
College Counseling Services

EXPANDING
COLLEGE OPPORTUNITY®
a roadmap to college for parents and students

College Counseling Services

What is it?

College counseling services designed to help students gain admission to college, succeed while in college, and graduate from college

Who is it for?

Second semester 11th grade students and high school seniors throughout the United States and Abroad

What do you get?

Choose one of the three service packages:

Bronze Package – Up to 20 hours \$5,000

- Student goals identification and alignment with college options
- Creation of an application timeline and completion schedule
- Transcript, community service, and extracurricular activity review
- Standardized test (SAT/ACT) review and scheduling plan
- Review and assessment of your prospective college list
- A review of three college admission or scholarship essays
- Editing and proofreading support of your admission and scholarship applications prior to submission

Silver Package – Up to 40 hours

Most Popular Package

\$7,500

- Student goals identification and alignment with college options
- Parent and student goals identification and alignment
- Creation of an application timeline and completion schedule
- Student personality and career assessment testing & evaluation
- Transcript, community service, and extracurricular activity review
- Standardized test (SAT/ACT) review and scheduling plan
- Application recommender review and assessment
- Review and assessment of your prospective college list
- Preparation of a student resume
- A review of up to five college admission or scholarship essays
- Editing and proofreading support of your admission and scholarship applications prior to submission

Gold Package – Up to 65 hours

\$9,500

- Student goals identification and alignment with college options
- Parent and student goals identification and alignment
- Creation of an application timeline and completion schedule
- Student personality and career assessment testing & evaluation
- Transcript, community service, and extracurricular activity review
- Standardized test (SAT/ACT) review and scheduling plan
- Application recommender review and assessment
- Review and assessment of your prospective college list
- Preparation of a student resume
- A review of up to five college admission or scholarship essays
- Editing and proofreading support of your admission and scholarship applications prior to submission
- Student coaching on how to be successful inside and outside the classroom while in college:
 - Goal setting
 - Time management
 - Organization skills
 - Test and paper preparation
 - Note-taking
 - Professor and peer relationship building

What are the benefits?

- Prepare your best college admissions application
- Enjoy peace of mind from having a personal coach
- Reduce stress and anxiety associated with applying to college

How does it work?

- Service period: January 1st through November 30th
- The counseling services may take place in-person, via phone, or via online video conferencing. Your location does not matter.
- A limited number of counseling spaces are available. Don't wait. Register today.

Who is the counselor?

Stanley B. Lemons

How to register?

Phone 404.869.1290 or email: stanlemons@expandingcollegeopportunity.com
A \$1,500 non-refundable deposit is required to reserve your space. The payment balance is due 30 days after the initial deposit. You may also pay in full and receive a 10% discount on the contracted college counseling services fee.

About Stanley B. Lemons



As an adolescent, Stan received a scholarship through the Boys & Girls Clubs of America to attend The Greenhill School, a private college preparatory school in Dallas, Texas. After graduating from Greenhill, Stan moved across the country to attend Amherst College, a highly selective liberal arts school in Amherst, Massachusetts. Stan later served as a Coro Foundation Public Affairs Fellow in St. Louis, Missouri, and as a Peace Corps volunteer in West Africa. He earned an M.B.A.

from the UCLA Anderson School of Management in Los Angeles, California. Additionally, Stan completed executive education programs at Northwestern University and Harvard University. He has held a number of leadership roles in both public and private sector organizations, including Citigroup, The Coca-Cola Company, and S.B. Lemons & Company—the global marketing strategy consulting firm he founded.

Stan is passionate about education. For over 10 years, Stan has served as a volunteer college counselor and academic advisor. Today, he works as a writer, marketing strategist, and counselor for TheSecretToWriting.com, an organization that assists students with writing skills and both admissions and scholarship essays.

Who is Stanley B. Lemons? Stanley B. Lemons is an author, speaker, trainer, private college counselor, global marketing strategist, entrepreneur, and—as Stan likes to proudly say—a husband and a parent.

Featured Testimonial

To whom it may concern,

Stan Lemons was a critical support to our son in the process of his college application. At the time Tripp applied to undergraduate school, he was very unsure of his writing skills and nervous about his ability to get into a good school. Stan tutored him not only in writing his essay for admissions, but also encouraged him to apply both to the schools at the top of his list and to some not on his list that were even more difficult to get into. He did a great deal for our son's self-esteem.

Tripp was at the Latin School of Chicago, a private independent school, applying to a range of competitive colleges. Stan talked with Tripp as Tripp struggled with a theme to answer the various questions on the multiple college applications. Once Tripp chose a theme, Stan asked him to write the essay. With a first draft of his essay, Stan walked him through the process of editing and rewriting until Tripp had an essay that came from his heart and showed the admissions committee who he was. The essay was finished when it showed the relevance of his theme on Tripp's life and thinking. Stan coached him, but when Tripp had a finished product, it was clearly his own thoughts and writing. It was authentically Tripp's essay – and a well written personal statement. Walking someone through this process until they have an authentic piece of work is quite a task, and Stan seemed to be a natural at this process. It required commenting, teaching and then standing back and allowing the student to do the work himself building on his writing and editing skills. Stan was gifted at this. Tripp was accepted early admission at Kenyon College in Ohio.

There aren't words to express how much this meant to us. As parents, we couldn't help Tripp through this difficult task. Our thoughts and ideas were too caught up in our own hopes and wishes for our son. Stan stepped in with great skill and did a better job than we or anyone else could have done. Tripp, for once, truly enjoyed the writing process.

If you have a chance to work with Stan, I recommend you take it. You won't be disappointed.

E. Baldwin