

FAQ: Client Interview with Geanine

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Please take a moment to read this before your *Get Acquainted Call* with Geanine.

How did you become The College Guru?

I realize I will probably sound like a complete and total geek but it's my story...

I spent all four years of high school studying math and science, attending a pre-engineering program on Saturdays throughout the school year and during each summer. I enrolled in college as a proud engineering major but at the end of my freshman year I had to face the truth. While many of my classmates enjoyed pre-med and pre-engineering courses Calculus II and Chemistry 201, I hated it. I could barely get out of bed and dreaded my homework assignments. And I hated chemistry lab!

The ugly truth was I did not like math or science. I was just good at it.

I'd spent four years of my life pursuing a goal because I was doing what I thought I should do instead of what I loved to do. I allowed myself to be seduced by stories of successful engineers with great careers and big salaries.

For as long as I can remember, I was a kid who spent all of her spare time reading, crafting, watching movies and performing. Why was I majoring in engineering? I recall the painful summer day I told my Mom I was changing my major. She looked at me dumbfounded. "Why? What are you going to do?" she asked. I shrugged my shoulders, sighed and said, "I don't know."

I spent the remainder of the summer pouring through the college course guide trying to figure out which ones I loved and hated. I ended up as a very happy English major and Film minor. And I spent as much time as possible performing on stage. An astounding number of people were not shy about telling me my new major was silly. How was I going to make money with that? I needed to grow up and stop all this stuff about doing what I loved.

At the end of four years I walked into an amazing position with a top publishing house editing books! I loved books!!! It was a wonderful job and over the years, I've created my version of an amazing life. I've been a Senior Vice President of Marketing for a premier wealth management firm and run successful business ventures, too.

And all because I had the courage to do what I loved.

Now what about you? Are you about to make my mistake? Are you being seduced by the voices – you know the ones— that circle around and tell you what you need to do to be successful the “right” way. The truth is, you will be successful in the world if you do what you love. It's that easy. It's not a trick. It's a simple yet overlooked truth.

So at The College Guru, we insist on putting some fun and passion (yes, passion) back into the college admissions process. We don't start with “the college list.” We learn about you first. Then we work together to find schools that are the right fit for you, schools where you will thrive your way to success.

Who are your clients?

My clients are students (and their parents) who want are excited about the prospect of going to college and are looking for information to help them get there. They have been reading countless articles about the “perfect A” student and are feeling left out because they are unable to locate information to help the typical “B” or “C” student. They want to learn how to find schools that are perfect for them and their skill-set.

Given that college admission rules have changed radically in the past few years, parents and students are overwhelmed by the current process. Families work with me to help students identify their passions, find schools that will help them achieve their dreams and guide them through the various steps and deliverables of the college admissions process.

When should I start working on college admissions?

The sooner you start, the more prepared you will be. Since your official high school transcript begins with the first day of ninth grade, it's a sound strategy to start thinking about college prior to ninth grade in order to set some goals. If you haven't done that yet, it's ok. There's still time. Just be keep in mind that the

earlier you start, the more time you have to gradually develop confidence in your abilities and in the overall college admissions process.

How are you different from other college counselors?

I believe the college admissions process is more than taking tests and creating a college list. It's really about YOU and starting your journey to CREATING an awesome life!

At the College Guru™, before we discuss the colleges you like, we first chart your path to an amazing life by figuring out what you love to do. We start by asking, "What's Your Passion?"

I am frustrated by the current college admissions process and tired of hearing stories about the stress and angst of it. It breaks my heart to hear of students who have lost of their love of learning because they were chasing a process. They end up misdirected and often do not enroll in a college that truly meets their needs. Or sometimes mid-stream they simply abandon the college admissions process altogether.

At The College Guru™ we are throwing that model out the window! We are keeping the parts that work of course, but are also including something almost everyone else has forgotten. This process is about YOU! It's not about the colleges. Have you looked at you lately? What are you good at? What do you love? What are your dreams for changing the world? What makes you laugh? WHAT'S YOUR PASSION?

Should I continue to work with the high school counselor?

Yes, of course. The high school counselor is a critical part of the admissions process. He/she is responsible for maintaining and providing records for the entire school, guidance on the college admission process as well as recommendations for all students. Given this substantial workload, in many instances, your counselor cannot accommodate plans for each student. This is how I can help. I serve to complement the work of the high school counselor while working with you to develop a personalized admissions plan.

