assist students to pursue further studies in India?

We are happy to assist if you are making an application to schools in India that require the services we offer ie. Counseling, essays, interview preparation etc.

## 13] What is your refund policy?

We do not make any refunds or adjustments against any services purchased.

## 14] Can I see your applications charges while I am still at counselling session stage?

Happy to share the charges with you, however these are for reference only. We review our rates every financial year.

## 15] Why is counselling important for UG applicant?

Undergraduate students need to start profile building class 7th onwards to prepare themselves for undergrad studies.

Counselor will work with the student on a range of areas including:

Subject selection

Board selection

Internships (thru parents network)

Projects

Participate/ leads/ form clubs in school

Community engagement

Extracurriculars

Summer vacation planning

School visits, etc

1. We strongly recommend profile building well in time so we can work with the student and help them prepare for their UG degree.

# D. Study abroad: Applications

## 1] What is the difference between counselling and college selection / Do you offer a combo pack for counselling session and college selection?

Counselling session and college selection are two different services and are therefore conducted separately!

Counseling session: This service is recommended at least 4 years prior to application till 6 weeks before starting your applications. Counselling session is a one hour personalized session in which you can discuss your profile with our expert counsellors who will identify gaps and recommend a road map for the next months to build/strengthen your profile. In addition to getting your profile assessed you can also discuss specific queries on course/program selection, advanced courses, summer programs, etc.

College selection session is conducted closer to applications with your strengthened profile - after you have incorporated the suggestions made by the counsellor and have your test scores in hand. Your counselor will do an in-depth analysis of your profile and goals and end this session with a finite list of colleges.

## 2] I’m not interested in College Selection – just want to do apps:

We would strongly suggest going in for this session as this would be the next logical step to help you get into the college of your choice.

In our past experience students who did not do this session either:

Undersell themselves – don’t focus on colleges where they can convert.

Overshoot and aim for colleges where their chances are not very high.

Get expert help and come up with right list

## 3] We are a couple looking at studying abroad. Can a joined session be arranged?

That’s nice – thank you for reaching out to us. As you may have read, we’ve worked with couples before and helped them reach the college of their choice. Look forward to working with you too.

You would need to sign up for individual counselling sessions. The way these sessions are structured, our counsellors will need to understand your individual profiles and help you position your strengths to your advantage.

## 4] What if my selection and your suggestion of colleges doesn’t match?

We will draw out a list of colleges that based on your profile will be the best fit. If you however feel you would like to apply to a particular college we will support you a 100%.

## 5] Do colleges in the US require 16 years of education before you can apply to them?

Some top schools accept 15 years of education for MBA and some do not, it totally depends on school.

It is best to check the respective school website / Admission FAQs about the same

If it is explicitly stated on the website, then you do not need to check with anyone. If not, you should email the admissions coordinator at the Business school to gain complete clarity.

OR

For all specific queries, please schedule a session with our expert counsellor and get started to Reach Ivy!

## 6] I am already working with my school counsellor on my profile and editing my apps, I’m not sure I need your services at this point

Oh! Great to know that you have already started working on your applications. However, I’d like to point out here that in my experience, students often miss out on maximising their chances of getting into a top school, simply because their school counsellors did not have the time or the motivation to push harder.

Also, many of the school counsellors have personally not been educated in a top school abroad, so they don’t really understand or appreciate how the admissions process works or what colleges abroad are really looking for in prospective students. At ReachIvy, each and every counsellor has studied in a top ranked global school, right from Harvard to LSE, to INSEAD, Carnegie Mellon and more. We have the expertise to crack admissions to top schools, and it is in our interest to ensure that you do so! We are aligned with your ambitions, and we are fully equipped to do so. Not just that, our counsellors work on a 1-on-1 basis, school counsellors work with a lot more students and cannot adopt a personalised approach when it comes to every child. At ReachIvy, we ensure you work with our senior counsellors ( who draw from personal and professional expertise) and get the required personalised assistance every step of the way.

We have noticed that many who initially work with school counsellors, come to us in the last week prior to our deadline to seek expert guidance, we still help them put their best foot forward – but students achieve a lot more when they complete their applications before the nth hour.

## 7] What is HBS 2+2

The 2+2 Program is a deferred admission process for current students, either in college or full-time masters programs. It is comprised of at least two years of professional work experience followed by two years in the HBS MBA Program.

