



# Avatar Education

*We Help Students Win Scholarships for College*

## FREE Case Study: How I Won 83% of Scholarships Applied to and Earned Over \$300,000 to Get Paid for College

Parents – Do you want to help your child secure a full-ride scholarship to college or turn their college experience into a *profitable venture*, free from the burden of student loans and bills? Imagine your child receiving nearly \$30,000 in excess awards and scholarships in a year, directly deposited into their bank account while having their tuition fully covered.

My college journey is unique, filled with both failures and successes. I aim to share this story with students and parents to help all afford higher education. If you and your child are willing to read and *implement* even a single strategic step listed in this case study, I can guarantee you will increase your chances of scholarship success, which includes admission.

I understand your struggles navigating the complex world of scholarships and financial aid. Perhaps you've applied for need-based aid, only to find that you qualify for some assistance, but you need more to cover the total cost of college. This is incredibly challenging for parents who seek to provide for multiple students in college simultaneously.

By reading and internalizing this case study, you're making the best use of your time in your quest for scholarship support. I promise you nothing else can match the effectiveness of this case study in the same amount of time. These steps are among the most effective ways to win scholarships, and I'm here to guide you through it. You *can* do this.

These are the real strategies I used to win 83% of applications and secure over \$300,000 in scholarships, which were either scheduled to hit or did hit my bank account because I was enrolled at the university. I want to show you the proof of our success so you can trust me when I say I can help you and your family win scholarships for college. Attached below are screenshots of how I profited nearly \$10,000 after my first year and \$30,000 during my final year of college.

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*Newest*

**Texas Christian University  
Statement of Account**

Page No.: 1 of 2  
Run Date: 03/25/2019  
Run Time: 12:47:24 PM

Dennis, Grant M

| Item                           | Amount     | Eff Dt     | Billed On  | Item Term |                               |
|--------------------------------|------------|------------|------------|-----------|-------------------------------|
| <b>ACA001</b>                  |            |            |            |           |                               |
| Fee - Physics Lab              | 50.00      | 07/03/2018 | 07/11/2018 | 18 Fall   |                               |
| Fee - Engineering Lab          | 50.00      | 07/03/2018 | 07/11/2018 | 18 Fall   |                               |
| <b>DIN001</b>                  |            |            |            |           |                               |
| Resident Frog Pass Platinum    | 2,735.00   | 07/09/2018 | 07/11/2018 | 18 Fall   | DINING - TRANSID: 205399      |
| <b>FIN001</b>                  |            |            |            |           |                               |
| AFROTC Room & Board ++         | -6,250.00  | 08/10/2018 | 08/13/2018 | 18 Fall   |                               |
| Outside Scholarship I          | -1,000.00  | 08/20/2018 | 09/11/2018 | 18 Fall   |                               |
| Outside Scholarship II         | -750.00    | 09/20/2018 | 10/11/2018 | 18 Fall   |                               |
| Federal Pell Grant             | -1,973.00  | 11/09/2018 | 11/12/2018 | 18 Fall   |                               |
| <b>HOU001</b>                  |            |            |            |           |                               |
| Waits Hall - Suite Room        | 3,910.00   | 07/09/2018 | 07/11/2018 | 18 Fall   | HOUSING - TRANSID: 200589     |
| <b>OTH001</b>                  |            |            |            |           |                               |
| Tuition Deposit                | 900.00     | 04/13/2018 | 05/11/2018 | 18 Fall   | 560510-20180412000010-14      |
| Dewar Tuition Ins Refund Prgm  | 176.00     | 07/11/2018 | 07/11/2018 | 18 Fall   |                               |
| Dewar Tuition Ins Refund Prgm  | -176.00    | 07/30/2018 | 08/13/2018 | 18 Fall   |                               |
| Late Fee                       | 0.00       | 08/13/2018 | 08/13/2018 | 18 Fall   | Late Fee                      |
| Tuition Deposit Credit         | -900.00    | 08/25/2018 | 09/11/2018 | 18 Fall   |                               |
| Computer Lab Printing          | 0.10       | 12/31/2018 | 01/11/2019 | 18 Fall   | 0000000006                    |
| <b>PMT001</b>                  |            |            |            |           |                               |
| Payment-Tuition Deposit Web CC | -900.00    | 04/13/2018 | 05/11/2018 | 18 Fall   | 560510-20180412000010-14      |
| <b>POF001</b>                  |            |            |            |           |                               |
| Post Office Box Rental         | 55.00      | 09/11/2018 | 09/11/2018 | 18 Fall   | 000000000146834               |
| <b>POL001</b>                  |            |            |            |           |                               |
| Parking Permit                 | 75.00      | 08/21/2018 | 09/11/2018 | 18 Fall   | 000000000146203 Perm: NS0642  |
| <b>SGF001</b>                  |            |            |            |           |                               |
| Fee - Student Government       | 45.00      | 07/03/2018 | 07/11/2018 | 18 Fall   |                               |
| <b>TPC001</b>                  |            |            |            |           |                               |
| To be paid by Air Force ROTC   | -23,575.00 | 08/30/2018 | 09/11/2018 | 18 Fall   | AF ROTC                       |
| <b>TUT001</b>                  |            |            |            |           |                               |
| TCU Tuition                    | 23,430.00  | 07/03/2018 | 07/11/2018 | 18 Fall   |                               |
| <b>USP001</b>                  |            |            |            |           |                               |
| University Bookstore Purchase  | 315.77     | 08/17/2018 | 09/11/2018 | 18 Fall   | BOOKSTORE:12400#357437544.000 |
| University Bookstore Purchase  | 54.94      | 08/19/2018 | 09/11/2018 | 18 Fall   | BOOKSTORE:12400#357632126.000 |
| University Bookstore Purchase  | 136.86     | 08/20/2018 | 09/11/2018 | 18 Fall   | BOOKSTORE:12400#357744339.000 |
| University Bookstore Purchase  | 103.05     | 08/24/2018 | 09/11/2018 | 18 Fall   | BOOKSTORE:12400#358313633.000 |