Who do you work with best and what is expected?

The College Guru Admissions System™ was created for parents and students who are enthusiastic about the college admissions process. My expectation is that as a parent, you will be an active participant in the process and view the college admissions assignments as an important complement to your teen's core course work. It is imperative that students possess a strong work ethic and are willing to do the work required to submit a strong application. That means doing the assignments to the best of his/her ability while meeting the agreed upon deadlines. I only work with students who are enthusiastic, hard-working, motivated and up to the challenge! We need to work together as a team in order to help you find schools that fit and then deliver strong applications.

For what type of person is this program NOT going to work?

Please know that I am selective about who I work with and I (gently) turn away families who are not ready for this program as the student will not achieve the desired results and that is not fair to him/her. Parents, if you cannot be an active participant in the process and do not agree that the college admissions assignments are an important complement to the student's core school work, then my approach is not suited for you. Students, if you are not willing to do the assignments to the best of your ability while meeting the agreed upon deadlines, then I am not the right person for your college admissions counseling team.

What programs do you offer and what do they entail?

We offer **two personalized coaching programs** where you get to work with me **one-on one**:

- The **College Guru *Jumpstart Admissions System*™** for 8th, 9th and 10th graders
- **The College Guru Admissions System™** for juniors and seniors

The College Guru *Jumpstart* Admissions System™ 8th, 9th and 10th graders

At the College Guru™, before we discuss the colleges you like, we first chart your path to an amazing life by figuring out what you love to do. This process is about YOU and starting your journey to CREATING an awesome life! So we start by asking, “What’s Your Passion?”

The College Guru *Jumpstart* Admissions System is a four-week personalized coaching program where you get to work with me one-on-one. I provide you with a strong foundation as well as an opportunity to get a jumpstart on the college admissions process.

Each week we will cover a host of topics including identifying your passions and how they translate into the high school courses you choose and colleges to which you apply. You will also learn how to research and explore colleges that truly cater to your interests. We will also cover admission trends and what college admissions officers are looking for as well as important timelines.

At the end of the four weeks you will you have a college admissions roadmap that focuses on YOUR interest and passions. And you will be equipped with tools to make adjustments as your interests evolve.

While your classmates are in the initial stages of conceiving a plan during junior but more often during senior year, you will have the advantage of having already taken the time create and implement a substantial amount of your college action plan. This results in minimal stress and angst around the process!

The College Guru Admissions System™ Juniors and Seniors

At the College Guru™, before we discuss the colleges you like, we first chart your path to an amazing life by figuring out what you love to do. This process is about YOU and starting your journey to CREATING an awesome life! So we start by asking, “What’s Your Passion?”

The College Guru Admissions System™ is a personalized coaching program for juniors and seniors who want guidance in identifying schools that will help them fulfill their dreams as well as developing strong college applications. The length of the program is approximately 12 months. It may be shorter, depending upon which option you choose.

We start with the basics covered in the The College Guru *Jumpstart* system (see description above for details) and then build upon that information to prepare you to submit strong applications including: crafting extraordinary essays, designing the activity/brag sheet, getting winning recommendations, mastering the admissions interview and more.

What results can I expect?

The results will vary depending upon the program you choose as well as the effort you put in. Here is a list of the most common results:

- Targeted college admissions plan to structure academic and extracurricular activities that are aligned with your abilities, interests and passions
- Understanding of what you are good at and what you're committed to
- Strategy for organizing and prioritizing the vast amount of information that is required for the college admissions process
- Develop the ability to execute against a long-term plan; appreciate and understand it's importance in the achievement of goals
- A list of colleges that are the best fit for you
- An activity/brag sheet that will quickly tell your story and telegraph your strengths and unique story to an admissions officer
- An ability to create memorable, insightful essays that illustrate what makes you unique, in your own voice
- Prepare for and conduct oneself powerfully and memorably in a college interview setting

- Strengthen communication skills and develop relationships with key influencers, potential authors of college recommendations
- Build lifelong skills in taking initiative and responsibility for oneself

Can you guarantee that I will be admitted to the school of my choice?

