



LSAT Prep Companies: In Their Own Words

An Accepted.com *Special Report*

by Linda Abraham

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Introduction

Law school admissions are on the rise, and it is now more crucial than ever to build up your application to its highest potential. One of the most significant factors in your acceptance to a top law school is your LSAT score. With so many prep courses available today, how do you determine which one will help you achieve that high score? This special report, based on a series of blog posts from the academic year 2009–10, features interviews with the leading LSAT prep courses in the country. By examining these interviews, you will be able to home in on what exactly you seek in a prep course, and which courses provide what you need. For example, do you prefer a more intensive course, in which you prepare in a short amount of time? Would you accomplish more working one-on-one with a tutor? Are there specific areas that you need to focus on, or would you like a more comprehensive approach? Many courses now offer lessons online so that you don't even need to leave the house and can study according to your own schedule.

Use this guide to explore your options, and take the next step leading to the law school of your dreams.



Manhattan LSAT Q&A

I had the opportunity to conduct a Q&A with the Marketing Manager of Manhattan LSAT, Patty Tritipeskul, who gave me the lowdown on all [Manhattan LSAT](#) has to offer.

How long have you been offering LSAT prep?

Our curriculum was developed over a year and a half ago, and we started offering our first inaugural class in January of 2009, and so we've been up and running since then.

Where are you located?

Our headquarters is in New York, but we have classes around the country, Chicago, Cambridge, Boston, and we're going to be expanding to Houston, LA, SF, and Montreal in the fall.

Please describe your traditional in-class courses?

Our traditional 12-class course is our full class offering. It's got 12 classes which are three hours long, so that's 36 hours of instruction. You also get four two-hour study halls, which are small-group tutoring where it's customized help for students. Students can submit questions ahead of time and the teacher will cover it in the study hall. You also get three of our strategy guides and our two practice books, and the practice books contain nearly 20 official LSATs. You also get recordings of all the classes just in case you miss one, so students will often use that to catch up in case they do miss a class or if they want an extra review. It's not a recording of their class since it's in person, but it sort of helps students get another perspective on the material covered, since it's usually a different teacher covering it. Our in-person courses are capped at 18 students so we can ensure the best student-to-teacher ratio. Our 12-session class also includes access to our enhanced forum. Our LSAT forum contains a whole slew of answers and explanations to all the prep tests, which serve as a very valuable key for our students because the LSAT-produced tests have answers but no explanations, so we give that to our students and it's constantly evolving. It's a very valuable tool because one thing that students always struggle with is "great I got it wrong, but why?" and at the current moment, publicly speaking, there's no available resource, so all of our students get that—sort of the keys to the kingdom.

In addition to our 12-session regular prep course, we also have games-intensive courses. Those are six sessions long, but they're basically a subset of the 12-session overall course and it's mainly targeted at students who need just whole focus on the logic games section. We find that students often will be fairly competent in the reading comp. and the logical reasoning, but are just bombing the games section, given that it's such an unusual section for the exam, so we developed this sort of offering to save focus on just that section, and it's actually surprisingly pretty successful. We tested the waters

to see whether or not there'd be interest, and there's been a resounding interest in it. It's good for the student who is great in everything else, but is just totally tanking in that one section.

Please describe your online options?

Our online option is very similar in terms of the structure, that you still get the 12 sessions and the four study halls. The online difference of course is that it's online—it's using a live interactive platform where students are able to speak and able to listen and chat and draw on our virtual white boards, so it's highly interactive. You will get cold called. You also get two teachers in an online class as opposed to just one, and the reason for that is sort of two-fold. The first one is because the classes are capped at 25, so to ensure that great ratio between teachers and students we staff it with two teachers. That way, one teacher can lecture and teach and do their magic, and then the other teacher can respond to students vis a vis like a chat room module on the side of the classroom, so that way students don't feel like they're interrupting the teacher, per se, with a question. So you always get attention, pretty much.

Do you offer a self-study option or study guides?

For our self-study, we offer two levels—the first basic level is called basic self-study, and it's one of the best deals. It basically gives you all the trappings of the normal 12-session prep course, so you get the books, and the recordings, and the access to the forum, however you don't get that face-to-face live interaction, but you do get the recordings and get to see what a class is like and still learn from a teacher. It's slightly more passive of course as it's self-study, but you still get the support and the access to the forums. In the premium self-study you get everything that you get in the basic self-study, except you get live interaction in the study halls. Premium self-study gets you four study hall sessions, so that's eight hours of this semi-private small-group tutoring, and it's a really great hybrid for students because it allows them to study at their own pace and time, but also gives you that personalized instruction that people often strive for but can't afford in private tutoring. So it's sort of a nice option in the middle for people who are looking for a more economic solution, and that's only \$550. So we often champion that as our best deal because it gives you everything in the real class. You have to have the diligence on your own to study, but you also get this personalized instruction.

Do you offer any one-on-one or individualized tutoring?

We definitely offer private tutoring in person in the cities where we have teachers, and we do also offer tutoring online using our virtual interactive online platform. The tutoring is generally done at the student's convenience—where possible, teachers obviously try to meet with the students in person, but we understand in terms of the limitations of our reach at the moment, a lot of our tutoring is done online. We do offer the first hour free as a way of introducing students to the Manhattan LSAT offering. It's up to students whether they want to do one hour, 10 hours, or what not. We generally do offer a discount for a 10-hour tutoring package, so it allows the student to create an arc of tutoring lessons

with one teacher, but it's really up to the student whether or not they need additional help or not. We're completely flexible on that, we don't have any minimums.

What is the focus of your instruction?

The main focus of our instruction is really two things. It's really great teachers who are teaching a great curriculum. We go through such an extensive screen of our teachers to make sure that not only are they smart and savvy, but they can also teach, and they can actually have the patience and the camaraderie and good will to be able to bring people up the curve. I think often times when you're in a class it's hard, you feel like you're struggling and you need someone who will support you and sort of understand where you're coming from and try to bring you along with the class up the curve and reach the scores you wish to reach. The crown jewel is our great teachers. We are extremely diligent about screening them and training them and making sure that they are up to par before we even allow them to teach. They sit in on classes, they go through training, they have a mentor, an existing teacher to help train them. There's so much before people can actually start teaching. We don't just throw books, and say, "hey, go ahead, here's your first class." And the second part is our curriculum. The two teachers who developed the curriculum have been exceptional teachers and support for the development of it. They have spent so much time making sure the curriculum really is flexible, and it's not teaching just the tricks. And I think the curriculum really allows students to, not only for elite students to really reach that 172+ score that they're looking for, but also it's flexible and comprehensive enough for students who are at the 50-60th percentile range to come up the curve. So it's designed to be flexible, comprehensive, and really very rich. There are no tricks and short cuts in it.

Do you cater to any particular kind of student?

I think we cater toward the student who is ready and willing to do a lot of work. The reason why I say that is because the amount of homework we assign and the rigor of the sessions is not really meant for someone who is just aiming to score 160—while a perfectly respectable score, the rigor and the amount of work, and what we expect out of the student and the interaction in the class, more importantly—we're looking for a student who is very much invested in attaining that top score and really putting the hours behind it. I don't think that precludes us to any particular score type, but I think it's the student that's not just going to coast and want a middle-of-the-road score, because if you do, then I think the amount of work that we ask of our students is not worth it for them.

