

Admitted: An Interactive Workbook for Getting into a Top MBA Program *New Book Revolutionizes Business School Admissions Help*

Discover how admissions expert Betsy Massar is changing the way aspiring MBAs approach the essays and the application process.

January 5, 2012 – Until now, people who were thinking about the MBA but were not sure how to go about it had nowhere to turn. *Admitted: An Interactive Workbook for Getting into a Top MBA Program* (85 Broads, 2011) by Betsy Massar, founder of Master Admissions, with business school expert Francesca Di Meglio, provides potential applicants with the tools to navigate the complex admissions process. The book is currently available through www.AdmittedMBA.com and Amazon.com for \$24.95, and downloadable chapters are also obtainable on the book's website, AdmittedMBA.com.

Unlike other admissions books out there, this one asks readers to perform exercises that help them reflect on their decision to apply, the schools that they favor, their strengths and weaknesses, and the value of their unique story. Each exercise has a distinct purpose, collectively carrying readers through the entire application process – from deciding to apply to sending in the application.

“You don't have to be a straight-A student or a Nobel Peace Prize winner to get into a top school,” Massar says, “but you do need to have an organized plan and an authentic story to tell. Getting admitted requires a combination of strategy and self-awareness. Finding and illustrating your inner leader is the secret. *Admitted* helps you achieve that.”

One of the most valuable aspects of the book is the help Massar provides for applicants sitting down to write their admissions essays, which are arguably the most revealing and vital parts of the application. By prompting readers with questions designed to have them reflect on their strengths, experiences, and distinguishing characteristics, Massar helps readers craft their personal story in a creative yet purposeful way.

Where other admissions books tell people what to do and what to write, this one helps readers come to their own conclusions. It serves as a valuable tool for discovering one's authentic self through the business school application process. As a result, applicants using this book will be able to turn in more genuine business school applications, which should delight admissions committees everywhere.

“If more potential MBA students knew about the tools in *Admitted*, they'd be able to write much stronger essays,” says Marie Highby, former member of the Stanford Graduate School of Business admission team. “Massar's witty, insightful book will guide you through the thinking process that will help you get into a top business school.”

The book goes beyond self-discovery to provide practical tips for the admissions process. Additional probing questions help readers prepare for their interviews and choose recommenders. In another section, Massar helps readers decide whether they should pursue additional coursework before applying and how much help they need to earn a high score on the GMAT.

Betsy Massar is founder of Master Admissions, a graduate admissions consulting firm specializing in MBA applications. A graduate of Harvard Business School, she has worked on Wall Street for Goldman Sachs and in the financial markets in the United States, Europe, and Asia. In addition, she has been a business journalist, editor, and critical analytical communications coach at the Stanford Graduate School of Business. Betsy is an active mentor and member of 85 Broads and the Association of International Graduate Admissions Consultants (AIGAC).

Francesca Di Meglio is a freelance journalist based in northern New Jersey. An expert on business schools, she has spent more than seven years covering all things management education, with particular emphasis on MBA admissions, rankings, curriculum, and careers.

Founded in 1997, 85 Broads, which published the book, is a global women's network whose mission is to generate exceptional professional and social value for its members. Through its regional network events and online at 85Broads.com, members invest their time, intellect, and financial capital in each other's ideas and businesses.

For more information on *Admitted*, contact Amy Lee at (888) 709-7770 or Amy@MasterAdmissions.com.