

You may view applying for a scholarship as a tedious, unnecessary distraction. However, scholarships offer more than financial benefits; they can differentiate your child from typical students. Even if you can afford your children's education, you don't want to miss out on these great benefits:

1. Scholarship winners are more likely to get accepted into **top tier university programs**. (e.g. medical, law and business schools like Harvard).
2. Learning how to create a scholarship package will give students a **compounding advantage** over their fellow students.
3. Scholarships offer **prestige** and public recognition.
4. Scholarship winners have less debt, and so they can **capitalize on their future quicker** than their peers.
5. Students with scholarships **earn well over \$100/hour** before graduating high school (Our top students earn over \$100,000).

Today I want to discuss 5 of the benefits that differentiate scholarship winners from typical students.

Many families don't understand how to leverage their student's high grades and busy schedules. ~~Even worse, parents who can afford their children's education sometimes see applying for scholarships as a distraction instead of a massive opportunity.~~ So I decided to explain why you should not only reconsider applying for scholarships, but embrace this once in a lifetime opportunity. After I explain the benefits, if you choose to stay on this list, you will receive step by step instructions on how to win scholarships with the least amount of effort. **If your willing to invest your time in reading this article, you'll learn:**

1. ~~Why scholarship winners are more likely to be accepted into top tier university programs (e.g. medical, law and business schools like Harvard).~~
2. ~~Students who learn how to create a scholarship package of their accomplishments will gain a compounding advantage over their fellow students.~~

**Commented [1]:** I put the benefits here because it again is part of the hook. I bolded some words to help them stand out and grab readers' attention.

**Commented [2]:** I started this way to begin with a hook. You started of with I want to discuss benefits, but if the parents are not initially interested in scholarships, they may just delete the email without reading on. This describes your audience, so they know it is for them, and then they keep reading.

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**Commented [3]:** I started this way to begin with a hook. You started of with I want to discuss benefits, but if the parents are not initially interested in scholarships, they may just delete the email without reading on. This describes your audience, so they know it is for them, and then they keep reading.

**Commented [4]:** I put this sentence here because they should know right away that this email is providing them information on benefits and then giving them a choice to continue on to learn more and exactly what that "more" is. Sometimes people don't make it through longer emails, so it is important to put the main information right away, and I bolded it to help it stand out.

~~3. Why families who can afford to pay for their children's education should not pass on the prestige and opportunity scholarships offer their children.~~

~~4. How student debt can destroy our youth's future potential.~~

~~5. How students are earning well over \$100/hour before graduating high school (Our top students earn over \$100,000).~~

**Benefit #1 Scholarship winners are more likely to get accepted into top tier university programs**

~~Universities' admission packages and scholarship applications. The admission package universities require have require similar selection criteria, to scholarship applications.~~

~~They both ask for your resume, personal statement, leadership/extracurricular activities, GPA, and a couple of reference letters, to see what others think of you.~~

~~Since high school students have very little experience creating professional applications, filling them out prepares them for. The fact that scholarship application mimic university admission packages (and future job application packages). Thus, students who spend the time filling out scholarship applications -destroys any argument that students don't have enough time to apply for scholarships.~~

~~If you think about it many high school students have very little experience creating professional applications. So it makes sense that students who are trained will enjoy more success and have a better shot at top tier universities. For this reason, This is why we encourage families to begin the scholarship application process at the start of high school versus their final year. This offers years of practice, and students - You need the final year to balance more important events like your final exams and prom!~~

**Benefit #2 Building a portfolio in high school will create an unfair compounding advantage**

Scholarships act as a vetting process. In many cases, admission officers are the same people who sit on scholarship judging committees. So when they compare resumes side by side, students with a list of scholarships get selected first. ~~on their resume will always be selected first.~~

Successful scholarship applications create a virtuous cycle of success similar to compounding interest. Winning your first scholarship or competitive internship opportunity ~~be it a scholarship or competitive internship~~ improves your resume and leads to even more desirable opportunities. And just like compounding interest, the earlier you take advantage of this cycle, the more opportunities you will enjoy moving forward.

### **Benefit #3 Scholarships offer prestige and public recognition**

Scholarship winners often have their stories published in local newspapers and community newsletters. In many cases, scholarship committees will host networking events inviting ~~where~~ only scholarship winners. are invited

When I won a Millennium Sscholarship, they flew me ~~I was flown~~ across the country to meet up with 400 of our country's top ~~sies~~ students multiple times. Many of these students remain close friends, and this world-wide network helped ~~has been critical to helping~~ me seek out professional and personal opportunities.

### **Benefit #4 Student debts are killing many of our youth's future careers.**

With my scholarship, I stood out ~~My scholarship made my resume stand out~~ from my classmates and won ~~this allowed me to win~~ a competitive job that paid over 60% more than what my friends were making.

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