**Subtotal: 18 Fall \$-3,487.28**

**DIN001**



**Texas Christian University  
Statement of Account**

Page No.: 2 of 2  
Run Date: 03/25/2019  
Run Time: 12:47:24 PM

Dennis, Grant M



| Item                          | Amount     | Eff Dt     | Billed On  | Item Term |                               |
|-------------------------------|------------|------------|------------|-----------|-------------------------------|
| Resident Frog Pass Platinum   | 2,735.00   | 12/05/2018 | 12/11/2018 | 19 Spring | DINING - TRANSID: 219066      |
| <b>FIN001</b>                 |            |            |            |           |                               |
| Outside Scholarship II        | -750.00    | 01/04/2019 | 01/11/2019 | 19 Spring |                               |
| Outside Scholarship I         | -1,000.00  | 01/04/2019 | 01/11/2019 | 19 Spring |                               |
| Federal Pell Grant            | -1,972.00  | 01/04/2019 | 01/11/2019 | 19 Spring |                               |
| AFROTC Room & Board ++        | -6,250.00  | 01/04/2019 | 01/11/2019 | 19 Spring |                               |
| <b>HEA001</b>                 |            |            |            |           |                               |
| Health Center Service         | 97.00      | 02/20/2019 | 03/11/2019 | 19 Spring | MEDICAL CHARGE - 2/11/2019    |
| Health Center Medicine        | 25.00      | 02/26/2019 | 03/11/2019 | 19 Spring | PHARMACY CHARGE - 2/11/2019   |
| <b>HOU001</b>                 |            |            |            |           |                               |
| Waits Hall - Suite Room       | 3,910.00   | 12/10/2018 | 12/11/2018 | 19 Spring | HOUSING - TRANSID: 215438     |
| <b>SGF001</b>                 |            |            |            |           |                               |
| Fee - Student Government      | 45.00      | 12/03/2018 | 12/11/2018 | 19 Spring |                               |
| <b>TPC001</b>                 |            |            |            |           |                               |
| To be paid by Air Force ROTC  | -23,475.00 | 12/10/2018 | 12/11/2018 | 19 Spring | AF ROTC                       |
| <b>TUT001</b>                 |            |            |            |           |                               |
| TCU Tuition                   | 23,430.00  | 12/03/2018 | 12/11/2018 | 19 Spring |                               |
| <b>USP001</b>                 |            |            |            |           |                               |
| University Bookstore Purchase | 694.04     | 01/13/2019 | 02/11/2019 | 19 Spring | BOOKSTORE:12400#374530250.000 |
| University Bookstore Purchase | 8.65       | 01/22/2019 | 02/11/2019 | 19 Spring | BOOKSTORE:12400#375703689.000 |

**Subtotal: 19 Spring \$-2,502.31**

**Statement Balance: \$-5,989.59**  
**Total Account Balance: \$-5,989.59**

+ 12 month stipend  
@ \$300/month = \$3,600  
= \$9,589.59 excess/refund

JOHN CORNYN  
TEXAS

## United States Senate

WASHINGTON, DC 20510-4305

December 20, 2017

Mr. Grant Dennis



Dear Grant,

*Thank you for applying through my office for a nomination to a United States Service Academy. It is encouraging to see so many young men and women across the state of Texas with a sincere desire to serve their country.*

My Academy Nominations Board met recently and I am pleased to inform you that I have the privilege of nominating you to the United States Air Force Academy.

Congratulations on your outstanding accomplishments and superb credentials that have earned you a nomination. The actual appointment to the academy will be determined by the admissions board.

Please accept my best wishes as you continue to pursue an appointment to the academy after completing this important step. It is an honor to represent you in the United States Senate.

Sincerely,

A handwritten signature in blue ink that reads "John Cornyn".

JOHN CORNYN  
United States Senator

My TCU scholarship was a five-year contract with the Air Force to study engineering. In high school, my first college choice was the Air Force Academy because I wanted to fly fighter jets, be a test pilot, and be an astronaut. I hadn't heard back from the Academy, so I leveraged my U.S. Senator John Cornyn nomination (which required an extensive application) for my ROTC scholarship submission, which included a 90-minute interview with a Lieutenant Colonel.

My plans changed when I was flying over Fort Worth during the Summer of 2019 and experienced spatial disorientation. I had to have my flight instructor land the airplane for me. I knew my dreams of being a pilot were likely over, and I was devastated.

After I couldn't fly, I didn't want to pursue ROTC anymore and sought to serve our country as an entrepreneur by helping educate students. This then led to the need to learn advertising so I could reach students nationwide.

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I transferred to UTA to major in Advertising, where I won nearly \$30,000 of excess scholarships and awards in my final year of enrollment before graduation.

## Deposits and other additions

| Date     | Description                                                  | Amount   |
|----------|--------------------------------------------------------------|----------|
| 12/23/22 | UT ARLINGTON DES:PAYMENTS [REDACTED] GRANT DENNIS [REDACTED] | 5,000.00 |

< Front Back SAVE, PRINT OR EMAIL

 UT Arlington [REDACTED]

CHECK NUMBER [REDACTED]

May 16, 2023

\*\*\* VOID AFTER 180 DAYS \*\*\*

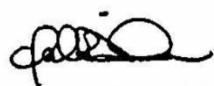
PAY TO THE ORDER OF: DENNIS, GRANT MICHAEL [REDACTED]

CHECK AMOUNT  
**\$1,000.00**

EXACTLY \*\*\*\*\*1,000 DOLLARS AND 00 CENTS

 Security Features Included. Details on back.