What qualifies someone to teach for Manhattan LSAT?

I've mentioned some of this before, but they need a 99th percentile ranking, previous teaching experience. I really just want to reiterate that we don't plan to be a Kaplan or Princeton Review. Our whole focus right now is to make sure that teacher quality stays up and high. One of the most important things about a student's learning experience is teacher quality, and we keep it very close to the chest in that sense. We make sure that teachers are constantly getting feedback. At the end of the class, each

student provides a review and a feedback loop—those are well gone over with the teachers. It's a very tight-knit group right now, and we want to keep it that way to make sure that the students get the best experience that they can get.

What are your company's unique strengths?

The main thing that comes to mind initially is that we only teach one exam, and some people may view that as a negative, but I think that's a whole positive because we're not focused on bringing anyone else up to the curve. We're focused on the one exam, we keep abreast on all the latest changes, developments, the latest games that are tricking everyone up, we are 110% focused on the LSAT, and we don't focus our attention on anything else. So students get this really catered experience, and it's not like, "oh we actually teach the GRE, and the MCAT." We just teach one exam, and we're very intimate with it.

Princeton Review Q&A

On to [The Princeton Review](#). Andrew Brody, National Content Director for LSAT Programs for The Princeton Review, filled me in with all the necessary info.

How long have you been offering LSAT prep?

We have been offering LSAT prep since 1988.

Where are you located?

All across the country we have local offices, and internationally. We also have online programs for people who are not located near a site.

Please describe your traditional in-class courses?

We have two main classroom courses. The first one is our Hyperlearning course—it's an 84-hour program, leaves no stone unturned, 24 classes, it covers every aspect of the LSAT, every question type, logical reasoning pattern, every section. It covers every topic two or three times, it has homework review, exam review, drills, and basically real hand-held guidance through the test.

We also have an Accelerated program for people that can't make the time commitment of an 84-hour class. That's the 28-hour program that covers all the essentials of the LSAT. We still cover every topic, we just don't hit everything two and three times. There's a lot less homework review, a lot less exam review, it's more for people who are willing to take on the burden of prep on themselves a little more.

Please describe your online options?

Our online course is just as robust as our in-class course. There are a few different types, some where you're taught directly by a teacher, some where you're taking classes at your own convenience, not with a teacher but with online instruction. It uses the same materials and covers the same ground as the classroom course. It's actually relatively new, that format; we just launched it in June. We used to have an online course, but it was sort of a miniature version of the real thing; this one now mirrors the real thing.

Do you offer a self-study option or study guides?

We have some other options. We have a small-group tutoring model, where, say you and a couple friends want to take a class and want to fit it to your schedule, you can get a group of people together and we'll give you an instructor and a schedule. We also of course have tutoring options. For real self-studying, the online course is the best route because you have all the instruction but you can do it on

your own time. That's opposed to the instructor-led one which is the live online course.

Do you offer any one-on-one or individualized tutoring?

We offer one-on-one tutoring at all our sites as well. Those programs are customizable, but start at, depending on where you are, between 24-30 hours is the basic package. Our tutors are among our most experienced LSAT instructors, and they are especially trained to work individually with students to diagnose their strengths and weaknesses. We cover all topics, but we really focus on where students can increase their score.

What is the focus of your instruction?

Our focus is on understanding the actual internal logic of the test. There are of course tricks to the test, you know the test prep basics that you can sort of get from anyone. But we really focus on teaching people how to think like the LSAT test writers do. We try to train our students to anticipate the tricks that are going to be pulled on them by the test writers, and get inside the test writers' minds so that they can be prepared for the types of patterns that are sort of served on the LSAT. So instead of just saying, "here's a game, here's how to do it," we say, "now look at this type of game, this pattern of game, what are the types of clues that you know from doing other games of this type? What will you expect to be on this game, what are the tricks you expect to be laid down for you, what are the mistakes that you've made when dealing with this type of game before, and how are you going to protect yourself from making those same mistakes again?" When it comes to the arguments sections we really go into the details of how you read on the LSAT, and so we think of it like teaching someone how to play a musical instrument or something that you really have to refocus their brain and the ways that they think, combine the strategies with the time and the work and the rigorous homework process and focused activity to see real improvements.

Do you cater to any particular kind of student?

Our program really serves students of all levels. That being said, different courses and course structures cater to different types of students, depending on how you learn best.

What qualifies someone to teach for Princeton Review?

To teach our Hyperlearning course, teachers have to score in the 98th percentile on the LSAT. That is our most rigorous course and we want to make sure that your instructors have the scores that you are shooting for. That's just the start of it, though. After that they have to go through a pretty rigorous training that we put them through. We have a small group of master trainers around the country that train our new teachers, and they're instructors that have been around forever and have been qualified through a national process to become trainers, and they evaluate the skills of the teachers and watch them do teach-backs. Being good at the LSAT is just a part of being a good LSAT instructor—you

have to be able to convey that information effectively to students, so we have a national certification process that does that.

What are your company's unique strengths?

I believe our unique strengths are our instructors, who are passionate about the LSAT, and extremely qualified. Our training program is really very rigorous and our instructors are very good at making the LSAT real to students, making connections to their lives—instead of just saying, “here are the rules of the LSAT,” our teachers are really good at presenting information in a way that really makes sense to students and that they can grab on to. Our students consistently rate our teachers very high.

Just like the other major competitors, we offer all of the available LSATs to our students, so that they can practice all of the material that's available through LSAC, and that's true for all of our courses, from tutoring, small-group tutoring, online courses, they all get our materials, and for anyone who is studying for the LSAT we have a program that meets their needs.

Get Prepped Q&A

Patrick O'Malley, Founder of [Get Prepped](http://www.getprepped.com), shared information with me about his company.

How long have you been offering LSAT prep?

About 10 years.

Where are you located?

We're based out of Colorado, but we do classes nationwide.

Please describe your traditional in-class courses?

With our in-class options, one thing we do that's a little different is that we do weekend-only classes, so that we either have one, two, or three weekend-long classes, depending on which option the student wants to go for. Basically they're run from the morning—9 AM or 10 AM, depending on the class, up until 5 PM—and they'll run on a Saturday and Sunday, and they'll do that for one, two, or three weekends. That's one of our biggest scheduling differences from a lot of companies that'll do classes, say on like a Tuesday and Thursday evening from 6:00 to 9:30, or something like that. We have a limit of 12 students in any of our classes, so that applies to the one, two, or three weekend class.

Please describe your online options?

We don't offer stand-alone online classes. We have online self-study materials, but they're integrated with our actual classes, so we don't sell them separately.

Do you offer a self-study option or study guides?

Not really, we do sell some of our materials, like some of our books we do sell on Amazon, but it's not an e-course, so to speak.

Do you offer any one-on-one or individualized tutoring?

We've got probably one of the more attractive tutoring pricing structures out there. Our normal program is 15 hours of tutoring, and that's \$1,199, and that's a lot less than what you're going to find elsewhere. As far as tutoring goes, a lot of that just boils down to the tutor that you're working with, so we probably can't talk about curriculum or anything like that, since tutoring is so customized.