Upon graduation, admitted 2+2 students spend a minimum of two years (maximum of 4 years) working in a professional position in the public, private, or non-profit sector. They encourage students from STEM and humanities disciplines to apply, but the 2+2 Program attracts accomplished students from all fields of study.

HBS looks for innovative thinkers who have demonstrated leadership and analytical skills and want to develop their knowledge and passion to make a difference in the world.

http://www.hbs.edu/mba/admissions/application-process/Pages/student-applicants.aspx

## 8] Do help students with SAT/ACT, TOEFL/IELTS, GRE and GMAT tutoring?

Yes, we have partnered with global leaders in test prep – e-GMAT and Magoosh for online <test name> prep. You can strengthen your concepts through high quality videos, ample practice questions and mock tests. Happy to share details with you about the same.

Additionally, if you are looking at purchasing Test Prep along with a comprehensive application package, happy to offer you a flat 10% off test prep. You can also combine Test Prep with counselling session / package to avail attractive discounts.

## 9] What happens once I sign up for a full comprehensive application?

Most students work with us on a 5 school comprehensive application package to begin with. For 1-5 school comprehensive packages, we start with detailed a counselling and profile building session ( you can avail of 3 sessions in total as part of these packages), college selection, brainstorming sessions and multiple edits of all your essays, resume and review your LORs and Post Result Counseling Session (5 schools +) to help you make the right selection in the event you get multiple admits.

For a 7 and 10 school comprehensive package, you will start with a Career test, followed by a detailed counselling session prior to your brainstorming session and multiple edits on your essays, resume and a LOR review. As part of these packages, you can also avail of an hour of interview prep. Waitlist letter and a Post Result Counseling Session is also included in this package.

A critical part of our comprehensive application packages is the brainstorming session prior to writing your essays – which help our students in laying the plot and structure of the essays.

We currently have few slots left for a FREE Life Skill Coaching session, College Selection and 2 Interview Prep on all comprehensive packages of 5 schools or more. On booking your package, you will be able to avail of these services upto 35000, absolutely free.

## 10] Do you write the essays for me? I will pay that much only if you write me the essays.

If we were to write your essays we will be hurting not just your chances of getting admission this year, we will possibly hurt your chances of getting accepted at all! Colleges want essays that bring your voice to the story, and not ours. The practice of writing essays for others is not just unethical, it is detrimental to your admission. So, I would not recommend that anyone write your essays.

We believe in you getting your admit on your own merit. We first assist you with firming up of the plot for the essays through the brainstorming session. The counsellor then leaves you with a prompt to enable you to draft your essay. An essay editing manual is shared with you – and over a series of edits a stellar essay is written! We make you work hard so you feel you have earned the admit!

## 11] What if I need more than 4 edits on my essay?

Basis the strength of a BS session, most students require up to 2-3 edits in our experience. In rare cases, students have needed up to 4 sessions.

OR

Upto 4 edits is company policy. However we will not give a go ahead on an essay that is not upto our standards.

## 12] Can you share your success rate?

99% of our students who work with us on the 5 school package get at least one admit to a top tier college.

## 13] Can you share details of students who have worked with you before for a reference check? / Have you helped people crack an admit for \_\_\_\_\_\_\_\_\_\_ background? Where can I find the testimonial?

You can review our testimonials on our website. All our students are not listed on the website – But you will get a fair idea on the schools/ colleges our students have got admitted into.

Feel free to find them on LinkedIn and enquire about our services.

## 14] Do institutes accept GATE/ any other exam scores as well? I have taken GATE, would my score be held equivalent to GRE and GMAT?

Each school is different. Check on the school website or you should email the school and they would be able to answer this question for you.

## 15] How many colleges should I apply to?

Typically we recommend you apply to 3-7 schools in each round. Mostly students work with us on 5 schools and then get a good understanding of the process / strategy involved and manage further applications accordingly.

We recommend you do a college selection session so our experts can guide you. We believe in a well-researched and focussed strategy rather than a broad diversified strategy.

## 16] How many brainstorming sessions will you conduct? / Why not more brainstorming sessions for the 10 school package?

The number of brainstorming sessions is decided based on the number of schools you are working with us on.

