



GET ACCEPTED TO

COLUMBIA

BUSINESS SCHOOL

PRESENTED BY LINDA ABRAHAM
FOUNDER & CEO, ACCEPTED

Meet Your Presenter

- Founder and CEO of Accepted (since 1994)
- Co-founder and first president of AIGAC
- Quoted in WSJ, P&Q, USN, BW and others
- Host of Admissions Straight Talk podcast
- Co-Author of MBA Admissions for Smarties



Linda Abraham



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FOUNDER & CEO, ACCEPTED

Comprehensive MBA Application Package

**\$100
OFF**

Orders Over
\$1,000

**\$200
OFF**

Orders Over
\$2,000

**\$500
OFF**

Orders Over
\$5,000

**\$1,000
OFF**

Orders Over
\$10,000

Coupon Code: **SAVENOW**

accepted.com/InAtCBS



Ends November 22





1-21 →
Wall ST

75-102
Broadway
EAST SIDE OF BROADWAY



Average GMAT: 726

Middle 80% GMAT range: 690-760

Average GPA: 3.6

Middle 80% GPA Range: 3.2-3.9



CBS AMA with Michael Robinson

reports.accepted.com/mba/columbia_business_school_ama

An MBA's Perspective on Columbia Business School

accepted.com/373





Value
Investing
Healthcare
Private Equity/
Venture Capital
Caseworks



Columbia
Entrepreneurs
Organization
Masters Classes
Clusters/Learning
Teams





S = Substance

CQ = Competitive Qualifications

EP = Effective Presentation

S = CQ + EP





“Columbia Business School looks for intellectually driven people from diverse educational, economic, social, cultural, and geographic backgrounds.

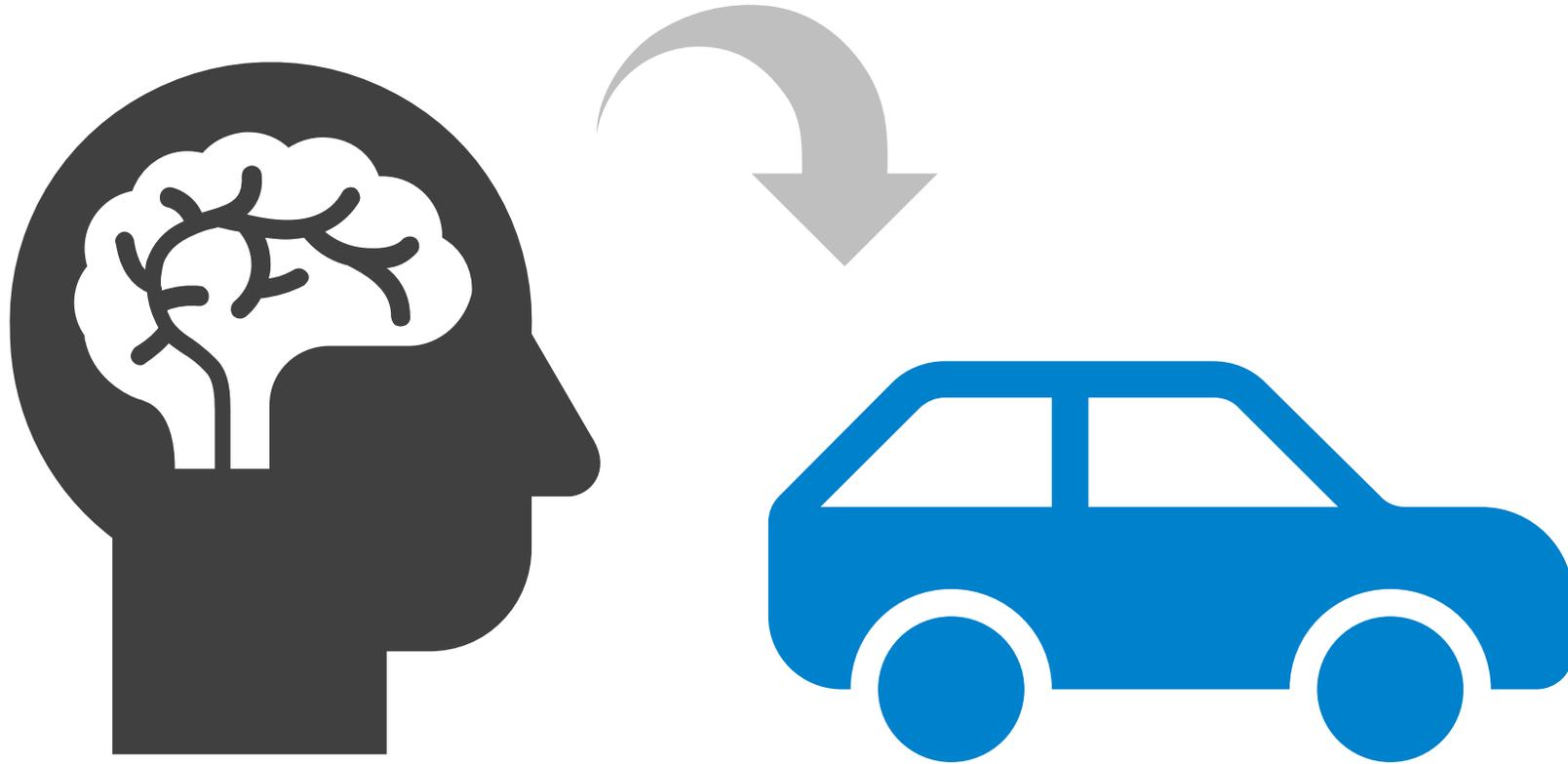
Our students share a record of achievement, strong leadership, and the ability to work in teams.”