JPMorgan Chase Bank, N.A.  
Dallas, TX

  
Authorized signature

< Front Back SAVE, PRINT OR EMAIL

 UT Arlington [REDACTED]

CHECK NUMBER [REDACTED]

August 21, 2023

\*\*\* VOID AFTER 180 DAYS \*\*\*

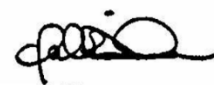
PAY TO THE ORDER OF: DENNIS, GRANT MICHAEL [REDACTED]

CHECK AMOUNT  
**\$8,168.00**

EXACTLY \*\*\*\*\*8,168 DOLLARS AND 00 CENTS

 Security Features Included. Details on back.

JPMorgan Chase Bank, N.A.  
Dallas, TX

  
Authorized signature

9:36

Details

Q Hi, I'm Erica. How can I help?

PHI KAPA PHI

INDN:GRANT DENNIS

PIONEER AWARD

Amount\$1,000.00

Transaction Date08/24/2023

TypeDeposit

Merchant name

PHI KAPA PHI

Transaction category

Income: Deposits

Investing involves risk. There is always the potential of losing money when you invest in securities. Asset allocation, diversification, and rebalancing do not ensure a profit or protect against loss in declining markets.

Bank of America, Merrill, their affiliates and advisors do not provide legal, tax or accounting advice. Clients should consult their legal and/or tax advisors before making any financial decisions.

Merrill offers a broad range of brokerage, investment advisory (including financial planning) and other services. Additional information is available in our [Client Relationship Summary](#).

9:35

Details

Q Hi, I'm Erica. How can I help?

UT ARLINGTON DES:PAYMENTS

INDN:GRANT DENNIS

Amount\$10,000.00

Transaction Date08/31/2023

TypeDeposit

Merchant name

UNIVERSITY OF TEXAS ARLINGTON

Transaction category

Income: Deposits

Investing involves risk. There is always the potential of losing money when you invest in securities. Asset allocation, diversification, and rebalancing do not ensure a profit or protect against loss in declining markets.

Bank of America, Merrill, their affiliates and advisors do not



UT Arlington

CHECK NUMBER

September 14, 2023

\*\*\* VOID AFTER 180 DAYS \*\*\*

PAY TO THE ORDER OF:

DENNIS GRANT MICHAEL

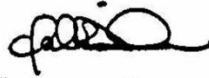
CHECK AMOUNT

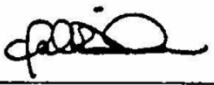
\$2,000.00

EXACTLY \*\*\*\*\*2,000 DOLLARS AND 00 CENTS



JPMorgan Chase Bank, N.A.  
Dallas, TX

  
Authorized signature

|                                                                                   |                                     |                                                                                                                                        |
|-----------------------------------------------------------------------------------|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
|  | UT Arlington<br>[Redacted]          | CHECK NUMBER<br>[Redacted]                                                                                                             |
| PAY TO THE ORDER OF:                                                              | DENNIS, GRANT MICHAEL<br>[Redacted] | September 19, 2023<br>*** VOID AFTER 180 DAYS ***                                                                                      |
| EXACTLY *****2,000 DOLLARS AND 00 CENTS                                           |                                     | CHECK AMOUNT<br><b>\$2,000.00</b>                                                                                                      |
| JPMorgan Chase Bank, N.A.<br>Dallas, TX                                           |                                     | <br>Security Features<br>No Void<br>Details on Back |
|                                                                                   |                                     | <br>Authorized signature                            |

**The University of Texas at Arlington**

has conferred upon

**Grant M. Dennis**

the degree of

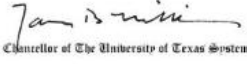
**Bachelor of Arts in Communication (Advertising)**

Summa Cum Laude

with all the rights and privileges thereunto appertaining.

In Witness Whereof, this diploma is granted by the Board of Regents  
upon recommendation of the faculty.

Conferred at Arlington, Texas  
on the thirteenth day of December, two thousand and twenty-three.

|                                                                                                                                                           |                                                                                     |                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Chancellor of The University of Texas System                       |  | <br>President of The University of Texas at Arlington       |
| <br>Chairman of The Board of Regents<br>The University of Texas System |                                                                                     | <br>Probest and Senior Vice President for Academic Affairs |

|                                                    |              |                |                 |
|----------------------------------------------------|--------------|----------------|-----------------|
| Diploma                                            | Issued To    | Date Acquired: | Expires:        |
| Bachelor of Arts in<br>Communication (Advertising) | Grant Dennis | Dec 13, 2023   | Does Not Expire |



As you see, the first award was \$5,000 on 12/23/22. The awards totaled \$29,168 for “educational expenses” by 9/19/23, and I graduated Summa Cum Laude with a degree in Advertising on 12/13/23. And that was on top of having tuition covered.

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It's important to note that close to \$100 million in scholarships go unclaimed each year, all due to a lack of applicants, which means some of my awards could have been uncontested. At the time of my applications, I had yet to learn what sort of success I would have because they were primarily due during the spring semester and announced during the summer. I was concerned about having too little and am grateful that my strategies resulted in an abundance.

My application's central idea was to use my marketing knowledge to grow businesses and give back to the community through philanthropy, emulating Andrew Carnegie and his essay *The Gospel of Wealth*.

The scholarship organizations, AFROTC, TCU, UTA, and UTA's Business Competitions, which have all invested in me, want their students to continue to benefit the country. If I succeed because of their support, I aim to become notable by donating 10x more to support these organizations and surrounding Texas-based communities.

Some ways I can benefit the community don't have to wait. Spreading intellectual wealth can happen now. This relates to the first FREE step of a multi-step process as part of Avatar Education's *Scholarship Success Trilogy* for parents who want to empower their child to gain the training to win a full-ride to college.

