

*"The opportunity to go to college
is one of our greatest treasures.
The college experience opens your
eyes and mind to new ideas and
self-discovery."*

Looking for a speaker on education?
Book **STAN LEMONS** today!

www.expandingcollegeopportunity.com



STANLEY B. LEMONS

AUTHOR, SPEAKER, TRAINER

Want a workshop or seminar on the college admissions and financial aid processes for your next middle or high school parent meeting, student assembly, community event, lunch and learn, PTSA meeting, or association gathering?

How about a workshop to be hosted on your college campus that is designed to equip in-coming and current students on how to be successful in college?

View Stan's presentation and workshop topics, then book Stan Lemons as your next speaker today!

**STAN'S PRESENTATIONS AND WORKSHOPS
ARE IDEAL FOR:**

- Middle school families
- High school families
- College students

SAMPLE SPEAKING OCCASIONS:

- PTSA meetings
- 8th grade to high school transition assemblies
- Principal coffee chats
- Lunch and learns
- Back-to-School nights
- Student meetings
- Youth conferences
- College orientations for first-year students
- Summer academic enrichment camps
- College athlete academic support programs
- Chamber of Commerce meetings
- Employee benefit sessions
- Company sponsored information forums
- Church and other religious assemblies

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 senior marketing strategy positions at 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.

SPEAKING TOPICS

SIGNATURE PRESENTATION

- Expanding College Opportunity

WORKSHOPS

- How to be Successful in Middle School and High School
- Winning in College: how to be successful inside and outside the classroom
- Writing 101

EXPANDING COLLEGE OPPORTUNITY

Signature Presentation

- **Ideal for Middle School and High School Families**
 - **Delivered in-person and via live webinar**
 - **Time: 45 minutes to 3 hours**
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Stan talks with middle school and high school families about the ins and outs of the college admissions and financial aid processes.

TOPICS INCLUDE:

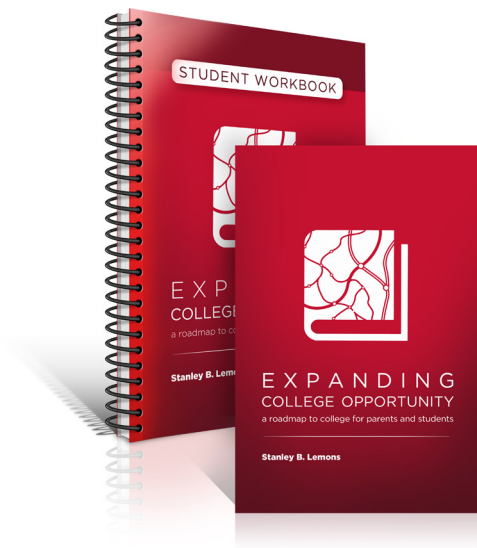
- Why higher education is important
- How to be successful in school
- What colleges look for in applicants
- How to write winning college admissions and scholarship essays
- How to pay for college
- How to get scholarship money for college
- 10 key “do’s” and “don’ts” for the applicant
- How to ensure that you not only get into college but also graduate from college

Stan engages and connects with his audience. He is personable, down-to-earth, and not afraid to share his inspiring personal story as a first-generation college graduate. Want to create educational opportunities for students in your community? Book Stan Lemons today.

EXPANDING COLLEGE OPPORTUNITY

Signature Presentation

Stan is the author of the Expanding College Opportunity book and student workbook. The book and student workbook are powerful resources that are made available for purchase as part of Stan's Expanding College Opportunity presentation.



“This book is a unique and personal explanation of the admissions process that will be helpful to students and parents in today’s charged environment. It is written in a style that is easy to understand. I like the honesty and thoughtfulness of the book. I remember reading Stan’s application to Amherst and am proud of what he has written here.”

Leonard Satterwhite, Associate Dean of Undergraduate Admissions
Duke University, Durham, NC

“In Expanding College Opportunity, Stan Lemons draws on his own personal experiences as he guides high school students through the college search, application, scholarship and financial aid process. Through Lemons’ clarity and practicality, students will learn how to expand their college opportunities and overcome possible obstacles.”

Shenita Piper, Director of Admissions
Earlham College, Richmond, IN

Published by

The
Secret to Writing.com®
Because Words Matter

“Expanding College Opportunity is a wonderful resource for high school students just beginning to think about going to college. The steps between researching schools and settling on where to attend college can be confusing and overwhelming; Mr. Lemons clarifies these processes. This book helps students know the right questions they should be asking to colleges, and to themselves. Simply put: if you are thinking about college but have no idea where to start, start here.”

Mandy Hart, Associate Dean of Admission,
Coordinator of Diversity Outreach
Amherst College, Amherst, MA

“Stanley Lemons has assembled a useful and comprehensive guide to college that is reader friendly, and appropriate for the student and parent audience. His thoughtful insights paint a more nuanced understanding of college readiness, which can potentially improve high school and college success, particularly for first generation students. This important book will enable its readers to know that a college education is truly attainable.”

Michael Ford, Vice Provost for Academic Support
and Retention
Roosevelt University, Chicago, IL

HOW TO BE SUCCESSFUL IN MIDDLE SCHOOL AND HIGH SCHOOL Workshop

- **Ideal for Middle School and High School Students**
 - **Delivered in-person and via live webinar**
 - **Time: 3 to 4 hours**
-

Stan not only motivates his audience, but also he provides practical, easily implementable tools to be successful in school. Stan's presentation is described as a how-to workshop. He outlines time-tested strategies that students can utilize in order to earn good grades, and ultimately to position themselves for increased post-secondary school options, be-it at a community college, a four-year college or university, trade school, or technical school.