Additionally, every application has different requirement. Some applications may need 1 essay or some may need 4. Each BS session is up to 2 hrs. It’s a very creative process and the number of sessions/hours of BS session depends on how much you and your counsellor are able to cover in each session. Depending on number of schools that you choose to work with us on, the BS session can range from 1 to 4 or more.

* One school, 1 bs session
* Two schools, 1 bs session
* Three schools, 1 bs sessions
* Four schools, 2 bs sessions
* Five schools, 2 bs sessions
* 7 Schools, 3 bs sessions
* 10 schools, 4 bs sessions

The above is the structure we recommend, however it also depends on how many essays/ short answers are to be brainstormed per school. How much are you and your brainstormer are able to cover in each session.

From our experience over the years, we have structured the sessions to ensure students maximize each session. However as in any creative process, we are very flexible and it depends on the flow of the call and how well you have filled the BS form before the call. As our students would swear by, our team has gone above and beyond and we have ensured that we leave no stone unturned in discussing each and every essay prompt and ensuring that no essay gets submitted unless it meets our standards.

## 17] I want a free session/ 10 minute call with counsellor. Can you arrange that?

As a policy, we do not allow brief conversations with counsellors as we do not think we can add any value to you in 10 minutes.

The process at ReachIvy is extremely detailed. We evaluate your profile class 10th onwards and help you build a holistic profile keeping in mind the admission requirements for top schools.

Prior to your counselling session, you have to complete a form detailing your entire candidature class 10th onwards.

The counsellor will review it and then get on a call with you.

OR

Sorry we do not offer quick reviews. We firmly believe that to offer adequate guidance and assist you in your study abroad options our counselor needs to speak to you for an hour.

Strongly suggest you do the one hour session. Our counselor will be able to assist you on the immediate steps your child needs to take to build their profile to get admission in a top tier school. They will guide you with a road map for the coming months.

18] I have worked with you on apps, please arrange for free assistance on my Scholarship essay**?**

We have worked with numerous students and have helped them craft compelling scholarship essays. They avail of the same as an add on to their package. Our students have secured scholarships from $10000 to $50000 and some have even received a full scholarship with us.

Useful points depending on conversation:

* For 7 schools, Waitlist Letter can be swapped with a Scholarship Letter (500 words)
* For 5 schools, u can avail of a 50% discount on your Scholarship Letter.

## 19] For the add-ons that have multiple edits on 1000 words essay, does that mean a single essay with 1000 words or can there be multiple edits on 4 essays with 250 words each.

The add-on for 1000 words means a single essay of 1000 words. For 250 word essays can look as a separate add-on listed under the same link.

## 20] What is a bs session and what happens in a bs session? / Why so many brainstorming questions?

BS sessions are conducted to help the students leverage various aspects in their profile to structure their essays and applications. These are detailed sessions conducted over skype in which students discuss their essays and recos. Each BS session is up to 2 hrs.

Prior to a bs session, students complete a bs form.

Students have to share their entire candidature class 10th onwards,

The form also needs the students to share their personal and professional stories, when did they occur and how they have been impacted by the stories.

Students also list out their short term and long term goals.

Lastly we need recommender details – who, why, how long have u known them, what is their profile, etc.

The counsellor reviews the form, makes their notes and then get on a call with you to discuss each essay topic. The structure and content for each essay topic is finalized. Brainstormer will leave you with a detailed prompt which u will follow, to write your essay. They will also finalize the content for LORs.

## 21] I already have my essays ready – do I need BS?

Our senior counsellors have worked with numerous students and helped them build on / improve their essays immensely. Many who had their essays ready, took the session and rewired their essays completely.

## 22] Should I work on a last minute panic package? I find it cheaper

I recommend the comprehensive package for you - it is essential that we control ALL elements of the application process (Recos + resume + essays) to give our 100% attempt at securing an admit.

*Should someone who can afford a package ask for LMP* - The "Last Minute Panic package" is designed for middle-income students who cannot afford the full service but still need professional help.

## 23] How much time will you take to close an application?

In terms of timelines, we can comfortably close the 2 applications in 7-15 days, depending on how quickly a student reverts to edits etc. We have an entire team of domain experts ensuring full support and no delay from our end.

I suggest we get started immediately, so we can give you access to all our forms, manuals etc. and she can start working on our brainstorming document etc..