After winning 83% of the scholarships I had applied for, I began to receive many requests from parents to help their students win scholarships for college. I felt one of the most important things I could teach was not "what I did to win" but rather "*how* I approached winning" because I could more ethically help students help themselves in a customizable fashion unique to each student's goals.

I approached winning scholarships how I approached marketing, so instead of having people try to model my applications verbatim when fundamentally our dreams and aspirations are entirely different, I'm teaching why my applications were unreasonably successful based on marketing principles.

I realized that, in most cases, students could improve their chances of scholarship success exponentially if they researched and articulated who the scholarship committee had in mind as the "Ideal Candidate," created a "Customer Persona" from the committee's perspective for whom they want to award, and then based their applications after the "Avatar Winner."

The "Ideal Candidate," "Customer Persona," and "Avatar Winner" are all closely related. Still, for our purposes, we will use "Avatar" and define the "Avatar Winner" as a personalized fictional character created based on our research of who we think and what the data says about people who have previously accomplished or won what we want to win.

The key is determining what is deemed valuable to the review committees from which we seek support. "Avatar Winners" represent the similarities of the top 1% of applicants and help us set goals for who we want to become. If we model a top 1% application, we will end up with a top 1% applicant's financial awards and status.

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# How to Create Your “Avatar Winner” *Before* You Even Start Your Application

This guide provides a structured approach to becoming a top candidate in any competitive field. Each step builds on the previous one, creating a solid foundation for success.

## **Step 0: Define Your Goals and Ambitions**

Clarifying your goal is crucial before embarking on any competitive journey. Whether you're securing a scholarship, landing your dream job, or gaining admission to a prestigious program, the process begins with having a sense of direction.

If you can visualize your future, we can work backward to set clear, measurable objectives that will guide your actions and ultimately be our rubric for success.

If your heart is set on a career as an XYZ, you can identify the schools offering the best programs for your chosen field. Then, you can set your sights on winning the most significant scholarship to support students at that university and for that major. We will then base our research on defining the "Avatar Winner" for that goal.

With this clarity, you can avoid aimless drifting and focus on pursuing extremely targeted activities deemed valuable by the scholarship review committees. This purposeful and efficient approach will give you a sense of direction and determination, maximizing your chances of success.



## **Step 1: Conduct Thorough Research on Desired Roles or Opportunities**

The first actionable step is to immerse yourself in the specifics of the job description, candidate profile, or class profile you aspire to join. This involves more than just reading a list of requirements from a website. It's about understanding and reverse engineering the nuances of what makes a successful candidate and what activities and experiences recruiters prefer.

Analyze and begin building a list of the qualifications, experience, and attributes that are most frequently highlighted. This list will grow to compile our research of what makes an "Avatar Winner." Pay attention to patterns, such as specific skills or experiences repeatedly mentioned across similar roles or programs.

Remember, we're not just going through the motions here. This is your final exam worth 100% of the course, and if you ace it, your research holds the key to hundreds of thousands of dollars of scholarship awards.

We are strategically planning so that instead of "seeing if we meet the eligibility criteria," we can schedule and complete all the eligibility criteria before our application deadline. This way, we can check off the boxes to ensure we meet and exceed the minimum standards, as our research indicates. The list should be exhaustive so we can trim and stack only the most valuable activities, giving you an authentic sense of urgency.

This research will help you identify critical areas where you may need to develop further or focus your efforts. It also allows you to tailor your resume, application, or personal brand to match better what the organization or institution is seeking. You significantly increase your chances of standing out by aligning yourself with the desired profile.

### **Step 2: Align with the Organization's Values, Mission, and Keywords**

Once you clearly understand the role or opportunity you're aiming for, the next step is to immerse yourself in the organization's culture. Start by creating a second section of your "Avatar Winner" list that explores the organization's values, mission statement, and recurring keywords or phrases in its communications and branding.

These elements often reflect what the organization prioritizes and expects from its members. Never compromise your values or ethics. Ideally, you should align with the organization's values, demonstrating you're a qualified candidate and an excellent cultural fit.

When you incorporate these values and keywords into your application materials, such as your cover letter, resume, or personal statement, it's crucial to do so genuinely. This is not just a step in the application process but a way to show that your experiences and aspirations truly resonate with the organization's values.

### **Step 3: Inquire About Past Winners or Successful Candidates**

So far, we've defined our goals, learned about the eligibility requirements directly from the administering organization, and researched their culture and language. We want more in-depth information by learning from past winners or successful candidates.

Gaining insights from those who have previously succeeded is invaluable. Use your network, social media, or the organization's public records to find information about past winners or successful candidates. Reach out to them and ask about their experiences, the challenges they faced, and the strategies they used to stand out. Their stories can provide inspiration and practical tips that you might not find in official resources.

This step also allows you to benchmark yourself against real examples of success. By understanding the paths others have taken, you can identify any additional steps you need to take or gaps you need to fill in your journey. This practical approach can give you a strategic advantage and ensure you're fully prepared for the opportunity.

Remember, we're not trying to recreate another person's application or pretend to like activities we've never done. Instead, we're learning from their success and pursuing what we genuinely enjoy and would have pursued anyway. This process ensures our application reflects our true interests and passions.

If we model at all, we are only imitating the top 20% of their activities, like if you were to create a fictional pro athlete with one best skill set from five other real pro athletes (e.g., strength, speed, passing, skill moves). Do this five times with different winners, and you'll have a template equal to 100% of a stellar application's extracurriculars and credentials. It only comprises the best pursuits of the best recruits, resulting in an outlier application you can model as your "Avatar Winner." Always base your decisions on merit and data.



#### **Step 4: Analyze Your Competition by Joining Comparative Reference Groups**

To truly understand what you're up against, joining or observing a group of peers vying for similar opportunities is essential. This could be a professional association, a study group, or an extracurricular community that attracts people with the same aspirations.

