Tips for writing the college essay from the three videos:

* Drop formality and use conversational tone (with polish!)
* Essay should allow reader (admissions officer) to get to know you
* It’s okay to be vulnerable
* This essay is NOT a resume!
* Explain any experience you choose to write about—the significance, how it shaped you, what you learned about yourself
* Tricks and creative ploys can be distracting and take away from showing your true self
* Simple and heartfelt is best