What is the focus of your instruction?

As far as focus, we're absolutely going to cover all the subject areas, and obviously most students for the LSATs—their biggest concern is the games—not everybody but most students, so we're definitely going to be a little bit more weighted towards that. Even though it's only 25% of the test score, we're going to spend more than 25% of our class time on the games, and that's just what the people need, so that's what we provide.

Do you cater to any particular kind of student?

Not explicitly. Certainly, you've got your classroom vs. your tutoring student—tutoring students are going to be looking for something different out of the experience than a classroom student—but the kind of people who'll probably end up taking our classes vs. our tutoring are people who want more of an intensive experience, because the longest class is three weeks long, and there's going to be people out there who want something that's six weeks long, eight weeks long, or whatever it happens to be. So we're probably going to appeal more to students who want to get it done in a fairly short time frame—not short, but shorter than some of the other options out there on the market.

What qualifies someone to teach for Get Prepped?

We won't interview anybody unless they've gotten a 94th percentile or higher on the LSAT, and on a real LSAT, so that's two things right there that differentiate us from our competitors—they'll allow their instructors or prospective instructors to take non-official LSAT tests at the company offices and qualify that way. Since they aren't even official tests, they are a bit easier, and they can take them more than once if they need to—so that sounds like it might be a minor distinction at first, but it isn't if you really start thinking about it, because somebody who gets a

90th percentile on the LSAT means they can miss as many as 20 questions, and that's a lot of questions to miss. So our instructors all have to have taken a real LSAT, and on that real LSAT have gotten 94th percentile or higher, and what you'll find in our major markets is that pretty much all our instructors are more like 97th, 98th, 99th percentile, but in some of our more outlying markets we might hire somebody with a 95th percentile, so we give ourselves some flexibility that way. The other difference is that our instructors are all people who are either in law school or have graduated from law school, so it's a little different than any other company out there that I know of. We just like instructors who have come in to take the test for a specific reason, and didn't just come in to take the test in order to qualify to teach a class, in addition to the GMAT class, and the GR class, and the SAT class that they happen to be teaching, so a little bit different perspective. Those are the two basic prequalifications that we look for before we'll even look at interviewing somebody.

What are your company's unique strengths?

The benefits that somebody is going to get from taking one of our classes is that—and I'm just going to use specifically for example our three-weekend class and our individual tutoring, since it's easiest to compare that with what other companies have to offer—but if somebody takes our three-weekend class, they're going to get 36 hours of classroom time, and that's roughly an equivalent number of hours than what you get in a Kaplan class. The benefits are a couple: first of all, the class is going to be smaller; second, the instructor will have higher prequalifications to even begin teaching; third of all, the scheduling—and that can be more of a personal issue—but the scheduling is such that it's more compact, more intense, not spread out over a long period of time, and also because we do them on weekends during the day, we feel that students are fresher and better able to learn from 10 AM to 5 PM than they are from 6 PM to 9 PM. So there's a certain scheduling advantage there. And definitely price. If you look at our classroom instruction, our three-weekend class is \$999, whereas our competitors who have about 36 hours to 38 hours of classroom time are going to be priced more around the \$1300-1400 range. So that's a pretty big differential especially since our classes are smaller. With our tutoring it's actually even more clear-cut, because with tutoring all the companies offer a 15-hour program, so it makes it easy to compare the number of hours, and really that just boils down to who your instructor is—if you work well with your instructor, you're going to have a good tutoring—and the one real stark difference between us and Kaplan or Princeton Review in tutoring is just, quite simply, price.

Ours is \$1199 and theirs is significantly more, I haven't checked recently, but I know it's probably at least 50% more. With us you'll be getting an instructor with far more experience at less than half the price. So it's kind of a no-brainer really, if someone is going to be taking tutoring somewhere else, they're making a mistake—they really should be taking tutoring from us—at the end of the day, they're going to spend a lot less. The one salient point for people who are out there looking, the one thing they're going to benefit with us is that they're going to get a smaller class and they're also going to pay significantly less for instruction that should be as good or better than what they're going to see elsewhere.

PowerScore Q&A

Dave Killoran, CEO of [PowerScore](http://www.powerscore.com), gave me the lowdown on his company.

How long have you been offering LSAT prep?

We've been doing this over 12 years now.

Where are you located?

Our main headquarters is now in Charleston, South Carolina, but we offer classes in about 150 different physical locations throughout the US and Canada.

Please describe your traditional in-class courses?

Well, we have a couple different in-class courses. We have a full-length course, and we have what we call the weekend course. The full-length course is kind of our flagship course—it's a total of 80 in-class hours, and 64 of those are actual lecture time, 16 of those are practice test time. And then outside of that, in our online student center, there's an additional 45 hours of online teaching sessions. So when you wrap that all together, it's actually over 120 hours worth of instruction and practice tests. But that's just the structure of the way the class is and the number of hours that you can access if you wish to. The way we always describe it is it's really like a college course for the LSAT—you're meeting in class typically one to two times a week, you're taking tests at regular intervals, we're using real LSAT questions in the class to kind of get the highest quality material, and then the class is being taught by instructors who have all scored in the 99th percentile. So what we're attempting to do there is to really provide a comprehensive amount of time with the best possible materials being conveyed by the best possible instructors. And then outside of that there's a whole lot of support options, from our LSAT hotline to the online student center to our e-mail assistance programs.

And then the weekend course—I guess the way I'd describe it is I'd say it's like the little brother of the full-length course. We teach the ideas in the same manner, but the in-class component time is shorter. So this works really well for people who have very busy schedules, or they're traveling a lot, or they all of a sudden realize, "we have three weeks before the test, gee I haven't done enough preparation." So that class—actually, it has pre- and post-course components, is what we call them—but there's 16 hours of actual class time, and then there's another 19 or 20 hours of online time as well, so it's a more intensive course; it's kind of like a concentrated version of our full-length course. It's over one weekend, and when you sign up you have access to our online student center, and so we get you preparing before the class. What we want to do is to get people up to a certain level, so that when they walk into the class they're not saying, "what's a logic game, what's a logical reasoning question?" We want to get

all those basics out of the way—how the test operates, the types of questions they’re going to see—so when we’re in class, we can spend the entire time talking about concepts, going over approaches, and working with students on the problems that they’re having.

Please describe your online options?

Well our online option is our virtual course, is what we call it. It’s not a traditional online course the way students are used to from, say, the University of Phoenix, or what have you. This is actually a live, interactive version of our course. When students sign up for it, they have the ability to actually talk to their instructor—there’s somebody teaching the class live, you log into a virtual classroom with two instructors there, there’s a lead instructor who’s actually doing the discussion, answering questions and using the whiteboard and so forth. And then there’s a second instructor who can chat with students on the side, can IM with them, can take them into a private room and literally talk to them directly about their questions. And students are given headsets so they can actually basically click in to the class and say, “hey, I have a question,” and there’s all sorts of different interactive tools. And we use the same materials in this class that we use in our full-length class. There’s over 2500 pages worth of material that students are actually given. But the one thing about this class that I love is the fact that as the class progresses it’s being recorded, so the next day say you’re studying something and you’re like, “I wonder what my instructor said,” you can actually go back into your account and you can click on that and you can actually review the class as many times as you want. And if you miss a class, same thing—you can actually go back in. So this class has proven to be really popular, just because so many people are just so busy these days that they miss a class, or their schedule is such that they really can’t make class on a regular basis, or maybe they’re just really struggling with the test—they can all go back in and they can rewatch this as much as they want and literally pick up the points that they missed or see what was actually happening during the class. So really, what this is it’s an online version of our full-length class.

