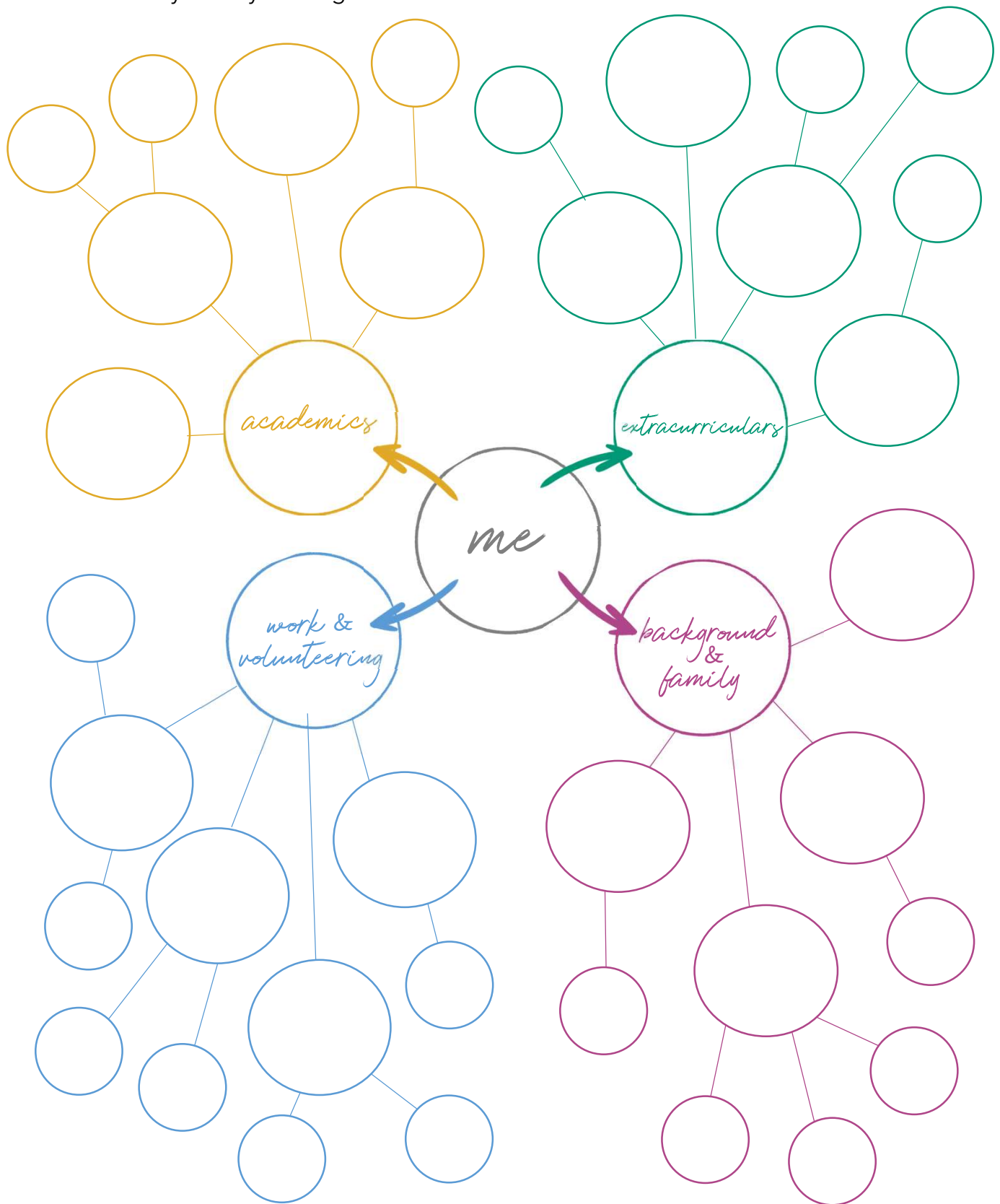


## Develop Your Key Messages

In the space below, list every accomplishment or characteristic you can think of when it comes to your high school career and what makes you... you! You'll use this on page 2 to formulate your key messages.



Look for themes from the content on page 1 to formulate your three key messages. If you get stuck, watch the replay from the *3 Ways to Stand Out From the Crowd in College Admissions* webinar to see Camila's example for inspiration.

**Key Message 1:** \_\_\_\_\_

Proof Points (facts that prove your key message is true):

- 
- 

Anecdotes (stories that bring your key message and proof points to life):

- 
- 

Looking Forward (statement about how you'll contribute in this way at your future university):

- 
- 

**Key Message 2:** \_\_\_\_\_

Proof Points:

- 
- 

Anecdotes:

- 
- 

Looking Forward:

- 
- 

**Key Message 3:** \_\_\_\_\_

Proof Points:

- 
- 

Anecdotes:

- 
- 

Looking Forward:

- 
- 

Need help creating your key messages or how to apply them to your essays?

[Email Stef for support!](#)

