

College Search GamePLAN™

a division of Strategies For College, Inc.

*premium content courses delivered in an
Interactive Learning Environment
by experienced private college consultants*

The GamePlan Modules address the **Critical Elements** of college planning, providing you with a thorough overview of the BIG PICTURE. The modules are completed according to the **Milestone Planning Chart** in order to break the big picture down into manageable, bite size, digestible pieces.

Each module is delivered via screen capture video, so it feels like you are right there interacting with the speaker. The module content is always available, easy to access and ready for review at any time. You also have access to all of the material presented in the screen capture videos. These are easily downloadable pdf documents that can be printed and put in a notebook for future reference.

We understand that some people acquire new skills and learn best by reading. Some by listening. And some by reading AND listening. Consequently, all of the content is presented in a variety of formats so you can choose according to your preferred style of learning.

Get the next best thing to your own private college consultant at a fraction of the cost with College Search GamePLAN. Our exclusive Members Web Site will be available soon.

Looking forward to interacting with you in the Member's Forum,

Todd Fothergill
Co-Founder
College Search GamePLAN



Module 1: Navigate the Big Picture

Lesson 1: Define the key concepts for developing a successful college search

- The power and profit available to those who integrate the college search with “the money factor”
- The competition for admission to selective colleges in the United States
- One of the secrets no one tells you about starting your college search
- What happens when “college knowledge” meets “educated consumers”

Lesson 2: Discover your financial comfort zone

- Drilling down through the aid eligibility formulas
- Finding money for which you are eligible based on “financial need”
- Finding money for which you are eligible based on “academic merit”
- Arriving at a solution that works for you

Lesson 3: Calculate how your student “stacks up”

- The secret to strategically positioning yourself for admission – and money – at many high quality colleges
- How to set yourself up for failure in the “enrollment management game”
- Why “reach colleges” are a liability when seeking money for college

Lesson 4: Identify your college search criteria

- The importance of “stakeholder communication” – Dad, Mom & Student
- 25 college search criteria to consider and which ones matter most
- Setting targets with which everyone is comfortable

Lesson 5: Create your 18-24 month calendar

- Introduction to milestone events for non-project managers
- 33 critical milestones that need attention
- Breaking the milestones down into bite size chunks for Grades 10 - 12



Module 2: Develop an Action Plan for Standardized Testing

Lesson 6: Types of standardized tests & how they differ

- PSAT/NMSQT
- PLAN
- SAT
- SAT Subject Tests
- ACT
- How they are scores
- Interpreting scores: raw score or percentile score?

Lesson 7: Identify which test might be best suited for your student

- How personality differences might influence test selection
- The trouble with defaulting to SAT only
- When to consider “test optional” colleges

Lesson 8: Create a confident test taker

- How to avoid the “not a good test taker” excuse for students with B (and better) grades
- Interactive Learning Environments vs. traditional classroom teaching
- Test prep resources
- Our recommendation for test prep