Do you offer a self-study option or study guides?

We publish the LSAT Bibles, which is probably the best-selling, certainly one of the best-selling LSAT preparation book series out there. Our LSAT Logic Games Bible is really considered the go-to resource for a lot of people, in terms of learning about logic games. And we have Bibles for both logical reasoning and reading comprehension, and so forth. So this is something that we promote greatly to our students, and a lot of people—especially these days with the economy the way it’s been—a lot of people have kind of looked to those to help them out in their preparation. Instead of spending \$1,000, they can spend \$100 and be able to get the same type of high-quality approaches. Because in these books what we have done is instead to try and take a 400-page book and explain the whole LSAT, we’ve taken 400 pages and just explained one section. So they’re much more comprehensive than other resources that have previously been on the market, and there’s something that certainly for us has started to really contribute to our popularity.

For the self-study option, a lot of that goes back to the LSAT Bibles, because they are really a self-study program, and we also have workbooks that go along with those, and even flashcards. So those books can actually be used as a self-study option. Next year we'll actually release a more-or-less on-demand version of our virtual course, which will allow someone to simply sign up and receive the entire course at once, and that will be its own full, live self-study option.

Do you offer any one-on-one or individualized tutoring?

You bet. When it comes to all the tests that we do, we're pretty much a full-service option—whether it's books, or short classes, or long live classes, or whether it's online classes, we do all these things. And really what we're trying to do is to cater to the different needs of students, and of course, one of those needs is the individual attention. And so we have a number of different LSAT tutoring packages, anywhere from say, an hour, to five hours, all the way up to 20 to 60 hours. It really depends upon the student, and one of our theories here is that different students need different things. We might talk to a student and say, "you just need to read this book, we think that'll probably get you the score you need," whereas to another student we might say, "the online course is going to work best for you," and to a third student it may be that private tutoring is the best thing for them. And so what we want to be able to do is to say when we're talking to people, "alright, we think we can help you this way, this is the most specific program." A lot of companies have one course, and when somebody calls they try to sell them the same course over and over again, and we don't want to do that. We really want to fit what we do to what they need, because we feel like in the long-term that'll make people score the best, that'll make them the happiest, and that'll help our business thrive.

What is the focus of your instruction?

I'd say the focus of our instruction is really, we want you to have fun in class, and we want to make sure that it is clear and concise. We don't want to waste your time. One of the problems that people have even with college courses is that they're dull. You know, you have some instructor and they're droning on, and you see people kind of falling asleep in the back row, and the LSAT is tough enough—we don't want to make it any harder. So we actually try and have fun with the LSAT. I love the test; I think it's a really enjoyable exam when you feel comfortable with it. And so we try to make it easy for people, we try to make it crystal clear, and we try to make it fun.

But underneath all of that, we have a very strong methodology that we teach, and it is very comprehensive, and so we are really trying to convey a tremendous amount of information, and we know that's tough, so we try to do it in the easiest possible way. And really, what that means in class is that we do a little bit of lecture, but we do a lot of discussion about actual problems. We use an approach that's a tried-and-true approach, it's the theory and application of teaching—we talk about the theory of an LSAT idea, an LSAT concept, and then we actually apply that to questions drawn from the LSAT. So, the student can say, "did I understand that?"

And then they can look at actual questions and see it in process and really learn from the way the people who make this test present the ideas. The LSAT can be pretty challenging, it's got some interesting logic on it—logic games, for example, is just a section that really frustrates and confounds a lot of people—so we try to get away from that and get away from that frustration and really just bring out some of the humorous things that they do on this test. It's still academic, but we try to make it as palatable as possible.

Do you cater to any particular kind of student?

I think the students who come to us are students who really want to maximize their potential. They've gone out, they've done their research, they've really looked at the different options, and they've seen what it is that we do, or they've heard from their friends how we approach the test, and the differences between us and the other companies. And so I think it's people who really are looking to do as well as possible, who are selective in the approach that they want. This is not a cookie-cutter approach, it's not one size fits all, and so when people come to us it is typically because they determined that we're going to be able to help them, not because they just heard that 20 other people had taken some particular course.

What qualifies someone to teach for PowerScore?

There are certain components that we require people to have to teach here. For example, we're the only national company with a 99th percentile requirement for our instructors. Anyone who teaches here has taken an actual LSAT administered by Law Services, and they have scored in the 99th percentile. The reason we want them to have this high score is because when a student is in class saying, "I want to get a top score," our instructors are able to say, "I know how to do that, I've done it, and these are the steps you have to take."

As we often tell people, having a high score is a necessary component, but it's not sufficient for you to teach here. We do not hire applicants just because they have a high test score. What we really look for are people who have a passion for teaching. We want someone who has fun in class, and who has a real ability to convey ideas clearly. The material you use is critical, but the teacher conveying that material is equally important if not more so. The instructor is the one that is a main conduit for the information we have about the LSAT. The instructor is the one passing that along to the students, which is why selecting the right applicants is one of the most crucial things we do here.

A lot of times we are asked if we hire just attorneys or law students. You have to have instructors who love to do what they do, and the ability to convey ideas clearly is not limited to individuals from just one background. So, we do not draw people from just one discipline, and we do not limit our hiring to certain types of people. We do have a number of attorneys who teach for us, but most important to us is that we hire people with the right type of personality and interests for the job. Everyone has been influenced by a great teacher they had in the past; at PowerScore we dedicate a huge amount of time trying to find teachers in that same mold.

What are your company's unique strengths?

I think there are two main strengths that differentiate us from other companies. The first is the quality of our methods and techniques. A lot of people know us for our LSAT Bibles, and part of the reason those books are well-known is that people feel the methods they contain make more sense and are more effective than the methods used by other companies. Tests like the LSAT are intellectual battles, and you have to go in armed with the best set of weapons you can get. People who buy our books or take our courses know they are getting the best approaches in existence for attacking the LSAT.

The second strength we have is the people who work here, and the level of service and friendliness they provide. I've talked a bit already about what we look for in our instructors, and I certainly believe they are one of the pillars of our success. But I also think that the people who work in our offices are equally important. When you call here, you don't get voicemail hell. Instead, you will typically speak to someone directly within a ring or two. We are definitely professionals when it comes to testing, but there is no reason we can't help make this whole experience more enjoyable for our students. Taking standardized tests like the LSAT is stressful, but the friendliness and service we provide goes well beyond what you will find at any company, let alone other test preparation companies, and that helps our students keep their stress levels down.

Kaplan Q&A

Make sure you read all the way to the end. If you don't read the whole thing, at least read the last paragraph.

Jeff Thomas, LSAT Director for [Kaplan](#), revealed his company's secrets to success.

How long have you been offering LSAT prep?