# E] INTERVIEW PREP

## 1] I already have an interview prep session as part of my package. Do I need any more sessions?

On an average, students need a minimum of 4 sessions to prepare holistically for an interview. We spend a good amount of time in the 1st few sessions just building a strong base that comes handy for students throughout the course of their interviews across top colleges of their choice. Once we create a strong base, students typically just use an incremental session as they get more interview calls.

## 2] Do I need to sign up for 4 interview sessions for every school I apply to?

You do not have to sign up for 4 sessions per school, training is comprehensive and can be used across schools

You can apply the training you receive in the session for your interviews with multiple schools. Once we create a strong base, students typically just use an incremental session as they get more interview calls.

## 3] Of all the people i have interacted with so far (on call or on text), will anyone be on the interview prep panel?

For your interview prep, you will work with one of our domain experts who is best equipped to help you. Please do have a look at all of our counsellor profiles on the link shared and we shall share the details of who you will be working with once you share your complete form with us.

## 4] Will it be an audio only call or audio + video call?

This will be an audio call.

## 5] How many people will be there on the interview prep panel?

You will be working with 1 interview prep expert who will help you present your profile in the best manner possible and ace your interview!

## 6] If I go for multiple sessions of interview prep, will I get the same panel each time?

Yes, we would recommend working with the same expert so the same expert can track your progress and share valuable inputs.

## 7] How are the hours allocated for the interview preparations, and when do the preparations actually begin? Is it only after a candidate receives an invite or is it an ongoing process.

Basis your application deadlines, we recommend focusing on College selection, Brain storming sessions first in order to build a stellar application. Further to which you can schedule your interview preparation session. However, your Interview preparation session can also be taken as per your convenience. So if you wish to do it earlier ,you can choose to do so.

## 8] For the packages that have 1 interview Prep, 2 interview prep, does the number "1", or "2" correspond to 1 college interview preparation or 2 colleges preparation?

The interview preparation sessions will prepare you for interviews across top colleges. A ReachIvy expert will conduct a one-to-one mock interview session with you and  will provide detailed feedback on your content, impact and areas of improvement.

On purchasing this service, we will give you access to the following documents:

'Interviewing Manual':- This includes a comprehensive list of over 250 questions and tips on the interview. Ensure you review these prior to your session.

'Interview form':-  Your interviewer will provide you detailed written feedback on this form.

In our experience students need minimum 4 practice sessions with our experts to crack the Interview. Your interview sessions could be of any school of your choice, apart from the ones worked on in the comprehensive application package.

## 9] How is the separate 'interview preparation' product related to the interview preparation that is included in the 5 schools or 7 schools packages? Are those the same preps as those on the comprehensive products?

The standalone interview preparation sessions are same as the ones included in the comprehensive application package. Sometimes students need more interview sessions for better preparation and they can take it as additional service.

## 10] I want to do a direct personal interview with you, I don’t want to do this online.

All my experts are graduates from top schools – Harvard, Cornell, Carnegie Mellon, London School of Economics, Oxford, etc. and are based globally. Hence, we bring you their expertise online – via Skype.

Many top schools will also schedule your interview via Skype – hence we strongly recommend working with us on a minimum of 4 sessions prior to your first interview.

Doing an online interview helps you because even in the actual interview, you may be required to do it online. The challenges of an online interview are many and if you are not familiar with how to take an online interview, you may mess up the real one. We will help you prepare for all aspects, so that you can do the interview without a glitch.

# F. Technical

## 1] What is Box.com? / I don’t like to use Box.com, I’m used to whatsapp and emails

Box is our online collaborative platform. You can upload, download and view all files on this platform. We have worked on Box for several years and our students find it extremely convenient to collaborate over box.

We have an enterprise account with box that has been customised by our engineers over the years to suit our students requirements. This ensures you have access to all your documents and feedback, systematically across folders increasing your efficiency as you won’t need to run through multiple email threads/Whatsapp Chats to retrieve / review your sessions with us.

## 2] I have slow internet connection/We have a lot of power cuts. How can that be helped?

You can have the session over phone or skype.

# G. Pricing

## 1] Your services are expensive?

Given our expertise and proven results, our services are a mere 1/3rd of the pricing of any other peer in our league. Please review our testimonials to see our result oriented approach.