By engaging with others who share your goals, you can gauge the standard of competition and see where you stand in comparison. This is about using the competition as a reference point for your development.

In these groups, learn what others are doing well and what you can add to your "Avatar Winner" list. This can highlight areas where you need to improve or differentiate yourself. Moreover, you can exchange resources, advice, and encouragement with your peers, turning potential competitors into allies who help each other succeed.

### **Step 5: Learn from the Best Across All Your Activities**

Whether embarking on new activities or being seasoned in certain areas, there's always room to learn from your peers. Identify the top performers in your academic, extracurricular, or professional activities and seek their guidance. Their insights can catalyze your growth and help you achieve significant milestones.

Add to your "Avatar Winner" list people you know have valuable skills you can learn from. For example, when I worked in hospitality, I knew someone I considered a customer service guru. He would make triple the number of tips that I did. I asked him if I could shadow his services, and he replied, "You cannot learn how to do this. It takes years of experience."

Anyway, I shadowed him and found out the significant difference between him and me was that he only asked two additional questions to ensure the customer was well cared for. I immediately started asking customers these two questions in my routine, and immediately (within about a week—forget the years of experience nonsense), I had quadrupled my earnings and was now making more in tips than he was. Greatness is in the details, and these immediate results are what I strive to provide for you.

Dive deep into top performers' habits, techniques, and attitudes, as this is the surest way to achieve excellence in all your endeavors. What sets these individuals apart? How do they approach their daily tasks?

These new learnings will compound over time, making you a standout candidate with endless opportunities as each of your activities may award scholarships on a merit basis.

### **Step 6: Model Yourself After Notable Alumni to Surpass Selection Criteria**

In addition to becoming students of top performers we may know personally, we can study past and present notable alums and industry leaders. Alums who have achieved significant success in their fields offer many insights.

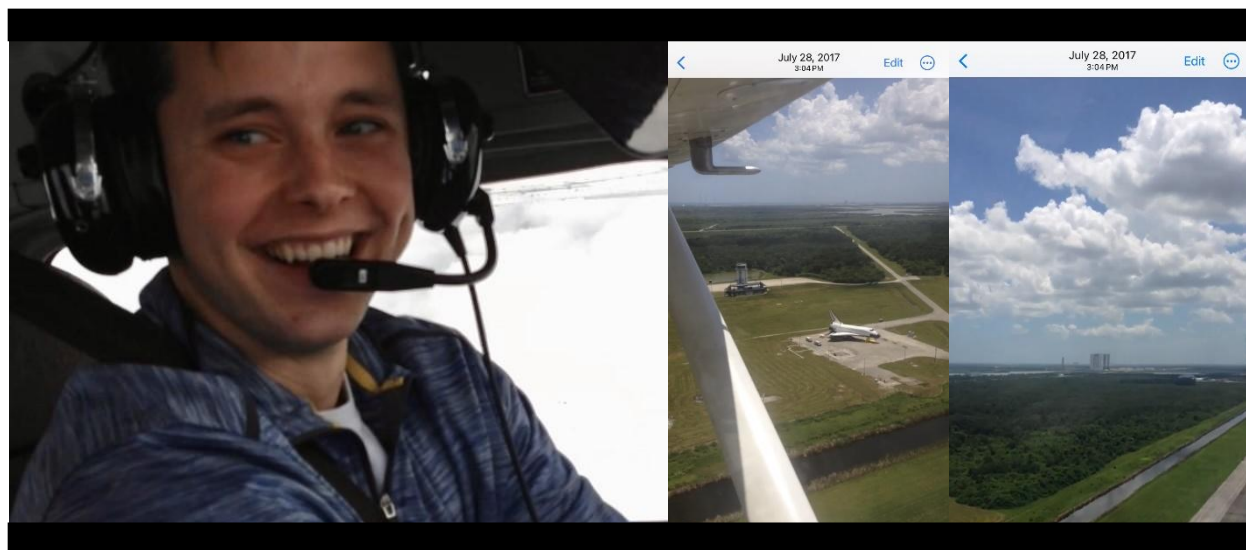
It's crucial to delve into the career paths of prominent alums from the organization or institution you're targeting. By studying their contributions and their impact, you can gain a deeper understanding of the qualities and experiences that led to their selection. How did they leverage their education or position to achieve their goals?

Just as we evaluate the mission, values, and keywords of the organization we're applying to, we should also consider adding a section about notable alums to our "Avatar Winner." Including a list of quotes and insights from these historical figures can significantly enhance our application materials.

It's essential to identify any rites of passage that notable figures have accomplished and seek to achieve them ourselves. By charting a prominent person's life and understanding what they were involved with at our age, we can gain valuable insights into their trajectory.

In High School, I wanted to be an astronaut. I asked myself, "What do astronauts do?" I reasoned they didn't just fly; they flew over Kennedy Space Center at Cape Canaveral Air Station and landed the Space Shuttle at the Space Florida Launch and Landing Facility.

So, when visiting my grandparents in Florida, I used the money I saved up from working to rent a plane and flew directly in line where the astronauts used to come back to Earth. This was a fantastic story that I could prove with pictures for my scholarship interview and is an exemplary initiative for how to walk in the path of notable alums you aspire to be like.



*Photos of me flying over NASA as part of my High School scholarship application modeling astronauts.*

This step is about strategically positioning yourself to follow in the footsteps of notable figures from the organizations you are applying for. Most merit-based scholarships are awarded to students the committee believes have the highest potential to give back and benefit society.

Therefore, you can improve your chances of success by modeling yourself after people the organization has already labeled as distinguished, so you not only meet but exceed the selection criteria. Equally important, you learn about the industry and the organization's history, which comes across as highly insightful in interviews.