TOPICS COVERED IN STAN'S WORKSHOP INCLUDE:

- Goal setting
- Time management
- Organizational skills
- Succeeding on tests and papers
- Preparing for final exams

Anyone wanting to make a positive difference in the educational outcomes of students will be well served by booking Stan Lemons and his workshop, "How to be Successful in Middle School and High School."

WINNING IN COLLEGE: HOW TO BE SUCCESSFUL INSIDE AND OUTSIDE THE CLASSROOM Workshop

- **Ideal for College Students**
 - **Delivered in-person and via live webinar**
 - **Time: 3 to 4 hours**
-

The transition from high school to college is not always easy. In fact, today's 59% four-year college graduation rate speaks to the need for more student support, especially when it comes to managing college classes and being successful in a college environment. Stan provides real-world, practical support and training that students need. In a workshop format, Stan leads college students through a series of winning strategies on how to be successful in school.

TOPICS COVERED DURING THE WORKSHOP INCLUDE:

- Meeting and exceeding professor expectations
- Time management
- Organizational skills
- Forming effective study groups
- Maintaining balance as a student and as a person

By the end of Stan's workshop, students walk away with action steps that they can immediately implement. If you want to increase your school's student retention and graduation rate, book Stan Lemons today ... you'll experience a positive difference.

WRITING 101

Workshop

- **Ideal for Middle School Students, High School Students, and College Students**
 - **Delivered via live webinar**
 - **Time: 1 hour per week for six weeks (at a scheduled meeting time)**
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Good writing informs, persuades, and inspires. It can make us laugh out loud, and it can challenge our hearts and minds. Good writing also takes training and practice to develop. That's where Writing 101 comes in. In Stan's Writing 101 workshop, students learn the essentials of effective writing, including everything from formulating a thesis to writing clear sentences. Plus, students will explore the 10 secrets to writing. By the end of the workshop, students will return to school ready to tackle any writing project with ease.

WHAT TOPICS ARE COVERED IN WRITING 101?

- Grammar
- Editing
- Outlining
- Punctuation
- The writing process
- Structuring an essay
- Style in the essay

Want to take your writing to the next level?
Book Stan Lemons and his Writing 101 class today!

Writing 101 is part of TheSecrettoWriting.com's suite of writing classes.

PRESENTATION TESTIMONIALS

"Stan's (college admissions and financial aid processes) presentation is not only engaging but very informative. His book is an excellent resource for parents and students interested in pursuing post secondary options. It is well organized and easy to understand."

Cary Kennedy, Brookwood High School Counseling Office, Snellville, GA

"Stan shoots straight to the heart of how to choose and get accepted to the right school for you. He is personal. He is real. He speaks from experience and gets it right!"

Leslee Evans, PTSA Member, North Atlanta High School, Atlanta, GA

"Stan Lemons came and spoke to my high school students and the impact he made on them was tremendous. He was able to relate well to our students and actively keep them engaged, making them eager and excited about their next steps after high school. Mr. Lemons challenged the students to "expand their college opportunities."

Cinzia Thomas, Summer Institute Site Coordinator, Emory University, Atlanta, GA

"Mr. Lemons' presentation to our Suitland High School (Suitland, MD) Parent Teacher Student Association was a timely wake up call regarding the importance of investing in our children's education. His book 'Expanding College Opportunity' clearly and easily conveys information and tools that parents, teachers and students themselves can use in navigating the college admissions and financial aid processes. The strategies detailed in the book was brought to life by Mr. Lemons' passion and enthusiasm for helping our young people reach their full potential as both students and future leaders. The SHS PTSA is pleased to have purchased several copies of these wonderful books which are sure to be an invaluable resource for our students for years to come."

Barbara Eubanks, Retired U.S. Navy Executive Officer and PTSA Treasurer, Suitland MD

"Your presentation was a tremendous blessing to all who attended and I cannot say enough about the practicality of the material. Many parents were greatly encouraged about the ease of the college process, especially those who may have started a little late in the journey. Even my son commented about how he enjoyed the workshop and how helpful the presentation was for him. Thank you again for coming."

John Bradshaw, Youth Minister, Greenville Avenue Church of Christ, Richardson, TX

"Mr. Lemons did an outstanding job presenting to our 6th, 7th, and 8th grade parents during a lunch and learn session. His wealth of knowledge was both personal as well as research based. His presentation was also interactive which gave parents an opportunity to ask questions as well as share parenting experiences. Mr. Lemons received excellent ratings from the parents in the evaluation after the presentation. I will certainly invite him again to our school. Thank you, Stan."

Dr. Vanita Moon, School Counselor, Snellville Middle School, Snellville, GA

"Stan provided an absolutely informative, comprehensive presentation to our parents and students regarding the path to college. He offered his own experiences and made the topic relatable and inviting for everyone to ask questions. I enthusiastically recommend all parents, students, and schools offer the Expanding College Opportunity presentation, the information is extremely valuable!"

Kimberly Chinn, LMSW, Site Coordinator, Communities in Schools of Marietta/Cobb County, Pebblebrook High School, Mableton, GA

CONTACT

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