Demonstrate
you can
do the
work

1



Intellectual Drive





Daniel Joseph Paluska

HIT ID: 985 988 429 Birthdate: 23-FEB-1974

Admitted as a Regular Student for Fall Term 1992-1993
from FENTON HIGH SCHOOL
FENTON, MI

Subject Subject Name Lvl Cred Grade

FALL TERM 1992-1993 FRESHMAN

3.091 Intro:Solid-State Chem U 12 P
8.01 Physics I U 12 P
18.01 Calculus U 12 S
18.02 Calculus U 12 P
21.730 Expository Writing U 12 P

SPRING TERM 1992-1993 FRESHMAN

8.02 Physics II U 12 P
18.03 Differential Equations U 12 P

FALL TERM 1993-1994 COURSE: 6 1 SOPHOMORE

2.01 Mechanics of Solids U 12 B
6.002 Circuits & Electronics U 15 B
17.107 Intro-Political Theory U 9 C
18.06 Linear Algebra U 12 B

SPRING TERM 1993-1994 COURSE: 2 SOPHOMORE

2.02 Intro Systems Dynamics U 12 B
2.70 Introduction to Design U 9 B
17.319 Envir Politics & Policy U 12 B
21H.011 Intro to Western Music U 12 C

FALL TERM 1994-1995 COURSE: 2 JUNIOR

2.03 Dynamics U 12 B
2.40 Thermodynamics U 12 C
2.671 Measurement & Instrumen U 12 B
21L.009 Shakespeare U 12 A

FALL TERM 1995-1996 COURSE: 2 SENIOR

2.20 Fluid Mechanics U 12 B
2.30 Mechanical Behavior: Materials U 15 C
2.72 Elements of Mechanical Design U 12 B
21H.522 Age of Samurai: Hist & Film U 12 B

SPRING TERM 1995-1996 COURSE: 2 SENIOR

2.672 Project Laboratory U 6 B
2.86 Introduction to Manufacturing U 9 B
2.96 Real-World Ethics U 12 B
2.995 Special Topics in Mech Eng U 12 A
17.205 Health Policy U 12 B

-- Continued in Next Column --

Subject Subject Name Lvl Cred Grade

FALL TERM 1996-1997 COURSE: 2 SENIOR

2.010 Control System Principles U 9 A
2.73 Design Projects U 12 A
6.312 Acoustics U 12 A
21H.750 Writing & Reading Short Stories U 12 B