**Pro Tip: You Rise to the Level of Your Role Models**

Benjamin Franklin said he modeled some of his virtues on Jesus and Socrates, and instead of being awarded money, his face was imprinted on the U.S. \$100 bill. (He chose the correct "Avatar" to base his life on.)

**Step 7: Seek Guidance from a Reputable Mentor with Relevant Experience**

This is where we add the secret sauce. It's no secret at all, but so few applicants do it. Find a mentor with experience administering awards, leading recruitment efforts, or selecting candidates in a similar context. This person can offer insider knowledge, personalized advice, and constructive feedback on your preparation. Be sure to complete steps 1-6 before contacting the decision maker, as you want to come across as knowledgeable. Reserve step 7 for questions you can't figure out independently.

Your mentor can also serve as your anchor, offering a reality check and assisting you in refining your goals and strategies to better match what decision-makers are seeking. If you're lucky, you might even get the chance to have a one-on-one conversation with the award administrator before the deadline, and you can make it a habit to work on your application *with* their guidance.

They will likely have a rubric, scoring system, or knowledge of past systems for selecting applicants. You then take your "Avatar Winner" list and ensure your activities fit to maximize every evaluation category.

Ask them, "How do you think my credentials rank for category XYZ," and take notes working down the rubric. If you follow through on all the advice they give you for improvement, it will be a testament to your hard work and dedication, making it impossible for them to say no. I strongly denounce insincere flattery and highly encourage genuine mentorship and inquiry.

These scholarships are all about helping students, and at the same time, the administrators want to feel good about awarding applicants they know are sincerely trying. Plus, spending the time and effort getting to know them makes the decision all the easier because they know what kind of exceptional and determined person you are. The guidance of someone in a decision-making position can significantly boost your chances of success.

**Step 8: Adjust Your Environment to Support Your Aspirations**

Your environment plays a crucial role in your ability to achieve your goals. This step involves analyzing your physical and social surroundings to ensure they encourage you to take actions that "Avatar Winners" would take.

What kinds of environments do "Avatar Winners" immerse themselves in? What kind of environments do they steer clear of? What distractions or negative influences could derail your progress? Are there opportunities within your environment that you still need to tap into?

Adjusting your environment is a process. It involves removing obstacles and seeking solutions, resources, or communities that align with your ambitions. It's not just about willpower but about preemptively eliminating temptations and replacing them with positive alternatives.

For example, I value the knowledge I can gain from reading more than I value TV or video games. Therefore, I made books more readily available and removed my TV and gaming console. Now, I gamify my work and study books related to my interests.

Surrounding yourself with people who inspire and challenge you is invaluable. It's about creating a supportive community that nurtures growth and achievement, paving the way for long-term success.

### **Step 9: Integrate Practice into Your Daily Routine**

Repetition is critical to mastering any skill or achieving any goal. Analyze ways to build daily practice into your routine to refine the skills or knowledge areas vital to becoming the "Avatar Winner." The idea is to create as many opportunities to practice before your deadline as possible so that when it's time to perform, you can do so as if it were second nature, instinct, or muscle memory. Seek out your dreams today, and don't wait for them to be handed to you.

A critical distinguishing experience I had when I was younger was working in sales and hospitality, where I exchanged conversations with adults in a professional setting. In a workday, I could have practiced a good first impression, built rapport discussing my and their dreams, and closed a negotiation nearly 100 times with strangers who then paid me (in 5-minute conversations).

By the time my scholarship interview came around, I easily had 10,000 repetitions accumulated for pitching my dreams while learning what is essential to my client. It's crucial that when you speak, you're not just communicating with words but in a way that people can hear the conviction in your voice, see the desire in your eyes, and sense the belief in your presence. People need to feel understood and that you've listened to their desires and reasoned ways to serve them.

When building these repetitions into your routine, the whole process can be fun and exciting, so there is no effort or sacrifice. You're living your life purposefully and thrilled to chase your dreams. Further, because you become better at speaking, you will likely have opportunities

to represent your school in ways you didn't know existed. If you do well, you may be consistently selected for a streak of pristine school leadership roles.

Regular practice also allows you to identify and address weaknesses before they become liabilities. Over time, these daily efforts accumulate, leading to significant improvements. Make practice a non-negotiable, built-in part of your schedule, and you'll see continuous progress that will fill you with confidence and motivate you to keep pushing forward.



#### **Step 10: Continuously Self-Assess and Seek Feedback to Become the “Avatar Winner”**

The final step in this journey is to engage in ongoing self-assessment and feedback loops. Regularly evaluate your progress against your goals and adjust as needed, reflecting every two weeks. Seek feedback from mentors, peers, or even through self-reflection. This will help you identify areas for improvement and refine your strategy as you move forward.

Becoming 'The Avatar' means reaching a level of mastery where you embody the ideal candidate or winner. It's a continuous process of growth, adaptation, and improvement. It doesn't mean our journey will be without setbacks. However, if we build our “Avatar Winner” correctly, those setbacks we experience will be invaluable for our essays and interviews.

Before meeting your interviewer, they have yet to learn who you are, your experiences, or your skill sets. The most persuasive thing you can do is document your progress in fulfilling the "Avatar Winner" template to be used as supporting evidence as a "creative submission" or as a unique photo album you can show pictures in your scholarship interview.

Photographic evidence will drastically increase your audience's perception of your credibility since you are showing proof you did what you said you did. This cannot be refuted.

I won all my scholarships because I had the "Avatar Winner" mapped out to the dot. So, when I built my application, I concentrated my efforts on the activities the committee deemed valuable, which was less work since it was correctly allocated. Don't only be interested in

scholarship money. Be interested in fulfilling the dream of becoming the “Avatar Winner,” as ultimately, the scholarships are merely funding to help you achieve it. Follow your research, and your odds of success will increase exponentially regardless of your industry or profession.