We have been offering prep for the Law School Admissions Test for the last 40 years, and we have prepped millions of students for the exam over that time period. We've been in the business of test preparation for an additional 30 years beyond that as well. So we've been around for a while.

Where are you located?

We are located where our students are, really, so we have thousands of physical classroom locations all around the United States and varying countries around the world, and we're also located live online as well. We have our programs that are delivered in a virtual classroom environment, which allow students in some of the more remote areas or business settings to have access to our programs as well, wherever they have internet access.

Please describe your traditional in-class courses?

It's interesting, we don't really have a traditional in-class course for LSAT preparation, because we have a multitude of classroom options. One of the things that we have realized over the 40 years of prepping for the LSAT is that, frankly, not all students are the same. Every student comes to us with a unique set of challenges and issues that need to be addressed, and so we've learned that we really need to personalize the prep experience for the student, both in the class and outside the class.

So, in terms of our traditional in-class courses, we actually have three: we have our LSAT Classroom course, we have our LSAT Advanced course, and our LSAT Extreme course. The content taught in each of those classes is pretty much the same—we go through each and every question type tested on the exam; we cover each and every skill that is tested on the LSAT in logic games, in logic reasoning, and in reading comprehension, but we present them in different formats depending on the type of student that you are.

So, for example, we have a student who is coming to us on a very condensed time frame who needs to have comprehensive preparation—coming to class once or twice a week—that's what our LSAT Classroom option is for. But we also have a cadre of students who want a lot of time in the classroom. They really want to spend a lot of time with their instructor, working through a

variety of problems in the skills. That's what our LSAT Extreme course is for—it's our long course option, it's 109 hours, it comes with four hours of private tutoring, because students really want extra attention with their instructor. And then we also have our LSAT Advanced course, which is for the student who walks in the door with a real sufficient understanding of the exam from the get-go. They're scoring at a 158 or above; it's a score-qualified required course. And we focus on the same skills, but looking at advanced questions along those skills.

Please describe your online options?

We actually deliver all of those courses both in class and online. So, we have our LSAT Classroom course live online, we have our LSAT Advanced course live online, which means the student still comes to class—it's via the internet of course, but they still come to class with their instructor, with a TA present, they interact, they answer questions, they ask questions, etc. And then we also have in case a student can't commit to a particularized class schedule, we have asynchronous options, or on demand options, the ability for a student to take our LSAT class via the internet on their own schedule, on their own time by watching videos on demand.

Do you offer a self-study option or study guides?

We certainly do, we have a variety of additional online workshops, and certainly a large publishing division for students to purchase study guides and supplemental prep opportunities. What we have found over the years, though, through the millions of students that we've taught, is that students motivate or benefit the most from the comprehensive prep options that we offer, because they often find the classroom experience is really one that motivates them to interact with the material, to engage with their instructor, to do the homework assignments as the course continues on, and they've found that to be the most beneficial to their preparation.

Do you offer any one-on-one or individualized tutoring?

We have a variety of private tutoring programs for our students as well. They come in a variety of different hour sizes, because we understand that students will have different needs and need to spend varying amounts of time on the various skills of the exam, so they come in 15- and 25- and 35-hour programs. And then we also have a summer intensive program, which is a residential academic program at Boston University for six weeks each summer, that really allows the student who is looking to inundate themselves or immerse themselves in LSAT preparation to go to one location with like-minded students for 300+ hours of LSAT preparation and get the whole fell swoop done together in a residential academic environment in Boston each summer.

What is the focus of your instruction?

The focus of our instruction is to make students understand the varying skills that are required for

success in each section of the test. The test is not just one skill; it's not just the LSAT. It is a variety of skills tested in logical reasoning, for example, assumptions, and inferences, and strengthening the argument questions and weakening the argument questions. There's a variety of skills within logic games, such as sequencing, and distribution and matching. And so what all of our classes do is they teach students the varying skills that are required to be successful on the LSAT as a whole.

But, importantly, each of those skills is personalized to the student. Every student who comes through our class receives personalized guidance. They have a Smart Reports prescriptive technology system that gives customized homework assignments for each and every student, because we very well may have a student who comes to our class who struggles in logic games per se, where another student might struggle in reading comprehension per se, and we give different homework assignments to each student based upon how they're performing to make sure they're successful on test day. It's our personalized approach that's really a hallmark at Kaplan.

Do you cater to any particular kind of student?

We cater to all kinds of students, really. I hope what you're getting through the assessments of the different types of classes that we have, how we customize the homework experience, that what we do—as big as we are—we understand, as I mentioned, that all our students are different. And so when someone comes to us and says, “Hey, I want to take Kaplan for LSAT preparation,” our first question to that student is, “Well let's talk about you.” And we really want to understand where the student is coming from, how much preparation they have done before their Kaplan experience, if any, and we prescribe the appropriate preparation program based upon that student's experiences and that student's expectations and goals.

What qualifies someone to teach for Kaplan?

A lot, is the short answer. Really two things make for a great Kaplan instructor. The first of which is a terrific LSAT score—someone who's absolutely mastered the exam themselves, has knocked it out of the park. That is absolutely necessary to becoming a great Kaplan instructor, but certainly not sufficient.

The real key to being a great Kaplan instructor is just simply the ability to teach. The ability to communicate the skills in an effective, in an efficient, in a concise, in a compelling manner, so you get students to not only understand the material, but be motivated to work hard as well. And so we put our instructors through a very rigorous audition, interview, and training process to make sure only the best of the best make it into the classroom. In fact, fewer than one in six do.

To give you an example of that, I had two instructors who came to me personally in the past year and a half looking to teach for Kaplan, and they had both scored perfectly on the LSAT—perfect 180. And so you understand what that means—last year about 150,000 people took the test, 30 of whom scored a perfect 180. So it's incredibly rare to have someone come to the door with a perfect LSAT

score for law schools or Kaplan, and two of them had come to me personally, and many more around the country. Of those two, neither of them ended up teaching for us, because while they could take the exam themselves and score spectacularly well, they were not convincing in the classroom and couldn't teach. And it's important to us that our instructors are excellent communicators, in addition to excellent test takers.

What are your company's unique strengths?

There are really three hallmarks to Kaplan that we promise our students: it is personalized preparation, it is unmatched expertise, and it is guaranteed results. In terms of personalized preparation, you heard the lines before how we personalize both the in-class and the out-of-class experience, different class options depending on the student's wants, different out-of-class homework assignments based on the student's needs.

We have unmatched expertise; you know, we've been doing this LSAT prep for 40 years, we've been in the business of test preparation for 70, we have been through test changes, we have been through changes in the admissions process, we have seen every possible type of student, every possible student concern come through our doors in the millions of students that have over the years. And so, there's no surprises to us. We have been collecting data on our students for 40 years, we understand what makes them tick, we understand where their most likely strengths are, where their most likely weaknesses are, and we utilize that to inform the creation and implementation of our classes year over year. And so that's something that we really pride ourselves on, on our ability to make sure that we have the absolute most relevant and most effective preparation methodology on the market.