JANUARY TERM 1996-1997 COURSE: 2 SENIOR

2.7HJ Undergrad Ind Study or Thesis U 6 J/A

SPRING TERM 1996-1997 COURSE: 2 SENIOR

2.7HJ Undergrad Ind Study or Thesis U 3 A

SPRING TERM 1997-1998 COURSE: 2 M GRADUATE STUDENT

2.151 Adv System Dynamics & Control H 12 B
2.51 Heat & Mass Transfer G 12 A
2.7HG Thesis H 24 J/A

SUMMER TERM 1998 COURSE: 2 M GRADUATE STUDENT

2.7HG Thesis H 36 J/A

FALL TERM 1998-1999 COURSE: 2 M GRADUATE STUDENT

2.032 Dynamics H 12 B
2.7HG Thesis H 24 J/A
18.085 Math Methods for Engineers I H 12 A

SPRING TERM 1998-1999 COURSE: 2 M GRADUATE STUDENT

2.152 Nonlinear Control System Design H 12 A
2.7HG Thesis H 36 J/A

-- Continued Next Page --
-- No Entries Valid Below This Line --

OFFICIAL TRANSCRIPT: ISSUED 16-AUG-2010
Order #: 000958381

Page 1

Issued to

DAN PALUSKA
187 BOND STREET, #3F
BROOKLYN, NY 11217

Unofficial without signature
Mary R. Callahan, Registrar

Mary R. Callahan

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To confirm authenticity, see reverse side. Information must not be disclosed
to other parties without prior written consent of the student.



Average GPA: 3.6

Middle 80% GPA: 3.2 - 3.9





5 As for Your Low GPA

accepted.com/137



Average GMAT: 727

Your GMAT: 750 



That GMAT Score

blog.accepted.com/should-you-retake-the-gmat-short-video-reports.accepted.com/mba/gmatscorewebinar



How to Get Accepted to Top B-Schools with Low Stats

reports.accepted.com/mba/low_stats_webinar



**Have a
clear reason
why you want
a CBS MBA**

2



Short Answer Question

What is your immediate post-MBA professional goal?
(50 characters maximum)

Examples of Possible Responses

"Work in business development for a media company."

"Join a strategy consulting firm."

"Launch a data-management start-up."



Goal = Function + Industry



Short Answer Question

What is your immediate post-MBA professional goal?
(50 characters maximum)

Examples of Possible Responses

"Work in business development for a media company."

"Join a strategy consulting firm."

"Launch a data-management start-up."