We are premium study abroad advisory, we offer very unique and customised services to our students. As we are not an agency ,we don’t take any commission from any school to send them students, which means that my counsellors will give you honest and genuine advise at all points. You must have noticed on my team page that my counsellors are not normal graduates, they hold degrees from Ivy league and other top ranked schools. We are able to bring their expertise to you via Skype at your home!

Honestly speaking, I would have paid a ransom to get access to them and have them to help me for my profile building and admissions. At ReachIvy we are looking at only committed candidates who are targeting Ivy league and other top colleges and my counsellors help them leverage their profile to get admitted to a top school. Our expert counsellors also work in top companies full-time, but they make themselves available for ReachIvy students purely because they want to help young and bright students.

Salary post MBA is upwards of $100K and this is small investment towards reaching your long term career goals.

## Hook Lines / Why ReachIvy? Why is the course charged so much? Other counsellors don’t charge so much.

* Brand - Extremely high quality, personalized service, with a 99% success rate
* Team - All my experts are graduates from top schools – Harvard, Cornell, Carnegie Mellon, London School of Economics, Oxford, etc. Our team understands the Indian context and help you build stories keeping a global perspective in mind. They have worked across sectors from private equity, technology , social enterprise at both domestic and international level and come with a vast range of experience to understand diverse backgrounds.
* Domain experts in different areas, you are matched basis the person who is best equipped to help you. Our team goes through rigorous training each year and directly connect with admission officers at top schools.
* Our counsellors are in close contact with adcoms of all top colleges. We interact with them over a visit to the US every year, exclusive events in the country as well as closed group meetings in our office.
* Cost - We are at 1/3rd the cost American counter parts and other companies in our league.
* Quality - we work with limited number of students each year, ensuring you get the requisite time and assistance u need
* Personalisation - All our sessions are conducted one on one, our counsellors help you build your personal brand
* We understand how competitive the application environment can get and we have a world wide view of the same as we work with students all over the world.
* Acceptance rate is less than 10% (70% - Americans, 30% - international students) and we shall work with you to help you distinguish your profile and crack a school of your choice.
* 100% non-agency business! Thus, we recommend the colleges best suited to you, without any bias!
* As we approach the EOY, we are due for a price revision, would be great if you could book your package asap and enjoy the current rate. Should u achieve a high score, will offer a rebate.

## 2] Can you give an indication of costs involved for the entire application package?

We review our application prices every year. Please send us an email on help@reachivy.com for individual service costs and package details.

OR

Please complete your profile/ submit your query from your student dash board – We will evaluate your profile and email you the details.

## 3] How do I make the payment?

You can pay online, cash, paytm, cheque or bank transfer. Our bank details are mentioned on the payment link. Payments need to be received 48 hours prior to your session. Sessions are only considered confirmed upon receipt of payment.

OR

We will email you the link to our payment gateway upon receiving your email. You can click on the link to pick the services you wish to avail, make the payment and get started to Reach Ivy!

## 4] Can I pay in INR even if based outside India?

You can pay online, cash, cheque or bank transfer. Please [register now](https://www.reachivy.com/register.html" \t "_blank) or send us an email on help@reachivy.com. We will email you the link to our payment gateway upon receiving your email. You can click on the link to pick the services you wish to avail, make the payment and get started to ReachIvy!

The country in which you are currently earning will be the country you are domicile in. Those domicile in India will be charged in INR (GST @ 18% will be additional). Those outside India will be charged in USD, no GST will be applicable.

OR

We do not usually allow people outside India to make a payment in INR, however we will make an exception in your case. The amount will be (Amount x dollar rate + 18% GST).

As per our policy we cannot give you the INR rate.

## 5] Why do you have a different rate for India and outside India?

There are additional taxes in India, whereas no taxes outside India. For payments outside India, we are levied a transfer fee of 15% plus our bank transfer fees. Additionally,the bank processing fees are higher for payments out of India.

## 6] What if I choose to defer my plans to apply for the next year? Will my money be wasted?

Not at all! A counselling session is valid for 3 months from the date of purchase. The inputs shared with you in a counselling session will hold you in good stead irrespective of when you choose to apply.

Your package as well can be used till the end of the financial year in which it was purchased.

## 7] Can you offer me a discount since my sister is also going to apply after three years?

We currently have various offers running – please review the same on our offers page. Happy to discuss the best offers for you right now.