**Step 0: Define Your Goals and Ambitions**

**Step 1: Conduct Thorough Research on Desired Roles or Opportunities**

**Step 2: Align with the Organization's Values, Mission, and Keywords**

**Step 3: Inquire About Past Winners or Successful Candidates**

**Step 4: Analyze Your Competition by Joining Comparative Reference Groups**

**Step 5: Learn from the Best Across All Your Activities**

**Step 6: Model Yourself After Notable Alumni to Surpass Selection Criteria**

**Step 7: Seek Guidance from a Reputable Mentor with Relevant Experience**

**Step 8: Adjust Your Environment to Support Your Aspirations**

**Step 9: Integrate Practice into Your Daily Routine**

**Step 10: Continuously Self-Assess and Seek Feedback to Become "The Avatar"**

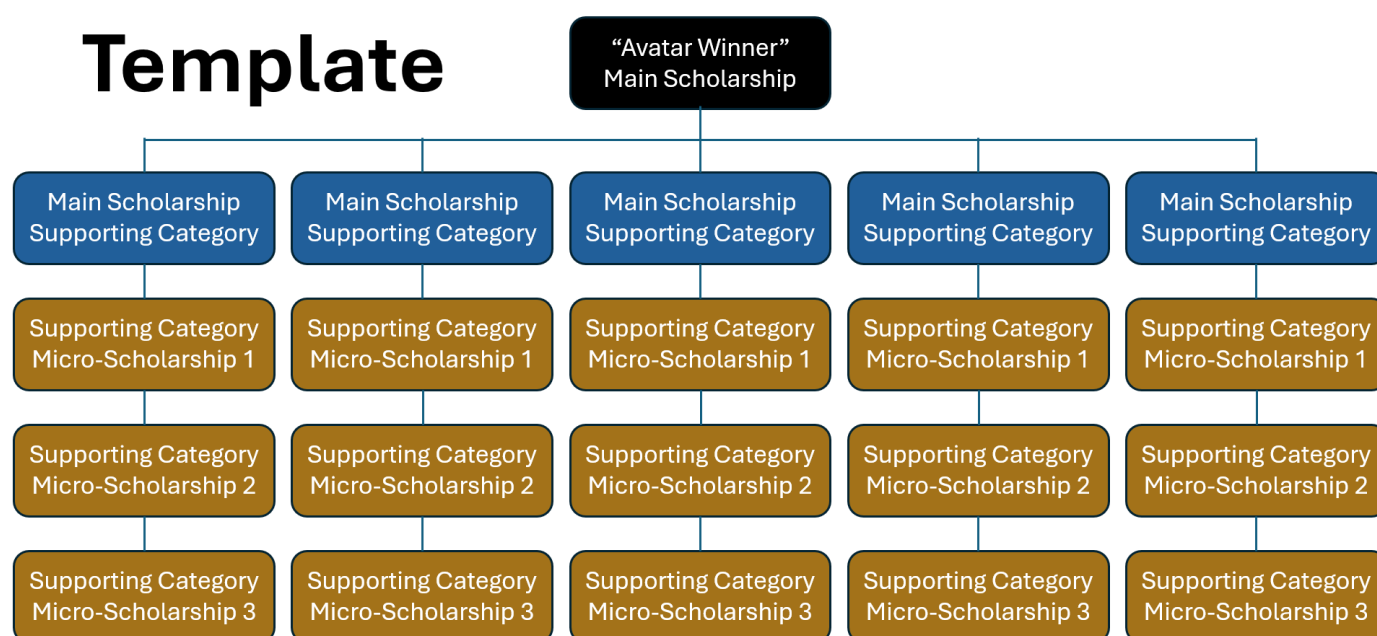
Creating your "Avatar Winner" is the first step that I consider necessary before we even begin the persuasive efforts of building a scholarship application. I also want to provide you with a brief preview of the “Ultimate Scholarship Search System.” In Avatar Educations *Scholarship Success Trilogy*, an entire section is dedicated to expanding this approach to help students find scholarship opportunities that give them a greater probability of winning.

This system will help you discover the best scholarships quickly and efficiently while working to accomplish your primary goal. In my experience with this system, some committees have requested that I apply for awards, hinting that they have earmarked me as an unspoken winner before receiving my application. This system is especially beneficial because it maximizes the number of scholarships we can win while minimizing the effort required.

Applying for scholarships one at a time is not only risky but also a time-consuming endeavor. It's a strategy that can spread you thin across multiple applications, making it difficult to craft a competitive application worth consideration. Instead, the approach outlined here focuses on hitting it out of the park with the “Avatar Winner” application and then repurposing those materials for a series of supplemental awards.

This system is structured to help you generate income from winning a central scholarship (usually aimed at winning a full-ride), multiple supporting scholarship categories, many micro-scholarships, and even a performance-based job that provides scholarships in addition to pay. It's a comprehensive approach that diversifies your scholarship portfolio, provides a cushion, and reduces the uncertainty of relying on a single funding source.