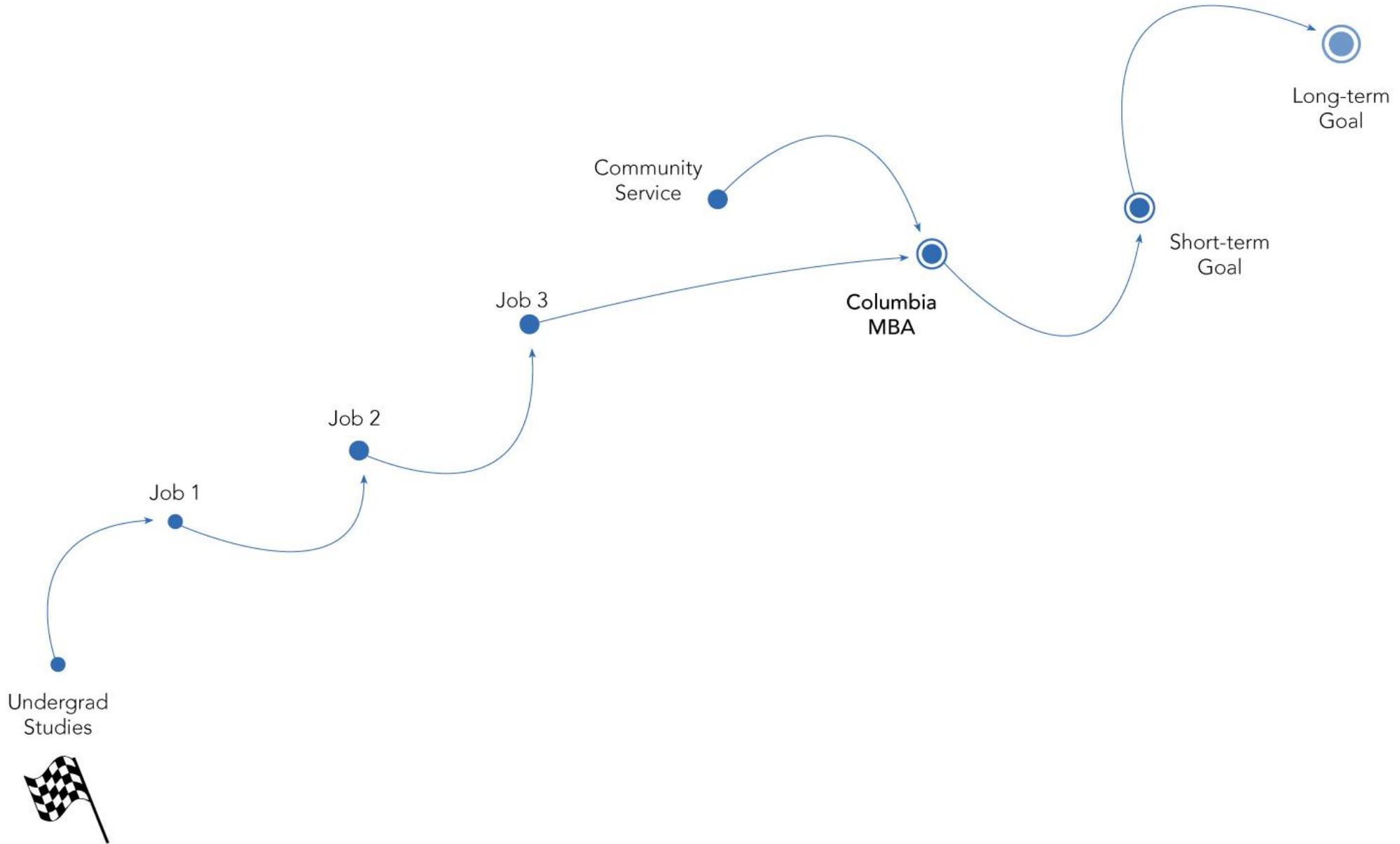


Essay 1

“What are your career goals over the next 3-5 years, and what, in your imagination, would be your long-term dream job?”

(500 words)





Show
you share
CBS'
values

3



"At the very center of business."



CBS AMA with Michael Robinson

reports.accepted.com/mba/columbia_business_school_ama

An MBA's Perspective on Columbia Business School

accepted.com/373





Theory 2 Practice



Entrepreneurship @ CBS

"At the very heart of our philosophy is the entrepreneurial mindset. Our courses will teach you to emphasize your individual initiative by identifying, valuing, and capturing opportunity no matter what field you're in."







Top 10!

Top 20!





16.2% Acceptance Rate



Show
you will
contribute
distinctively

4



A close-up photograph of a blue pencil's tip as it writes the word "IMPACT" on a light-colored surface. The pencil is positioned vertically on the right side of the frame, with its tip touching the surface. The word "IMPACT" is written in a bold, blue, sans-serif font, with a horizontal line underneath it. The pencil's lead is visible at the tip, and there are numerous small, blue shavings scattered around the point of contact. The background is a soft, out-of-focus light gray.

IMPACT

Average work experience: 5 years

Middle 80%: 3–8 years

**99% have more than 1 year
of work experience**



Show You **Belong** at Columbia

- ✓ Show you can do the work in-class and excel.
- ✓ Have a clear, realistic idea why you want an MBA from Columbia and how you intend to use it.
- ✓ Reveal shared values.
- ✓ Demonstrate that you will be able to contribute to your team, your cohort, and Columbia's community and ultimately make the school proud.





Title
NAME SURNAME

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CONTACT INFO

-  Phone number
-  E-mail
-  Web site

LANGUAGES

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HOBBIES



Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

WORK EXPERIENCE

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EDUCATION

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PUBLICATIONS

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

PROJECTS

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SKILLS

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ACHIEVEMENTS

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Add Employer

Organization Name

City

State

Telephone

Dates of Employment to

Starting Position

Ending Position

Starting Compensation Annual Base in \$U.S. Annual Bonus in \$U.S.

Ending Compensation Annual Base in \$U.S. Annual Bonus in \$U.S.

Industry

Job Function

Direct/Indirect Reports If none, enter 0. Do not include team members.