If your sibling is looking at applying 3 years hence – she can book our package now and lock in our current rates.

8] I am paying from my company / family business account? Can you give me a GST rebate / input credit?

As a GST registered company you will be able to file for input credit while filing your returns to set off GST paid to us. Please do share your GST number with us.

9] I am unable to access your payment link. Keep getting a database connection error. How do I proceed?

Please clear your cache and cookies and then click the payment link. You can also try accessing the link on a different browser.

# H. Hubspot

## How do I add a new lead into HubSpot?

Go to **Contacts > Create Contact**, then fill in fields like name, email, phone, lead source, and custom properties as displayed.

1. Where do I log calls, emails, and meetings?  
   Open the contact record → Use the top timeline buttons to log a call, send an email, or schedule a meeting.

### **How do I update lead status or notes after a call?**

Go to the contact record → Click **Log Call** → Add summary and select outcome (e.g., Interested, Not Interested, Call Back Later). You can also edit custom properties like “Next Step” or “Stage”.

### **4. How do I view all leads assigned to me?**

Go to **Contacts > Filter by “Assigned to” and select your initials.**

### **5. How do I create a saved view of my leads?**

1. Go to **Contacts**
2. Apply filters (e.g., "Lead Status = Very Hot" AND "Owner = your initial")
3. Click **“Save View”** on top right → Name the view and make it private/public  
    Now, you can access it anytime from the left panel under “My Views.”

## 6. How can I add a new custom property to contact records?

1. Go to **Settings (⚙️) > Properties**
2. Click **“Create Property”**
3. Select object type: **Contact / Company / Deal**
4. Define name, type (e.g., dropdown, text, number), and options  
    This is useful to capture custom fields like “Student Grade Level” or “Application Status.”

## 7. How do I bulk edit multiple contacts?

1. Go to the list of contacts
2. Select multiple checkboxes
3. Click **“Edit”**, then choose the property (e.g., “Lead Status”)
4. Apply the new value to all selected records  
    Use this to update classifications or ownership quickly.

## 8. How can I automate a follow-up using a workflow?

1. Go to **Automation > Workflows**
2. Create workflow from scratch
3. Trigger: e.g., “Contact property ‘Follow-Up Needed’ = Yes”
4. Action: Send internal email/task OR customer email  
    Note: This is available only in certain HubSpot plans.

**9. How do I integrate my email/calendar with HubSpot?**

**Answer:**

1. Go to **Settings > General > Email** and connect Gmail or Outlook
2. Then connect your **Google or Outlook calendar**  
    This enables auto-logging of emails and syncing meeting invites.

**10. How can I assign leads to a teammate manually or automatically?**

**Answer:**

* **Manual:** Open contact → Edit "Contact Owner"
* **Automatic:** Use **Workflows > Rotate leads** among team members based on rules like location, grade, etc.

**11. Can I create a report to track how many follow-ups I’ve done this week?**

**Answer:**  
 Yes. Go to **Reports > Custom Reports > Single Object (Tasks or Contacts)**

* Filter: Activity type = “Call” or “Email,” Date range = “This week”
* Group by Owner  
   Save the report to your dashboard for weekly reviews.

12**. How can I export a list of leads with custom properties?**

**Answer:**

1. Go to **Contacts > Apply filters**
2. Click **“Export”** (top right)
3. Choose file type (CSV/XLS)
4. Select which fields/properties you want in the export  
    Useful for syncing offline reviews or uploading into another system.

# College Deadlines

**Q1. What is the deadline to apply to the University of California (UCs) for undergrad?**  
 **A:** The UC application opens on **August 1** and must be submitted **between November 1–30**. No extensions or early deadlines.

**Q2. When are Oxbridge (Oxford & Cambridge) undergraduate applications due?**  
 **A:** The deadline is **October 15** every year via UCAS. This applies to all courses at Oxford and Cambridge and most courses in medicine, veterinary science, and dentistry.