No, I cannot. No counselor can guarantee you will be admitted to a particular college. However, this is what I can guarantee -- if you are not satisfied after the first coaching session you may request a complete refund of your investment. All I ask is that you notify me before I conduct the second scheduled session.

How long is the program?

The length of the program is generally dependent upon your grade in school, the program you have chosen and when you've enrolled in the program. For example, The College Guru Admissions System may run for approximately 12 months whereas The College Guru *Jumpstart* Admissions System runs for two months.

Why do we work over the phone?

Conducting work sessions via telephone allows you to work in your comfort zone. This means that sessions should be conducted in a quiet place versus on a cell phone while walking down the street. Besides, you have enough to do -- academics, extracurricular activities, college testing, etc. -- without adding another commute to the schedule! The time that's saved commuting would best be spent working on a school-related project or at dinner with the family. In addition, working by telephone enables me to work with students across the country.

What are my program options?

The College Guru Admissions System™ Juniors and Seniors

The College Guru Admissions System™ is a personalized coaching program for juniors and seniors who want guidance in identifying schools that will help them fulfill their dreams as well as developing strong college applications.

The College Guru Admissions System™ **provides you with 3 options** to choose from, depending on how much personal coaching time you require, how much time you need to speak to me directly or based on your budget:

College Guru Platinum Program

Twelve 45-minute sessions over approximately 12 months. This program is recommended for the student who is applying to several schools and requires assistance with the entire application process -- academic strategic planning, selecting a college that fits, designing an activity sheet, crafting essays and mastering the admissions interview.

College Guru Gold Program

Eight 45-minute sessions over 8 months. This program is recommended for the student who requires assistance with the entire application process -- academic strategic planning, selecting a college that fits, designing an activity sheet and crafting essays and mastering the admissions interview.

College Guru Silver Program

Four 45-minute sessions over 4 months. This program is recommended for the student who wants to focus on a particular aspect of the application.

The College Guru *Jumpstart* Admissions System™ **8th, 9th and 10th graders**

The College Guru *Jumpstart* Admissions System is a four-week personalized coaching program where you get to work with me one-on-one during four 45-minute sessions over 2 months. I provide you with a strong foundation as well as an opportunity to get a jumpstart on the college admissions process.

Each week we will cover a host of topics including identifying your passions and how they translate into the high school courses you choose and colleges to which you apply. You will also learn how to research and explore colleges that truly cater to your interests. We will also cover admission trends and what college admissions officers are looking for as well as important timelines.

At the end of the four weeks you will you have a college admissions roadmap that focuses on YOUR interest and passions. And you will be equipped with tools to make adjustments as your interests evolve.

Ok, I know which program we want. How do we get started?

Excellent! Congratulations on taking the first step in creating your college action plan. It will be an exciting journey!

Here's what you do: Give me a call at **646-457-2618** or **email** me at Janet@TheCollegeGuru.com. My Client Relationship Manager, Janet, will schedule a time for us to talk and at that time you can let me know which plan will work best for you in terms of the results you'd like to see. We will set a day and time to start our counseling session and you'll receive a welcome packet. In it, you'll find *Getting To Know You* questionnaires, a contract and form for your payment information. You will return these documents to me at least three days prior to our call. The first call will be a group call with both parents and student to outline the program guidelines, responsibilities and expectations. Because you will have taken the time to thoughtfully complete the *Getting To Know You* questionnaire, we will be able to hit the ground running during our first session! Going forward, the call will be conducted by me with the student. Parents will receive updates and may schedule separate check-in calls.

I'm ready to enroll, but I have a few additional questions. May I call you?

Certainly! I want to hear from you! Please call me at **646-457-2618** or **email** Janet@TheCollegeGuru.com. My Client Relationship Manager, Janet, will schedule a time for us to talk and get all of your questions answered.

What if I'm not sure I'm ready to get started?

That's ok. This is a big decision. Take your time to decide. When you are ready to begin working on your college action plan, give me a call at **646-457-2618** or email me at Info@TheCollegeGuru.com and let me know which plan will work best for you in terms of the results you'd like to see.

In the meantime, if you haven't already done so, click [HERE](#) to get a **FREE copy of our special report**. Be on the lookout for our online newsletter with **FREE Admissions Tips!** It will be delivered to your in-box each month. **Check back**

for updates, classes and the information you need to help you get you from here to there. **See you soon!**

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