If self-employed, total employees:

If self-employed, total employees:

If self-employed, total annual revenue:

Duties/Responsibilities

Reason for Leaving (50 words maximum)



Add Activity ✕

Order of Importance

Type

Organization Name

Role

Country

City

State

Dates of Participation to

Frequency of Participation hours per week weeks per year

Description of Participation

3 Essays



Essay 1

“What are your career goals over the next 3-5 years, and what, in your imagination, would be your long-term dream job?”

(500 words)



Verbose **Unimportant**
Insignificant **Irrelevant**



Essay 2

“Why do you feel Columbia Business School is a good fit for you?”

(250 words)



CBS



Essay 3

“Tell us about your favorite book, movie or song and why it resonates with you.”
(250 words)



Optional Essay

“Is there any further information that you wish to provide the Admissions Committee? If so, use this space to provide an explanation of any areas of concern in your academic record or your personal history. This does not need to be a formal essay. You may submit bullet points.”

(Maximum 500 words)



2 Criteria for Your Recommenders



10 Tips for Recommenders

[accepted.com/mba/tips-for-writing-letters-of-recommendation](https://www.accepted.com/mba/tips-for-writing-letters-of-recommendation)





How to Ace Your MBA Interviews

reports.accepted.com/mba-interview-prep

Personalized Mock Interviews

accepted.com/mba/services/interview-assistance





FREE Consultation

Win a free 15-minute
consultation with an
Accepted consultant!



Show You **Belong** at Columbia

- ✓ Show you can do the work in-class and excel
- ✓ Have a clear, realistic idea why you want an MBA from Columbia and how you intend to use it
- ✓ Show that you meet Columbia's criteria and share its values
- ✓ Demonstrate that you will be able to contribute to your team, your cohort, and Columbia's community and ultimately make the school proud



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STAY TUNED!

Q&A

COMING IN 3 MINUTES!





Get Accepted!



- ✓ Access expertise and experience
- ✓ Reduce your stress
- ✓ Save time
- ✓ Optimize your school choice and application
- ✓ Apply with confidence

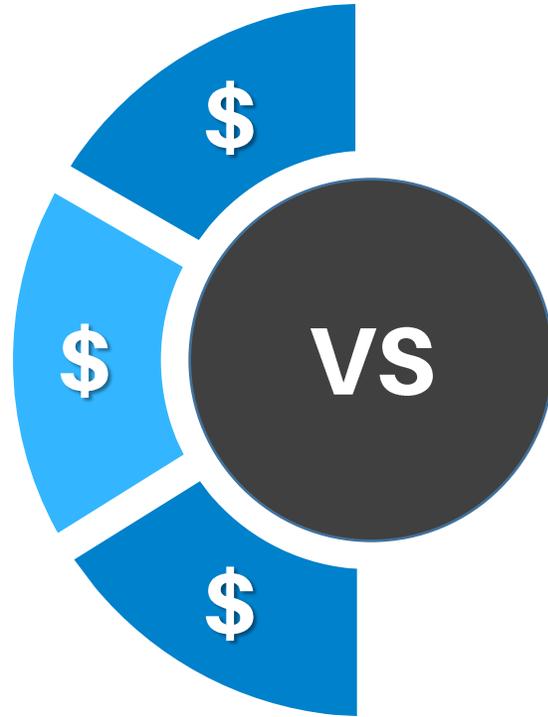
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Risks of not using Accepted

● Cost of reapplication

● Additional year of reduced earnings

● Potential that you could have gotten into a better program with higher lifetime earnings