And then of course, our guaranteed results—we promise our students if they come and take our class and their scores don't improve, we'll give them every penny of their tuition back. But for LSAT students in particular, the two other things that we promise them is readiness and satisfaction. Because it's a skills-based test, I've worked with many students for whom they'll go through the class once and say, I just wish I had more time to study, I now see how this exam works, I need more time to practice logic games. If a student is not ready to take the test for whatever reason once they complete our class, they can take the class again a second time, no questions asked. And if a student goes ahead and takes the exam and they improve their score but they're not satisfied with their performance, or they feel they can squeeze out another five questions out of logical reasoning, or another logic game right in logic games, they can take the class a second time for free, no questions asked again. In short, we like to work with our students and are committed to them, so long as they're committed to their preparation. That's what makes us unique.

The thing that I would probably like to add, we know this year that many students are interested in going to law school. By all statistical indicators, this fall's application class is likely to be the greatest application class in quite some time. More students took the June LSAT than any other June LSAT in the history of the administration. Lots of folks are applying to law school this year, and it's important

for students to work hard to make themselves look more competitive to law schools than ever. But students need to understand this process takes time. They can't wake up one day and decide they want to go to law school tomorrow and just apply. It takes several months of preparation for the LSAT—on average two, three months of time, 10-15 hours of week in my experience—and there are a lot of other factors that go into the admissions process as well. So for a student who's really looking to be competitive, particularly for your tier one law schools in the country, understand that they need to start the process early, they need to understand all the things they need to do to make themselves look competitive, and understand all they have in their control to make themselves look competitive as well. The great news is that we routinely survey law school admissions officers every year around the country, and they tell us that the LSAT is the most important factor in the law school admissions process, which means by working hard, by studying hard, by approaching the exam from a smart perspective, they can do well and do wonders for their application portfolio.

Knewton Q&A

Josh Anish, Senior Editor for [Knewton](http://www.knewton.com), shared details on this new company.

How long have you been offering LSAT prep?

Well our CEO has been preparing students since PrepTest 1, in 1991, but he founded Knewton in 2008. We have been offering LSAT prep since February of this year.

Where are you located?

We are located in New York City, but we have actually no brick-and-mortar school centers—we are all online all the time. We're an internet start-up that happens to be in New York.

Please describe your traditional in-class courses?

We offer a full course that is 36 hours long. The reach of the Internet allows us to offer only Master Teachers, so you're not privy to the whim of the strip mall test prep teacher. We only have about eight LSAT teachers on staff, and they are some of the very best in the country. So it's live hours in the classroom that's also then available on demand afterwards. And then we have a very robust backend, which is your homework and your pretests and your practice tests, in which we have every LSAT question ever written explained and tagged at very specific levels.

Please describe your online options?

Again, we're all online, so what I just described to you is the product.

Do you offer a self-study option or study guides?

We have quite a bit of content in the course—we have hundreds of content pieces, and over 5,800 questions explained—but no, there's no tangible textbook. The book is the content within the course on the internet.

Do you offer any one-on-one or individualized tutoring?

We do in very specific cases. We have some pretty great customer service people ready to answer questions all the time, but if a student clearly needs a lot more work, we offer a private tutoring option. But we hope to have a customer service option within the course that answers all the student's questions, but on rare occasions have we asked a student to receive some private tutoring from us.

What is the focus of your instruction?

Our CEO, Jose, comes from 18 years of test prep, and he likes to approach the test in what he calls the ‘structuralist’ manner, in that there’s a core structure to the LSAT— certain questions and patterns repeat themselves for decades, and we try to teach the underlying structure of the test, so it’s not necessarily all concepts and tips. We break apart the test and reverse-engineer it. On the backend, we tag our questions very specifically. Some questions have up to eight tags—you know, this is an assumption-denier question or a negation of a negation question—and then at the end we can show you very specifically what you do and do not need to work on.

Do you cater to any particular kind of student?

We like to think that it’s adaptive learning—that it caters to every student, every student has a unique skill set that we’re able to isolate and pinpoint weaknesses from. Each student is then able to create certain quizzes based on what he/she wants to work on. So while there’s one kind of sacrosanct course, your work on your own, your heuristic learning, is pretty personalized.

What qualifies someone to teach for Knewton?

First of all, it’s experience and dynamicism in front of the camera, so it’s some kind of rare cocktail of the two. So our teachers are very experienced, and they are able to hold someone’s attention for three hours live online.

What are your company’s unique strengths?

Our top unique strengths are the fact that we’re only online, so for folks who are ready to take the test prep online, we are ready and waiting for them. All of our resources go into our online course, and that enable us to hire the best teachers, to have the most robust technology. We are a technology company—very soon our adaptive learning engine will be able to have auto-generated quizzes based on students’ weaknesses, so you can go through and do your homework and we can pinpoint exactly what you need to work on, and serve you 10–15 questions based on that concept until you have mastered it. We think that’s quite an evolution of test prep.

We’re also very proud of our money-back guarantee, so if a student doesn’t go up at least five points on the LSAT, we return tuition in full.

Inspirica Q&A

Kelly Baker, Director for [Inspirica](http://www.inspirica.com) in Boston, offered me info on her company.

How long have you been offering LSAT prep?

Twenty-six years, as long as we've been in business.

Where are you located?

We have offices in New York, Boston, and Philadelphia.

Please describe your traditional in-class courses?

We actually don't do any courses. We only do one-on-one, in-home tutoring.

Please describe your online options?

What we do is we hand-match each student to one tutor, so they could do the interface—we call it Inspirica Anywhere—where they can learn with a tutor via the internet, but it's all through skype, so they're seeing the tutor, it's the same tutor every time, they're really building that rapport, and the program is customized to each student.

Do you offer a self-study option or study guides?

Yes, there's homework, there's everything that the student needs to complete between sessions as well, but that's not sold separately, that's just part of a tutoring program.

Do you offer any one-on-one or individualized tutoring?

Yes. Each tutor, as I said, is hand-matched to each student. All of our LSAT tutors score within the 99th percentile, so they're all qualified and well-trained to work with the students. Each program starts with a diagnostic exam to kind of assess where the student is currently scoring. We also use any information from their history preparing for the test on their own, and then the tutor designs each individual session to meet that student's needs.

What is the focus of your instruction?

Increasing their LSAT scores, so whatever that means for each individual. So if they're scoring really well in the analytical reasoning section, the tutor is not going to focus as much on that. They're going to focus where the student needs to increase their overall score.

Do you cater to any particular kind of student?

Nope, because it's customized we can really meet the student at wherever they're at. We have students who are in the lower range who are really hoping to kind of push their scores up in the 150s, and we also have students in the higher end of the scale, who are testing in the 160s but want a 170. We're happy to meet the student where they are, and meet their score goals.

What qualifies someone to teach for Inspirica?

We actually have a very stringent hiring process, so each tutor undergoes extensive testing, extensive interviewing—as I said before the 99th percentile is the minimum requirement—beyond that, then they undergo 30 hours of training.

Beyond being experts on the tests, each of the tutors we hire is passionate about working one-on-one, and can relate well to both their students and the material. This is where our name came from—Inspirica—because our tutors really do strive to inspire their students.

What are your company's unique strengths?

We have 26 years of experience with the exams, extremely intelligent and personable tutors, and an office staff that is available to offer support to parents, or directly to the student throughout the process. Because each tutoring program is tailored to the student's needs, students are able to stretch to their potential and reach their goals in an efficient and enjoyable way.

