



BASED ON
PROVEN METHODOLOGY



ApplyWise has been created by Dr. Katherine Cohen, founder of IvyWise, a leading in-person college admissions counseling service. She also has a UCLA College Counselor certification, and is author of two books on college admissions. In 2006, 90% of IvyWise student clients were admitted to one of their top 2 choice schools and 100% were admitted to one of their top 3 choice schools.

DR. KATHERINE'S METHODOLOGY
IN THE PRESS



The guidance you need to get into the college you **Want**

ApplyWise is the first of its kind: an online college admissions counseling program that provides college-bound juniors and seniors with the guidance and tools they need to navigate successfully through the college admissions process.

ApplyWise utilizes 12 guided counseling sessions, each with multi-media video and audio. Every session features Dr. Katherine Cohen as a personal guide. The sessions lead students through key tasks in their admissions process. Topics include:

1. Testing schedule, and test goals
2. Grade goals based on the schools you have selected
3. "Brag Sheet" resume
4. College list organized into reach, target and safety schools
5. Your checklist for each college visit
6. Activity Essay
7. Personal Statement
8. Your personal schedule of application deadlines
9. The best people to ask for letters of recommendation
10. On time, complete applications
11. Ways to avoid common interview mistakes
12. A plan for what to do if you are deferred, waitlisted or rejected by your top choice school

In addition to the sessions, the ApplyWise Program also includes:

- A personalized home page
- A content management system for documents related to the admissions process
- Automated calendar and task list
- Separate resources for parents and students

The ApplyWise Student Dashboard

Personalized counseling sessions guide students through the process

An interactive calendar keeps students organized

Task list so students know what to do and when



Samples and templates help make student applications effective

Dr. Katherine gives students instructional advice at every step

Easy access to documents and college list

Tips, vocabulary words, news and and exclusive podcasts keep students in the know



WHAT STUDENTS ARE SAYING

“I started working with Katherine my junior year. At first there were so many things to consider: Which school would be right for me? How many schools to apply to? But most importantly - what was I going to do about the admissions essay? (Dr. Katherine’s methodology) truly was the key to all my college acceptances. (She) helped me plan out where I really wanted to go.” - Julissa, New York

“(Dr. Katherine’s methodology) taught me to find my brightest strengths and illuminate them in a perfect college application.” - Anonymous, New York

WHAT PARENTS ARE SAYING

“Even though a child is talented, there are serious questions about how to make those talents known to college admission officers. Many choices face high school students, from courses to SAT I and SAT II selection and timing, extracurricular activities both in and outside of school, summer jobs, essay topics. (Dr. Katherine’s methodology) helps students work through these choices, developing appropriate responses with each one as a unique individual.” - Parent, New York

“(Dr. Katherine’s) straightforward and realistic approach to the application process and its many details should have been our first stop as novices...” - Parent, New Jersey

“(Dr. Katherine) was our savior. As Canadians unschooled in the ins and outs of the US college admissions process, we were able to depend on (Dr. Katherine) for up to the moment expertise.” - Parent, Toronto, Canada

The ApplyWise Advantage: No More Nagging!

Parents and students each have their own login to ApplyWise, so parents always know how their student is progressing - without having to ask. Our unique Parental Notification features keep parents informed, but also give their student the ability to control their level of privacy. Additional logins are available for counselors or advisors.

The ApplyWise Parent Dashboard

My Child’s Counseling sessions - you’ll know how far along your student is within each counseling session as they progress

My Child’s Weekly Calendar - see at a glance what your student will be doing, with daily, weekly or monthly views

My Child’s Documents - a list of your student’s application documents. You can view documents they decide to share with you



My Child’s Tests - so you know test dates and scores

My Child’s Colleges - the prioritized list of colleges your student created

My Child’s Tasks - a to do list containing your student’s customized reminders and tasks, so they don’t miss a thing

Tips, admissions news and exclusive podcasts just for parents

When To Use ApplyWise

ApplyWise is designed for college bound high school juniors and seniors. The best results can be obtained by starting ApplyWise in junior year and continuing to utilize our methods through senior year, but the program can be started anytime students are ready to begin the college admissions process.

ApplyWise Services

- ApplyWise Program (12 counseling sessions)
- Discounts for school districts and group sales are available.
- Telephone counseling and essay review available.

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