

AS Dream Seekers Academy Content & Objection Pages Email Sequence

Written by Joe Nattress

Email 1

Subject Line: The success of your admissions application is no mystery

Hi {{contact.first_name}},

For anyone on the outside, elite university admissions results are mysterious.

Who gets in and who doesn't?

Is it just random? Do only a privileged few have a chance? Are the results really decided by lottery?

Without insider knowledge, it's easy to think any of these might be true.

But the real truth is top university admissions are NOT random.

There are patterns to what's consistently included in successful admissions applications. You can learn these patterns.

Elite university admissions officers evaluate the quality of your application based on 5 main areas:

- Transcripts
- Standard Test scores
- Extracurricular activities
- Recommendations
- Essays

It's not a mystery.

You just need to (Link Text:) [learn the patterns and prepare yourself before you apply](#) (Link Destination: Content Page 1B). Once you know what you need to succeed, you can cultivate the characteristics you need to create your own successful admissions application.

Then when it's time to apply, you'll have what they're looking for. And you'll be able to articulate this clearly in your application.

Then you, too, can create a successful application to your dream school.

(Link Text:) [Learn more about the patterns that elite university admissions officers are looking for and how you can prepare for them here](#) (Link Destination: Content Page 1B).

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Wait 2 days

Email 2

Subject Line: The difference you need to succeed

Hi {{contact.first_name}},

In any elite field, top performers have one thing uncommon - they all have elite-level coaches, trainers, or advisors.

The world's finest athletes, business professionals, and leaders can attribute their high level of success to the professionals who've guided them along the way.

Attaining elite status in any field without guidance is rare.

This is true for successful admissions candidates to the world's top universities, as well.

To obtain the rewards only an elite university education can bring, you'll want to hire a professional admissions advisor to help you cultivate the skills you need to succeed.

Why would you risk not making your admissions application the best you possibly can?

Having (Link Text:) [the support of the right admissions advisor for you](#) (Link Destination: Content Page 2B) can mean the difference between success and failure.

But with so many options available, how do you choose the best advisor?

What to look for:

Longevity: How long has the advisor been helping students?

Track record: Do they have many successful clients? What universities have they helped their clients attend?

Experience: What professional experience do their advisors have?

Process: Is their advice the same for all clients, regardless of their culture or unique background? Or is it specifically tailored to each applicant?

One source of admissions guidance stands far above the rest.

(Link Text:) [Learn why Dream Seekers Academy is the premier college admissions advisor for students applying to the world's top universities](#) (Link Destination: Content Page 2B).

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Wait 2 days

Email 3

Subject Line: The core of your success-

Hi {{contact.first_name}},

Dream Seekers Academy is the premier college admissions advisor for students seeking admission into the world's elite universities.

How did they achieve this reputation?

It's taken a decade of dedication - driven by the thrill of seeing students achieve goals far beyond their expectations.

It all started with my own desire to attend a top university for graduate school.

While in undergraduate school, I decided to learn all I could about admissions.

When my application was accepted by several top universities, I felt like I'd cracked the admissions code.

In graduate school, I began to mentor younger students who felt they had little chance of being accepted into top colleges.

Their successes fueled my desire to build my career around (Link Text:) [helping students achieve their educational dreams](#) (Link Destination: Content Page 3B).

That's why I created Dream Seekers Academy.

For 10 years, we've continued to research the admissions process and find new ways to help our students achieve their dreams.

(Link Text:) [Discover how this core philosophy formed the guidance process that will help you achieve your dreams of attending a prestigious university](#) (Link Destination: Content Page 3B).

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Wait 2 days

Email 4

Subject Line: What Makes a Successful Admissions Candidate?

Hi {{contact.first_name}},

You have a dream of attending a prestigious university.

You're certain the future rewards of attending such an institution will change the trajectory of your life.

But what makes a successful admissions candidate? What's the difference between admissions success and failure?

When elite university admissions officers review your application, they'll be looking at your academic history, Standard Test scores, extracurricular activities, recommendations, and the personal essay you've written.

But what if your grades haven't been so good until now? Or you live in a rural area where access to many extracurricular activities is limited?

Do you still have a chance?

Yes. You do.

(Link Text:) [Find out what admission officers are really looking for and how you can cultivate the attributes that will make your application successful here](#) (Link Destination: Content Page 4B).

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Wait 3 days

Email 5

Subject Line: The value you'll receive...

Hi {{contact.first_name}},

Do you really need to hire an admissions advisor to craft a successful application for a top university?

After all, isn't everything you need to know about any topic available for free on the internet?

It depends on how you define free. What about the hours you'd spend?

It really comes down to opportunity cost.

What's opportunity cost? It means that when you choose to spend your time on a particular pursuit, you lose the opportunity to pursue anything else during that time.

Let me explain.

If you did decide to try to piece together all of the scattered information you could find on the internet (Google, YouTube, TikTok, etc.) it would consume all of your time. You'd have no time left to do anything else, like prepare yourself for becoming a better admissions candidate.

Not only that, how would you know if the free advice you found was correct or not? How would you know which strategies were the best, and which weren't?