Test Prep New York Q&A

Bara Sapir, Founder and Executive Director of [TPNY](http://www.tpony.com), filled me in about her company.

How long have you been offering LSAT prep?

We have been offering LSAT training consistently: 13 years of my tutoring independently and three years since TPNY has brought on a team of expert tutors.

Where are you located?

TPNY is based in New York City with exclusive tutors in Washington, D.C.; Boston; and Los Angeles—and we offer our services remotely as well.

Please describe your traditional in-class courses?

We do not offer group LSAT classes. Our tutoring is mostly focused on one-on-one coaching. We find students achieve the highest results, including substantial increases in scores, when we work with them individually and address their particular needs.

Please describe your online options?

Distance learning is our primary online option, though we'll be launching our Full Potential mindset audio course as a subscription service within the year. We utilize technology—a variety of different programs and hardware—so learning can take place in real time. We use online conferencing software so that tutors and students can work together on the logical reasoning and logic games.

For all our tutoring, we administer a diagnostic assessment, followed by a phone (or in-person, if possible) consultation. We create an action plan based on the results of these two evaluations. Remote learning is very similar to working one-on-one in person and gets comparable results.

Do you offer a self-study option or study guides?

We encourage those studying the LSAT to work directly with a tutor, because the learning is more efficient and streamlined, and the improvements more consistent. We expect to be offering more self-study options in the near future for those who are inclined to study by themselves, but it has been our experience that the vast majority show greater improvement when they interact with a skilled tutor.

Do you offer any one-on-one or individualized tutoring?

Our one-on-one tutoring has three important components. It's important that students understand what

LSAT content is *really* testing: the LSAT questions simulate the kind of thinking law students and professionals need to use. The reading section of the test introduces the ongoing expectation that the legal student/professional will read a huge amount of (often very dry) material and make links between many different details and sources.

The second component we address is the test-taking strategy, including time management and methods to approach each question type, including guessing, especially if time runs out.

The third component is crucial: optimizing the student's mindset. This is what makes a good test taker into a great test taker. Students learn to maximize perseverance, remain calm and focused, and draw on the confidence necessary to succeed.

What is the focus of your instruction?

Again, we focus on the student as a whole. If the student has issues with the logical reasoning, then we make sure that they're up to snuff with that. If they understand how to take the test and perform well when not in a real testing situation, but have found that on the REAL test they don't perform up to their potential, we provide the skills to build confidence.

Do you cater to any particular kind of student?

We cater to the student who wants to get the best score. Often, our clients come to us after they haven't seen improvements with other programs or other methodologies. If students need to get the best scores, and don't want to play around—they're going to come to us first.

We offer the highest level of personal service. We're not a factory, and ours is not a one-size-fits-all program. Everything is geared toward what the individual needs.

What qualifies someone to teach for Test Prep NY?

Many of our LSAT tutors are lawyers who graduated from top schools and who either left the field or enjoy teaching so much that they do it on the side. Other LSAT tutors hold PhDs in Cognitive Linguistics, English and Philosophy. A TPNY tutor is a stellar communicator and scores high on the LSAT. Coaches certified in allied fields—hypnosis, energy work, neuro-linguistic programming—while also fully knowledgeable about the thinking required on the LSAT provide the content for all of our holistic/full potential training.

What are your company's unique strengths?

Our strengths lie in the integrated and comprehensive approach I described earlier.

Many of our students, as I said before, have gone through other test prep companies, and they really

understand the test, but they're not sure why they're going in and not scoring to their potential, so we work with them to figure out what they need to do to score more. We also see many clients only for our mindset program (one-on-one, in person or online)—and we are the only company to do so. We also have a potent 5.5 hour audio program available. This is complementary to other courses or self-study the student has done.

Like other companies, we offer preparation for other tests—we don't offer only the LSAT, and the LSAT isn't our biggest program or the one we promote the most—but we have a stream of clients going through our program and consistently getting incredible score results through an understanding of the test and how it mirrors what's going to be expected of them in law school and beyond.

Blueprint Q&A

Matt Riley, one of the owners and teachers at [Blueprint](http://www.blueprintprep.com), conveyed the ‘ethos’ of his company.

How long have you been offering LSAT prep?

Blueprint was founded in the beginning of 2005.

Where are you located?

Our main headquarters are in Los Angeles, but we offer classroom courses all throughout California and New York, and we offer an online video course that’s available anywhere.

Please describe your traditional in-class courses?

Our in-class course was designed with the really motivated student in mind. It is the longest course out there, so there’s 100 hours of live instruction time—and when I say 100 hours, that only includes time where the teacher’s actually up in front of the room teaching the material. A lot of other companies count in practice tests or extra sessions or things like that into their hours; we offer those things as well, obviously, but that 100 hours is just teaching time, so it’s the longest one out there.

I think the class structure is also one of our real strengths—we’ve set it up to be really intuitive for the students, so we start with the basic concepts so then it builds on itself, and we work in a lot of review time at the end, so that students are really ready to take the test by the end of the course. All of our instructors are amazing. We are really selective, because we don’t have as many courses as some of the larger companies. So they all have to score 170 or higher on the test, and they’re hand-selected for their personality, so they can be engaging and entertaining for 100 hours.

One of the great things about Blueprint is because we are younger than some of the other companies out there, our course was actually formed in 2005, and has been updated a couple times since then—we actually just finished a big revision of everything—and so because we’re younger and because we only focus on the LSAT, we’re really able to keep up-to-date with all the new trends and new things that are happening on the test a lot faster than some of the larger companies.

In addition to that, when you take the classroom course, you’re given all kinds of additional resources. Online you get all kinds of drills and quizzes, and then what we’ve been adding recently are lots and lots of explanations—we have written, audio, and a large number of video explanations for the questions that are in the homework, so you can really find funny and helpful explanations for everything that you go over in the course.

And the one thing that we really stress with our classroom course is it’s about the experience. And

we just have a different approach than other people—our books have jokes in them, we keep it lighthearted, because we really think that people will learn more and do better if they actually have fun while they're doing it. So, we've dedicated ourselves to doing that. And, just for kicks, our class is cheaper than most of the full-length courses that you'll find out there. It's \$1199, so you can save a couple hundred bucks while you're doing it.

Please describe your online options?

Our online option is new and awesome. It is called Blueprint: The Movie—it's a pretty revolutionary, new product in the field. It's a streaming, HD, high-quality video course. The Web site is available worldwide, anywhere you can get an Internet connection. It is video lessons that comprise the entire course, so you're getting everything that the in-class students do. There's around 50 hours of HD video that you can watch at your own pace, you can watch them as many times as you want, you can review, go over things, space it out in six weeks or six months, whatever works for you. And the cool thing about the video course is it's actually taught by myself and Trent Teti—we were two of the founders of the company and authors of the Blueprint curriculum, so you literally get to study in the comfort of your living room with the people who wrote the course and probably know more about the LSAT than anybody else out there, and you can do that whether you live in LA or South Dakota, which is nice.