✓ Minimum investment

\$330

✓ 1-school package

\$4,575

Client Testimonials



“I wanted to thank you for all your help. I couldn't have done it without it! “

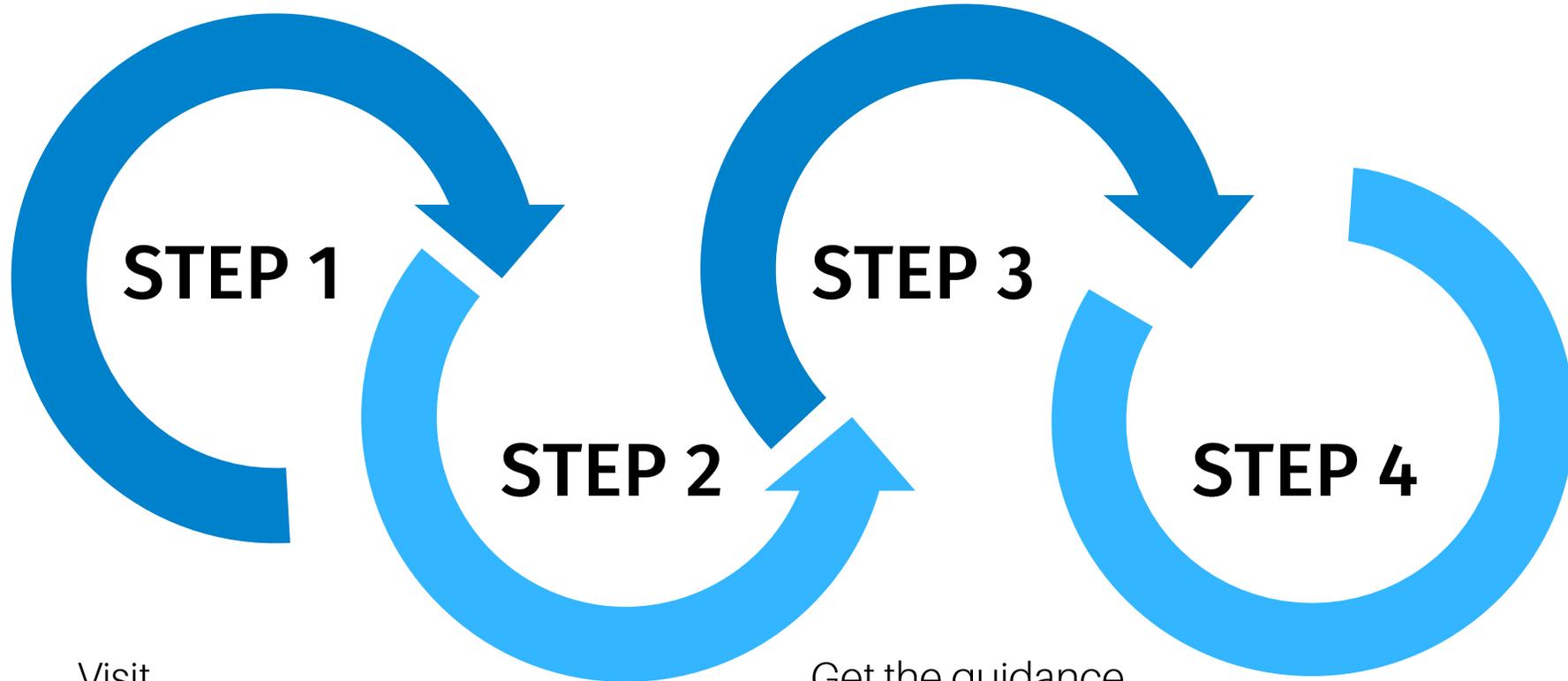
- Accepted to Columbia and Booth



Very happy to tell you that I have been accepted to Columbia! Thanks so much for your help along the way. Your insight and careful critiquing of my essays truly did the trick! I think the best compliment I can give is a recommendation and indeed I had a friend contact me to ask for advice after I was accepted. She was asking me about consultants, and I let her know that you helped me. Thanks again!”



Get Accepted!



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Choose the service
that is right for you

Get the guidance
that you need

Apply confidently
and effectively

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Orders Over
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Orders Over
\$5,000

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OFF**

Orders Over
\$10,000

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Ends November 22

Client Testimonials



I helped Raj into Columbia (and Sloan and Booth) this season, after he failed to get into Wharton, Sloan, and Booth last year. His situation was a very good example of why even excellent candidates need guidance to help them into top business schools. His previous applications did a very poor job of presenting him to admissions committees: he didn't take advantage of his very international background, he didn't emphasize his leadership in career-related stories, and he chose his topics poorly (from events from long ago and from events of little interest to admissions committees). Pointing him in the right direction and guiding him down that path brought him multiple acceptances this year, even though little had changed in his candidacy from the previous year.”



Comprehensive MBA Application Package

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OFF**

Orders Over
\$1,000

**\$200
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Ends November 22