

My daughter finished the workshop with a well-written essay and had lots of fun in the process. She was fortunate to get immediate positive feedback when she submitted it with her application to a competitive program. The director of the program complimented her essay during the interview. I highly recommend The Write Workshop.

Parent of Write Workshop Graduate

After I visited many colleges and heard all of the admissions personnel stress the role of essays in the application process, I realized just how important writing a good and unique essay really is. But I didn't know how to begin. This workshop got me on the right track, showed me what admissions departments are looking for, and helped me decide what is important in my life that I can write about.

K. J., Write Workshop Graduate

**Attention rising seniors, juniors, sophomores (and parents!)**

**This summer, get the right start on your college application essays at**

### **What are the benefits of The Write Workshop?**

Writing the college application essay can be a meaningful and motivating opportunity for self-knowledge, personal growth, and the development of your effectiveness as a writer. Dr. Lebo's knowledge of the psychology of writing, combined with your own creativity and work in small groups, will enable you to explore and express the unique voice within you.

### **What colleges have accepted Write Workshop graduates?**

Dartmouth, Yale, University of Pennsylvania, Stanford, Johns Hopkins, Cornell, New York University, Boston University, Washington University in St. Louis, Tufts, University of North Carolina, The College of New Jersey, Villanova, Bucknell, Brandeis, Georgetown, and many more.



Bell Leadership Institute is proud to offer The Write Workshop to tomorrow's leaders. For over 35 years, Bell Leadership has provided leadership training and executive education. We offer proven answers to companies and organizations through:

- ▲ Keynote Speeches
- ▲ Open-Enrollment Programs
- ▲ The Achiever Train-the-Trainer Program
- ▲ Customized On-Site Programs
- ▲ The Leader's Roundtable
- ▲ Executive Retreats
- ▲ Master Classes
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Our mission is to help people develop their personal effectiveness and leadership skills to contribute to humankind.

Visit us online at [www.bellleadership.com](http://www.bellleadership.com) to find out more about our programs and services.



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# THE WRITE WORKSHOP

*Chapel Hill, N.C.  
2010*



### **Who teaches the workshop?**

The instructor, Dana Lebo, Ph.D., has taught hundreds of successful college application essay-writing workshops to rising high school sophomores, juniors, and seniors seeking acceptance by the nation's top colleges and universities. Dr. Lebo first established her successful essay-writing program in the greater Princeton, N.J., area in



1999, where she drew upon her experience as a licensed psychologist, leadership and communications skills development consultant, and former teacher of undergraduate writing at Rutgers University. Upon moving to Chapel Hill, Dr. Lebo joined Bell Leadership Institute as a leadership development coach and trainer. She is excited to continue her program in Chapel Hill with Bell Leadership to target the development of young leaders through writing. Dr. Lebo earned her Ph.D. from Columbia University and M.A. and B.A. from Georgetown University.

I learned a lot more about the whole college process — from what colleges are looking for in the student altogether and in the essay. I've learned how to put into context the term “less is more” to make my essay stronger. There have been endless helpful hints and tips about all kinds of writing!

**A. W., Write Workshop Graduate**

The best thing that I did for myself was to take The Write Workshop and finish my college application essay during the summer. Once school started in the fall — with all my activities — I no longer had the quality time to devote to the process of writing a personal essay.

**S. G., Write Workshop Graduate**

I learned more about showing and not telling — how to work past that generic essays and create a personal one.

**C. R., Write Workshop Graduate**

The workshop taught me how to help my reader feel comfortable by giving them specific details to put them into the experience. I also learned to relax and have fun with my writing. I also feel a lot more creative.

**M. N., Write Workshop Graduate**

I learned about my own personal voice and how I can incorporate myself creatively and personally into anything that I write. I found things that I can take with me for writing in the future.

**K.L., Write Workshop Graduate**

I learned how to cut away the non-essentials. Before attending The Write Workshop, my writing was very detailed and wordy. I learned to avoid that.

**B.S., Write Workshop Graduate**



## What are the goals of The Write Workshop?

Creating a powerful personal essay is the primary goal of The Write Workshop. To help you achieve this goal, you will:

- ▲ Identify the specific college essay questions that you need to answer.
- ▲ Learn what distinguishes a successful essay from an unsuccessful one.
- ▲ Explore your passions, values, and commitments and how they can be expressed through writing.
- ▲ “Try out” your ideas and ways to connect with your readers.
- ▲ Plan and draft your essay(s); receive extensive feedback on your work.
- ▲ Practice the critical art of revision under expert guidance.
- ▲ Learn about the “flow” of fresh, creative writing, and the difference between “showing” and “telling” your experience.

## What are some other benefits of The Write Workshop?

In addition to developing a powerful college application essay, you will have the opportunity to:

- ▲ Review and practice the fundamentals of effective writing in preparation for college-level work.
- ▲ Acquire some important insights on writing your SAT essay.
- ▲ Gain personal feedback on your writing strengths and areas you need to develop.
- ▲ Understand the key ingredients of an effective writing process.
- ▲ Explore who you are and how other people experience you and your writing.
- ▲ Find the extraordinary in the ordinary and capture your perceptions in writing.
- ▲ Develop friendships and connections that will last long after the workshop is over.
- ▲ Above all, have fun writing!

## Workshop Details

The workshop consists of intensive small-group meetings (30 total hours of instruction) held during the week.

**Location:** The Marriott Courtyard – Winston Room  
100 Marriott Way, Chapel Hill 27517  
*close to I-40, off Hwy 54*  
[www.courtyardchapelhill.com](http://www.courtyardchapelhill.com)

**Dates:** June 24/25 (*Th/F*) and 28 /29/30 (*M/T/W*)  
No weekend class activities. Students use the time to write essays on their own.

**Times:** 9:30 – 12:30  
12:30 – 1:30 (lunch on your own)  
1:30 – 4:30

**Fees:** \$800 tuition includes materials, fresh fruit and refreshments throughout the day. Need-based scholarships are available.

**Applications:** Visit [www.bellleadership.com](http://www.bellleadership.com) and click on the link for The Write Workshop. Or call Colleen Jelley at Bell Leadership Institute at 919.967.7904 for more information.

Please note that the session is limited in size and applications will be reviewed on a first-come, first-served basis — so apply ASAP!

We will contact you to confirm our receipt of your enrollment application.

**“Successful essays aren’t scripted like history papers but penned like diary entries: thoughtful, whimsical, reflecting what stirs students.”** —Olivia Barker, *USA Today*

