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# How to Successfully Market Yourself in Applications

## What does it mean to **market yourself**?

Marketing yourself to school and scholarship administrators means showing off the best sides of yourself. You want to highlight your best qualities and experiences to promote yourself—and to help you stand out from the crowd.



## General Advice

### 1. **Write clearly and concisely**

You'll most likely have a word count limit for any application, and writing concisely will improve your chances. **Stick to the facts** that you want to highlight and try not to ramble. A great trick for how to tell if your application is ready is by **reading it out loud**. This will help you hear any awkward or run-on sentences.

### 2. **Provide concrete evidence**

Application **administrators want to know specifics**. If you claim that you are a great leader, prove it. Providing evidence helps administrators get a better picture of who you are, what you value, and what you bring to the table. Concrete details help flesh out your story.

### 3. **Be authentic — use your own voice**

It's clear when students are using a thesaurus for every other word, or when what's written isn't genuine. You're trying to get administrators to choose you, so why not write like you? **Your voice** is what **helps make you unique**, so use it!

### 4. **Give yourself plenty of time**

Applications are not something you want to wait to do. When you **start as early as possible**, you give yourself enough time to write the best application you can. This will give you time to have others edit your writing, think of more experiences to highlight, and decrease your stress.

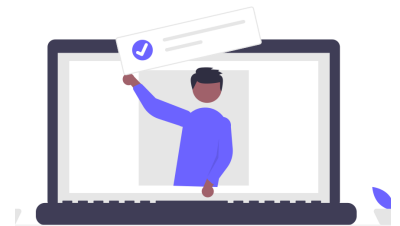
## 5. Be unique and creative

One major question students have about applications is: **how can you stand out from the rest?** Try and think about what makes you unique, what are you **truly passionate about**, and then market yourself accordingly. For example, you could be applying to a chemistry program/scholarship and you choose to talk about how baking has helped you achieve a different perspective on the subject. **Connect your passions to your application.** The way you write about it will stand out much more than when you write about anything else.

## 6. Ask yourself the right questions to help frame your essay

Marketing yourself in a modest, but successful way can be difficult. Try to keep these questions in mind when writing your essays.

- How were you **involved in your community** outside of the classroom?
- Why did you want to get involved with this certain activity? **What drove you** to this specific activity?
- How did you **demonstrate commitment** in this role beyond showing up?
- **What impact** did you make? Provide concrete examples.
- How did this role impact those around you? How did it **affect you personally**?
- Did you demonstrate **initiative or leadership**? Did you coordinate an activity or make suggestions for improvements?
- What do you think **makes you unique**? Why should they choose you?



# How to market yourself for school applications

## 1. Strategically choose which experiences to write about

Don't list every experience and extracurricular you've ever participated in unless you're asked to. It could appear like you're trying to fluff up your resumé and will limit your ability to speak more in depth about these experiences. **Be strategic about what you want to highlight.** Write about what you think are your most meaningful and impactful experiences.

## 2. Find great references

Try to find **people who know you well** and can speak highly of you. They can be teachers, volunteer coordinators, etc, but not family or friends. Ask these people in advance so they have enough time to prepare. You can help them prepare by providing them with a list of attributes and examples that they can refer to.

## 3. Show genuine interest

Show genuine interest in the school and program you're applying to. **Do your research.** Why do you want to go there? Make sure your writing is catered to where you're applying and be specific. No school wants to feel like a third option.

## How to market yourself for scholarship applications

### 1. Write about achievements that have helped others or changed your perspective

Typically, the achievements where you've helped others or have had your perspective change make the most interesting submissions to read. You'll have **more to say about these achievements** and your passion and interest will show through in your writing.

### 2. Connect your experience with the scholarship

Each scholarship committee has different values. Use this information to help cater your writing to what would most interest them. If the scholarship is offered by a youth centre, highlight your experience volunteering with kids! The more you can **learn about the administrator**, the better.

### 3. Think outside the standard scholarship essay box

If the scholarship application allows for multimedia submissions, consider using a different approach than the typical written essay. This could mean presenting your essay on a YouTube video where you can show off your personality. This is a great way to **set yourself apart** from others! Some students prefer to submit poetry or art instead of an essay. Be wary, though—be sure you're **following all guidelines and instructions!**

## What else can I do to boost my application?

### 1. Volunteer or join a club that you are passionate about

It's **never too late to volunteer and participate in clubs**. Make sure that what you sign up for is something that you're passionate about so that you can discuss your work with recruiters at a later time. (Plus, you'll meet some amazing people!)

### 2. Reach out to school/scholarship administrators

Make yourself more noticeable by reaching out to school/scholarship administrators if you have questions or want to thank them for the opportunity. This lets them know that you're very invested and will **make your name more recognizable**.

Overall, remember to be yourself! Schools and scholarship administrators want to get to know you, so **let your personality and creativity shine through**.