The video lessons really give you a good idea of how our classes are run in general. They get amazing reviews from people, they're really hilarious, we're willing to make asses out of ourselves, so that the kids will learn more, which is great. And then we also give our video students help outside of the video lessons, so they can still get some support from the instructors. They get exclusive access to one of our veteran instructors—we call him the study buddy—and he answers any questions that they have in the homework, or if they get stuck on something that doesn't have explanations. The video course is really great.

The thing that a lot of other companies—what they call interactive online courses or virtual online courses—the problem in our mind, or why we chose to do it a different way, is the whole point of doing a video course is you have the flexibility to do it whenever you want. And with our course you get these really high-quality HD videos that you can blow up and watch on your TV or laptop or anything that you want, as compared to a two-inch little screen where you're watching an instructor do it in real-time with a PowerPoint presentation, and I just think the experience is not even comparable. And that's cheap too, so it's great. It's only \$799, which is a couple hundred bucks cheaper than most of the other online options.

Do you offer a self-study option or study guides?

In terms of self-study, the video course—a large portion of it is self-study because you work through the videos yourself. They're interactive videos—it's kind of like taking a course, in that we'll tell you, “hey, pause the video and try this question,” or “now we're going to time you to do that question,” so

there's definitely some interactivity with it. You get the video course for two LSAT administrations, which works out to be about six to seven months of access to it. We give you different schedules to work from, so there's study reminders and things like that, but that is the self-study option that we give you. And then we have other books and publications that we're working on that should be out soon, and so those will be a cheaper option for students.

Do you offer any one-on-one or individualized tutoring?

Sure. We only offer tutoring for actual Blueprint students, because we feel that the tutoring really works best with people who are taking our course so that they have some understanding of the methods and they have the materials to work through. So we offer tutoring in two different ways. You can either do it as a supplement to the course, whether you're taking the classroom course or the video course. And we offer it an hour at a time, or there's packages, where you can save a little bit of money.

And then we also offer tutoring as a stand-alone option for students who just want to take the video course and work with a tutor. We start them off with 30 hours of tutoring and the video course, and that's a great option if you have a busy schedule or you really want some individual time with somebody who really knows what they're talking about. So we give people both those options.

What is the focus of your instruction?

When we set up Blueprint, the focus of the actual course was to approach each of the sections of the LSAT with an overarching strategy, where everything kind of fit into a strategy so you could build as the course goes. We actually give students flowcharts where they can see—I make an analogy to a choose-your-own-adventure book where we give you strategies and little questions that you have to ask yourself, but as long as you give yourself little reminders and ask the questions, we work it all into this overall strategy and lead you right to the answers and it works really well. So that's the focus in setting up the course.

But the focus of Blueprint in general is just based on a different ethos than most other test preparation companies. When people think of test prep, they think it's terribly boring and just something that you have to do to keep up with everyone else out there, and our approach is a little bit different than that. People come into our course not expecting much, and we get e-mails from people all the time telling us that they actually miss coming to class, it's a different experience, it's fun. We infuse the ethos into everything, from the books to the explanations to the people that we hire to teach the courses, and it really is just a different experience from beginning to end. It's more like a social event sometimes than going to a test prep class.

Do you cater to any particular kind of student?

We don't specifically advertise for any particular student. The thing about our course is it's long and

it's intense, and it takes a lot of work. So because of that I think that our course is tailored more for the highly motivated student who's ready to work and put in a lot of time and effort in order to get the best score that they can. It works for everyone because the classes keep everyone engaged, it's entertaining, but most of the students that we have are those students who really do want to put in the time to maximize their score, because it is 100 hours over two or three months, so it is a big time investment.

What qualifies someone to teach for Blueprint?

The two qualifications are: number one, you got to have the score—so you have to score a 170 or better on a real LSAT, and that's great, but the thing that we really look for is just—we started Blueprint with just a few people teaching classes, and the reason why it caught on and the reason why we gained such a strong following is not because the person in the front of the room had a 175, but because the person in the front of the room was funny and a great teacher, and they kept students wanting to come back for 100 hours.

So as we've expanded and started hiring more and more teachers, we've really kept those same standards. So we fly everyone into Los Angeles for instructor training—a very low percentage of the people we bring in actually ever end up teaching classes for us—but we really put them on the spot. We have a very different approach to training the instructors—it has much less to do with actually teaching them the methodology than getting the people comfortable to express their personalities and keep things interesting for people for 100 hours in front of the class. And so the people that we choose have a rare combination of a really high LSAT score, and the ability to keep you laughing while you're learning for 100 hours, which is hard to find, but we've done a pretty good job of it so far.

What are your company's unique strengths?

Oh, there's too many to name. I'll give you three. First, if you just look at it, we give you more for less. So, objective facts, the deal's a little bit better—we give you more hours of instruction, it's 100 hours as I said, for less, which is \$1199. And the reason why we're able to do that is we're a smaller company, so we have less overhead so we're able to offer a better deal to people.

Number two, actually we've always prided ourselves on the results that we're able to accomplish with people, and we're not ashamed to tell people what our results are. A lot of people hide their results or won't tell you what they end up to be. We publish our average score improvements, and we have reviews all over our Web site from our students. We have a very loyal fan base of people who have done great, and they come back and they tell all of their friends. Our average score improvement is over ten points, which is huge and we don't do any funny math on that. We count all of our students from beginning to end, and they're going up over ten points, which is great. So that's number two.

And the third thing that I think really sets Blueprint apart is all we do is the LSAT. It sounds lame, but when new LSATs come out we have a little party at the office, and we all pore over them for a couple

weeks to figure out what's going on and making sure we're really keeping up with everything, and we're teaching our students the right stuff in every class. We're smaller, we're more focused, and that allows us to just really make sure we're doing everything right. It's all LSAT, all the time.

A lot of LSAT companies say the same things—our classes are great, our instructors are great, you'll have a great time in class—and the thing that I would urge students to do is actually do a little research. Just look at the Web sites, and I think that if you compared our Web site to the other Web sites out there, in terms of just the personality that's on there, the instructor bios, how we introduce you to the people who are going to be teaching your class, to the sample videos that show you what class is like. I think if they check those out, they will quickly be able to see why taking Blueprint would be different than taking any other company out there.

Epilogue

Choosing the right LSAT prep course for you is just the next step in the grueling law school admissions process. You will also need to write a personal statement and resume, and perhaps an addendum, diversity statement, or waitlist letter. With the help of [Accepted.com's expert staff](http://www.accepted.com)¹, this process need not terrify or overwhelm you. With Accepted's assistance, you—like the hundreds of law school applicants we have helped since 1994—will have a personal mentor and editor committed to helping you present yourself at your best.

Here is a sample of the [feedback we have received from satisfied clients](#):²

“Thank you sooo much, I worked very hard to achieve these acceptances and could not have accomplished this without your tremendous service.”

“I was very happy with the service and already have recommended to a prospective law student. Your service did wonders for my personal statement.”

“I wanted to tell you that I just had a chance to review carefully your comments - wow, what great comments! It solidifies the essay so much better!”

If you would like to have help with your law school application, please [visit our catalog of services for more information](#)³ about how we can help you get accepted.



1 <http://www.accepted.com/aboutus/aboutus.aspx>

2 <http://www.accepted.com/law/testimonials.aspx>

3 <http://www.accepted.com/services/lawservices.aspx>