Now, imagine you took the same amount of time and devoted it to (Link Text:) [cultivating the specific personal attributes that the top university admissions officers are really looking for](#) (Link Destination: Content Page 5B).

Wouldn't that be a much better use of your time?

I'm guessing you'd agree that it would.

How can you learn what attributes to develop to achieve admissions success?

At Dream Seekers Academy, we've spent over 10 years researching, interviewing admissions professionals, and reading everything available on the topic.

Now you can access the synthesized version of our decade of research plus our own tips for success.

(Link Text:) [Learn how you can use what we've discovered through our extensive research to craft your own successful admissions application here](#) (Link Destination: Content Page 5B).

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Wait 3 days

Email 6

Subject Line: Finding a college admissions advisor you can trust

Hi {{contact.first_name}},

Before you seek guidance from a college admissions advisor, you want to be sure they can help you with your goals.

You don't want to waste money on someone who can't help you. And perhaps more importantly, you don't want to waste valuable time you could spend following legitimate advice.

You want to find a college admissions advisor who thoroughly understands the college admissions process and has a track record of helping students attend the most prestigious colleges in the world.

When I was an undergraduate student, I realized that I needed to attend a higher-tier graduate school to have access to the opportunities I wanted.

I looked around but couldn't find anyone who understood the admissions process at a deep level.

So I decided to take it upon myself to learn everything I could to create my own successful admissions application.

I interviewed university administrators and read everything I could get my hands on about the topic. Then I crafted my application and applied to the most selective colleges in the world.

My applications were accepted by several top-ranked universities. It was then that I realized how valuable my research had been.

While attending London Business School, I began mentoring younger students who felt they had little chance of being accepted at their dream schools. What I experienced from working with these students changed my life forever.

When their applications were accepted by colleges that they never believed they could get into, their outlook on life changed completely. They suddenly had more confidence in themselves than ever before.

Being able to help students experience this personal transformation became a driving force in my life.

I founded Dream Seekers Academy so I could continue to help students achieve their dreams.

Now, 10 years later, Dream Seekers Academy is respected around the world as a leader in guidance for elite college and university admissions.

Our students have been accepted into the most prestigious colleges in the world, including Harvard, Stanford, and Princeton, among others. And our students have also received millions of dollars worth of scholarships.

(Link Text:) [Learn how Dream Seekers Academy has earned the reputation as the premier college admissions advisor in the world](#) (Link Destination: Objection Page 1).

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Email 7

Subject Line: Custom guidance for your unique abilities

Hi {{contact.first_name}},

I've been fortunate to work with students from multiple continents in the 10 years since I founded Dream Seekers Academy.

In that time, we've learned a lot about the challenges that affect students in different countries and regions of the world.

This experience has allowed us to tailor our advice to the unique academic, cultural, and social contexts that affect our students.

We created our 1:1 mentorship program to provide custom guidance to help students unlock their full potential. We do this by helping them discover and develop their own niche, and then craft their application to showcase their unique qualities.

Many of our advisors have worked as college admissions officers. They understand the world of admissions data and processes like no one outside of those positions ever could.

But unlike other college admissions advisors, we also have professional counselors who have experience helping students develop their unique qualities and reach their true potential.

(Link Text:) [You can learn more about Dream Seekers Academy's unparalleled custom advice process here](#) (Link Destination: Objection Page 2).

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Wait 3 days

Email 8

Subject Line: What if I don't have...?

Hi {{contact.first_name}},

There's a misconception among students who dream of attending prestigious universities.

Many feel that their chances of acceptance into these schools are limited because of their current grades, lack of access to spectacular extracurricular activities, or country of origin.

The truth is, no matter where you're from or what your circumstances are, you can compete with students from all over the world.

How is this possible?

Admissions officers look for certain patterns in student applications. Once you understand these patterns and how your application will be evaluated, you can prepare yourself.

Our admissions guidance experts have worked directly with students and families worldwide.

They'll show you how you can cultivate the characteristics of successful applicants. Then you'll showcase those characteristics in your own cohesive story for your admissions application.

(Link Text:) [You can find out how to cultivate the characteristics that admissions officers at elite colleges will be looking for in your application here](#) (Link Destination: Objection Page 3).

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Wait 3 days

Email 9

Subject Line: Is admissions guidance really worth it?

Hi {{contact.first_name}},

Sometimes I talk with students who tell me they wonder if it's worth paying for admissions guidance or even attending an elite college or university at all.

I can understand their concern.

If you're only looking at today, the cost of guidance may seem expensive.

But when you step back and look at the bigger picture, you can see that paying for expert guidance that will greatly increase your chances of admission is a worthy investment.

Considering the benefits you'll receive over the span of your career, the cost of admissions guidance to attend a prestigious university is quite low.

Statistics from the U.S. Department of Education show the average early career salary for an Ivy League university graduate is 22% higher than that for a graduate of a public institution.

And that difference jumps to 29% after 10 years.

When you consider the numerous benefits of graduating from a top university, you can see that having the support of highly knowledgeable and experienced admissions advisors is an investment in your future.

(Link text:) [Learn more about the advantages of attaining an elite education here](#) (Link Destination: Objection Page 4).

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