

*“Successful essays aren’t scripted like history papers but penned like diary entries: thoughtful, whimsical, reflecting what stirs students.” —Olivia Barker, USA Today*

**For the first time in history, most colleges have dropped the requirement for standardized test scores. Due to the pandemic, they are turning instead to the personal essay as one of the biggest factors in college admission. Now, more than ever, students must submit an essay that stands out from the rest.**

Prior to COVID-19, “The Write Workshop” helped hundreds of college-bound high school students learn to write just the right personal essay in the voice that set them apart. Many travelled from across the country to join the program first in Princeton, NJ and then in Chapel Hill, NC. **Now students will have the unprecedented opportunity to take advantage of this powerful learning experience from virtually anywhere in the U.S.** They will be able to log into the online interactive workshop from the comfort of their own homes and still “pen” an essay that captures 1) who they are in a genuine light, and 2) the full attention of their readers. In the process of writing an essay that “stirs” from within, they will also learn lifelong lessons about how to connect with and influence people whether at home, school, work or play.

### **For the Student: Most Frequently Asked Questions & Answers**

#### **What are the goals of The Write Workshop?**

Creating a powerful personal essay is the primary goal of The Write Workshop. In this process, you will:

- ▲ Identify the specific college essay questions that you need to answer.
- ▲ Learn what distinguishes a successful essay from an unsuccessful one.
- ▲ Explore your passions, values, and commitments and how they can be expressed through writing.
- ▲ “Try out” your ideas and ways to connect with your readers.
- ▲ Plan and draft your essay(s); receive extensive feedback on your work.
- ▲ Practice the critical art of revision under expert guidance.
- ▲ Learn about the “flow” of fresh, creative writing and the art of “showing” your experience.

#### **What are the benefits of The Write Workshop?**

Writing the college application essay can be a meaningful and motivating opportunity for self-knowledge, personal growth, and the development of your effectiveness as a writer. Dr. Lebo’s knowledge of the psychology of writing, combined with your own creativity and work in small groups, will enable you to explore and express the unique voice within you.

#### **Who teaches the workshop?**

The instructor, Dana Lebo, Ph.D., has taught hundreds of successful college application essay-writing workshops to rising high school sophomores, juniors, and seniors seeking acceptance by the nation’s top colleges and universities. Dr. Lebo first established her successful essay-writing program in the greater Princeton, N.J., area in 1999, where she drew upon her experience as a licensed psychologist, leadership development consultant and former teacher of undergraduate writing at Rutgers University. Upon moving to Chapel Hill, Dr. Lebo joined a leadership development consulting firm and a UNC team as an executive and performance coach to help people improve their personal and professional effectiveness. She is excited to continue her program to target the development of young leaders through the life skills of writing and storytelling. Dr. Lebo earned her Ph.D. from Columbia University and M.A. and B.A. from Georgetown University.

## **In brief, what does The Write Workshop entail?**

**Phase I:** Students will participate in small-group exercises while learning what distinguishes an outstanding essay from the rest. They will apply best practices of powerful storytelling to their essays.

**Phase II:** Students will share the first and successive drafts of their essays and receive feedback. Phase II draws out the most effective writing as each student learns to significantly improve upon their work.

## **Testimonials**

My daughter finished the workshop with a well-written essay and had lots of fun in the process. She was fortunate to get immediate positive feedback when she submitted it with her application to a competitive program. The director of the program complimented her essay during the interview. I highly recommend The Write Workshop.

*Parent of Write Workshop Graduate*

After I visited many colleges and heard all of the admissions personnel stress the role of essays in the application process, I realized just how important writing a good and unique essay really is. But I didn't know how to begin. This workshop got me on the right track, showed me what admissions departments are looking for, and helped me decide what is important in my life that I can write about.

*K. J., Write Workshop Graduate*

This class has taught me more in 5 days about writing than I have learned in 10 years of English class. I can't even begin to explain everything I have learned.

*C. S., Write Workshop Graduate*

I had never been exposed to writing techniques like contrast and peak experience. I don't think teachers at school could even teach them as well as Dr. Lebo did! I learned that any type of writing work should have a great hook and how to maintain their attention. I learned too much to put onto paper.

*K. M., Write Workshop Graduate*

I learned a lot more about the whole college process — from what colleges are looking for in the student altogether and in the essay. I've learned how to put into context the term "less is more" to make my essay stronger. There have been endless helpful hints and tips about all kinds of writing!

*A. W., Write Workshop Graduate*

I learned about my own personal voice and how I can incorporate myself creatively and personally into anything that I write. I found things that I can take with me for writing in the future.

*K.L., Write Workshop Graduate*

The best thing that I did for myself was to take The Write Workshop.

*S. G., Write Workshop Graduate*

I learned more about showing and not telling— how to work past that generic essays and create a personal one.

*C. R., Write Workshop Graduate*

I learned how to cut away the non-essentials. Before attending The Write Workshop, my writing was very detailed and wordy. I learned to avoid that.

*B.S., Write Workshop Graduate*