



APPLICATION COUNSELING *in conjunction with* ADVANTAGE TESTING



A... for all the points in between ... B

In the school application process, your greatest asset is you. You are not a set of numbers. You are a story—a narrative that reveals your passions and your dreams. Refining and telling that story can be difficult. That’s what we at K+E help you do. We begin with you. We help you craft your story. And then we help you build an application around your brand. This strategy works. Just ask our students, who have been accepted to Yale Law School, Harvard Business School, and Stanford Business School, among others. **K+E Advisors. Helping you tell your story.**



Honors graduates of Princeton, Yale, and Harvard equip you for admissions success

What we do. Through repeated rounds of visioning, edits, and reflection, Kristina and Evan Baehr help you tell your story in your application to college, law and business school, internships, or jobs. Kristina and Evan, who together hold five degrees from Princeton, Yale, and Harvard, know what it takes to gain acceptance to top schools. They work with Advantage Testing, a 20 year old elite tutoring company featured in the *New York Times* and *Wall Street Journal*, whose mission is to provide the highest quality private tutoring and test preparation in the nation. Unlike expensive “package deals,” K+E meet your needs on your time. They work with clients at any stage: from the application planning all the way to final proofreading.



01 prepare.

Your journey has already begun. You have been living your passions and experiencing the world. Now it is time to communicate your narrative. **But your story may be unclear—even to you.**



02 perfect.

Great storytellers practice and refine. Through repeated rounds of visioning, edits, and reflection, we work with you to help you find your voice and **tell a compelling, authentic narrative.**



03 perform.

You only have one chance to tell your story. Don't settle for anything shy of excellence. Our goal is for you to be accepted into your top schools. And we help you achieve this with a **superb application.**

04 our services

College, Law School, and MBA Admissions

- application strategy
- personal branding
- narrative development
- essay and resume visioning and editing
- interview prep
- SAT, LSAT, and GMAT

Fellowships

- fellowship identification
- essay and resume visioning and editing

Internship search strategies

- job search strategy
- employer identification
- cover letter and resume review
- interview practice
- focus on finance, law, government, public policy, and technology internships

- application strategy
- project and proposal development

05 our partnership



KRISTINA SCURRY BAEHR

Education:

Nightingale School
The Taft School
Princeton University

(cum laude)

Woodrow Wilson School
Dean's Overall Achievement Prize
Plohn Award for Academic Achievement
Admissions Committee Member
Dean's Advisor • Family Law Prize
Co-Founder, Domestic Violence Clinic
Law Clerk, Judge Nancy Gertner
Bernstein Fellow, Liberia
Princeton in Africa Fellow, Uganda

Yale Law School

Career:



EVAN BAEHR

Education:

Princeton University

Woodrow Wilson School *(cum laude)*

Admissions Committee Member

Newspaper Editor

Candidate for City Council

Ethics *(summa cum laude)*

Blackstone Legal Fellow

Founder, Ideas@Work

Facebook • Venture Capital

Legislative Aide, Capitol Hill

The White House

Yale Divinity School

Harvard MBA

Career:

ADVANTAGE TESTING Kristina and Evan work with Advantage Testing, a 20 year old elite tutoring company praised by the *Wall Street Journal*, whose mission is to provide the highest quality private tutoring and test preparation in the nation.

06 our reputation

Working with Evan was enormously helpful for putting together my best possible application. On both a strategic and tactical level, Evan helped me craft my unique story and thereby differentiate myself from the hordes of people applying to HBS from my industry. To anyone serious about getting into top schools, I'd highly recommend working with Evan.

- **Mark, Harvard Business School**

Kristina was instrumental in my gaining acceptance to Yale Law School. Her customized LSAT tutoring significantly raised my score, and she helped me be strategic about the unique admissions process at Yale.

- **Rob, Yale Law School**

Prior to Evan's appraisal, my personal statement lacked direction and failed to tell a compelling story. Evan offered an insightful (and blunt) critique, but more importantly, he provided constructive direction. The personal statement I eventually submitted to a number of law schools united the various elements of my application--in large part thanks to Evan's advice--and produced a cogent profile.

- **Tyler, University of Virginia Law School**

Summing up your entire life in a few paragraphs is phenomenally difficult. Evan's brainstorming, detailed feedback, and expert advising helped me cut through a myriad of ideas and anecdotes to present my most salient stories. He caused me to think about my narrative from an outsider's perspective: that of an admissions committee.

- **Noah, Stanford Graduate School of Business**

Tell your story.

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