

Tips for Writing MBA Application Essays

Get to the point and connect your experience to goals

Business school application essays come in many shapes and sizes. There are too many examples to discuss here, but in general, any essay answer should quickly give admissions the information about your background, experience, preparation and goals that they are looking for.

The key to any good essay is that it is well organized and gets right to the point with details and insight about you as a potential MBA candidate. It is also important to stress that business school is not all about business. It is a common mistake among super-keener MBA candidates to make every application essay answer about business, finance, accounting problems or something related to work.



Show that you have a life. Life/work balance is both important and valued. You of course need to discuss your professional experience and ambitions, but you should also show that you have a life outside of work.

Discussing your family, kids, community work, sports, hobbies and so on shows that you are a balanced professional and also gives some personality to your application. This makes it easier for admissions to relate to you as a person and not just as professional.

While a few people may be taking an MBA just to explore the joy of business, most students choose to invest in an MBA because of the potential to improve their career prospects. Talk about those potential opportunities and how they might change your life. It is not advisable to discuss how much of a salary increase you will get as a result of going to a certain B-school. No one likes people who are vain and shallow, even in MBA programs.

Make sure that you connect your past experiences to all that you will learn in an MBA program. Try to be specific and also discuss how your MBA will unlock future opportunity for you. No matter if you are taking an MBA to jump into a management track or already in that track and seeking to accelerate or change your career, make sure that you connect the program offering with your future professional success.

Finally, try to use each essay as a way to show different aspects of your character. I have seen time and again a (dull) story about what happened in the office cut up into 3 or 4 different essays. This will get you a quick trip to the 'no' pile and you will end up working in the office mailroom for another year while you wait to re-apply.

Invest in success. The best business schools are highly selective so the best MBA applications must show all sides of a dynamic candidate. For some people it will be easy to show that they are ready, others not so much. No matter which category you are in, essays are pretty much your only competitive advantage, so invest in success and contact us if you need some help getting them done right.

Transform your MBA application from average to outstanding

Admissions Strategy | Essay Coaching & Editing | Interview Preparation

Contact John Hannon | Founder & Senior Consultant

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