**Q3. What is the UCAS deadline for undergraduate applications in the UK?**

* **October 15** for Oxbridge and select medicine/dentistry programs
* **January 31** for most other UK universities and courses (official equal consideration deadline)

**Q4. When should students submit their Common App for US colleges?**

* **Early Action (EA)** and **Early Decision (ED)** deadlines are typically around **November 1 or 15**
* **Regular Decision (RD)** deadlines are usually around **January 1–5**
* Note: Some colleges may have their own specific deadlines or rolling admissions

**Q5. What’s the difference between EA, ED, and RD?**  
 **A:**

* **Early Action (EA):** Non-binding. You apply early and hear back early.
* **Early Decision (ED):** Binding. You must attend if admitted.
* **Regular Decision (RD):** Standard timeline with decisions usually by March/April.

**Q6. What are typical deadlines for Master’s programs (non-MBA)?**  
 **A:** Most Master’s programs have **multiple rounds** or **rolling admissions**. Common timelines:

* **Round 1:** October–December
* **Round 2:** January–March
* **Final/Extended rounds:** April–June  
   Always check university websites as deadlines vary by country, program, and school.

**Q7. What are MBA Round 1, Round 2, and Round 3 deadlines?**

* **Round 1 (R1):** Usually in **September–October**
* **Round 2 (R2):** Typically in **January**
* **Round 3 (R3):** Often in **March–April**  
   Top schools encourage applying in R1 or R2, especially for scholarships and international visa processing.

# J. Hook Points

**Q1. Why is your pricing higher than some competitors?**  
 **A:** Our pricing reflects our highly personalized approach: every application is custom-built from scratch, reviewed by senior counselors—not juniors—and often personally overseen by our CEO. We don’t do copy-paste work. You’re paying for expertise, personalization, and success.

**Q2. Can we start small? We’re not ready to spend ₹5L right now.**  
 **A:** Absolutely. You can begin with a single counseling session + career test to get a roadmap and then decide. Many families do this before upgrading to a full package.

**Q3. Can I work with you for fewer schools? What happens then?**  
 **A:** Yes, and most students do. While many apply to ~20 schools, they typically choose to work with us on 12 or 15 and handle the rest on their own. This allows both expert support and some flexibility.

**Q4. Do we save more if we work with you on more schools?**  
 **A:** Yes. Our per-school cost drops significantly as the number of schools increases—especially at 7, 10, 12, or 15 schools. It’s a great value as you scale up.

**Q5. Will the rates go up later in the year?**  
 **A:** Yes. We revise our pricing every financial year. Booking now helps you lock in the current rate and avoid seasonal price hikes.

**Q6. Are there any discounts available right now?**  
 **A:** We offer **profile-based scholarships**—for example, if you’re from a target school/college or have a high GRE/GMAT/SAT score. Ask us, and we’ll check what you qualify for.

**Q7. What kind of limited-period offers do you run?**  
 **A:** Monthly offers include free test prep sessions, additional edits, or bonus counseling time. And for high scorers, we only have **2 discounted slots left** this month. They go fast!

**Q8. Do you offer any early sign-up bonuses?**  
 **A:** Yes—especially between April to July and August onwards. You also get **monthly value-adds** like LOR workshops or extra mock interviews depending on when you sign up.

**Q9. We’re thinking of waiting till August. Is that okay?**  
 **A:** From August onwards, we work with **only a few students each year**. To guarantee a spot, we suggest booking early. We hit full capacity by the time deadlines approach.

**Q10. Who will I be working with?**   
 **A:** You will work directly with **senior counselors only**—not assistants. Each application is deeply reviewed and personalized by experts.

**Q11. How involved is the leadership in my application?**  
 **A:** Our CEO, Vibha Kazgi, personally oversees the strategy and writing quality for every single client, ensuring the work aligns with ReachIvy standards.

**Q12. Can I contact someone if I have a quick doubt?**  
 **A:** Yes! Once you enroll, you’ll be added to a **dedicated WhatsApp group** with our operations team. You can message anytime.

**Q13. How do I know this works for someone like me?**  
 **A:** We’ll share examples of students from **similar backgrounds/schools/companies** who have succeeded with us. That context builds confidence.

**Q14. My background is in health/finance/fashion—will my counselor understand that?**  
 **A:** Yes. We **pair you with counselors** who have relevant experience. We have subject-matter experts.

**Q15. Another parent we know said it didn’t work out for them…**  
 **A:** We’ve seen this before. One family with a 1520 SAT score didn’t sign up due to price—and unfortunately, their daughter didn’t get into her dream college. They’ve now returned to work with us for her transfer and their son’s UG apps. We don't want others to repeat that mistake.