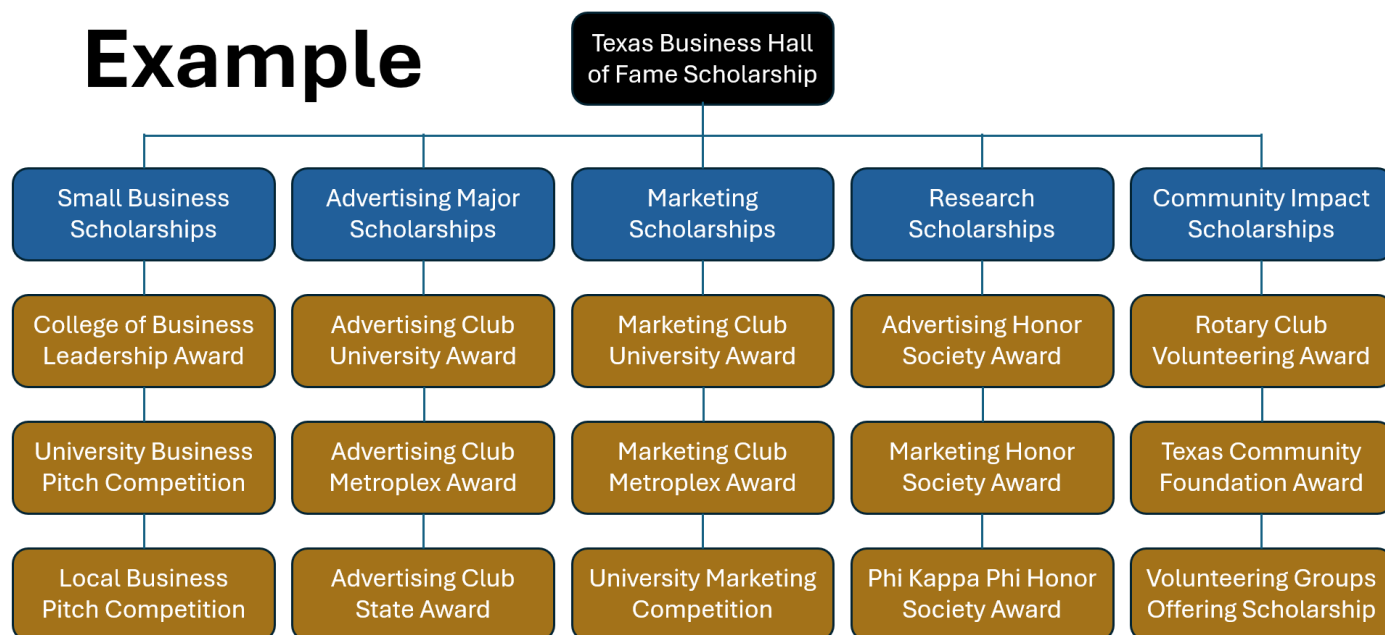
This ensures fast and measurable milestones on our journey to reaching our primary target. For example, my application that won 83% of awards was all the same essay I wrote only once. This is the ideal minimal effort I'm talking about: swap out one paragraph and a few keywords and get paid tens of thousands of dollars in scholarships. This is possible because our "Avatar Winner" for our central scholarship exceeds the standards for the supporting scholarships.



The key is to analyze your "Avatar Winner" list and look for themes and categories within that core application. In building a stellar resume, you'll likely have four or five sections corresponding to different themes, each of which could contain an enormous amount of scholarship opportunities. Ideally, you want to position yourself so every single activity that makes it on your resume can be a side-quest scholarship.

My most recent example for college had my "Avatar Winner" primary goal be to win the Texas Business Hall of Fame Scholarship associated with UTA. I understood my resume to have five similar supporting categories that likely would offer scholarships: Small Business, Advertising, Marketing, Research, and Community Impact.

# Example



I could have extended the list to 7 or 8 categories. Still, these additional categories could have diluted my messaging around me being a "small business owner who studies advertising and applies his knowledge base in marketing research to serve the community through free enterprise and philanthropy."

As you can see, this one-sentence description correlates to all five subcategories and supports my efforts for the "Avatar Winner." Most importantly, that core messaging could be the same across all my application materials, meaning I only needed one principal essay.

It's never too early or too late to start this process, as I won 83% of the scholarships I chose to apply to as a junior undergraduate student going into my senior year. Apply every semester before and after starting college, and if you're a senior, you can apply this strategy for graduate school if that is in your plans.

These supporting scholarships are like bonuses and provide short-term, more immediate, and fast results when our "Avatar Winner" scholarship takes longer. Scholarships are usually deposited about eight times throughout college at the beginning of every semester. However, some micro-awards were deposited into my account mid- or after a semester.

To achieve the best results, **start now** and compete for scholarships every year. The earlier you start, the less hard you must work because your efforts are spread out, and you have more time to compound your skill sets.

Considering my effort and sacrifice to win 83% of the scholarships I applied for and earn over \$300,000 to pay for college, it was near zero. I didn't even consider "what I might lose" or "what I have to trade" because I was so happy, content, and dedicated to "what I might gain."

When I created my "Avatar Winner" list, I realized I could choose from a hundred activities. With this kind of research and options, you can do what you find interesting, exciting, fun, and purposeful and still be directed at accomplishing superlatives deemed valuable to the committees. I've made this case study free so anyone can research and identify these activities.

I then aligned that *intent* with the "Ultimate Scholarship Search System," where I knew even the resume builders leading up to the awards were signs of progress representing a future claim to gaining my dreams and financial freedom.

**Pro Tip: You Know It's Real When Family, Friends, and Community Congratulate You**

*How could I explain to my parents that I was just offered a \$300,000 scholarship and that they didn't have to worry about supporting me while I pursued a higher education?*

I didn't say anything for three days until I had the final documents in writing.

I remember strategically waiting to tell my mom until after my soccer game, where she would be on the opposite side of the fence in the stands so she wouldn't hug me to death.

To this day, I think my parents and grandparents were happier than I was.

*They told all their friends. Their friends told their friends and their kids. Their kids approached me at school, jaws dropped, "How did you achieve all this?"*

I began to be invited to dozens of luncheon events as a special guest, and I was subject to many rounds of applause, forcing myself to stand up awkwardly. My neighbors said that I "made the entire community proud."

My boss best described it when he said, "Grant, I see you pour your heart out to serving customers every day, and you're one of the best guys we've got. I'm proud to have you as an employee. *Don't lose sight of that kid making \$3.25/hour + tips who desperately wants to serve his country.* You fully deserve it, but don't lose sight of the principles that produced the result."

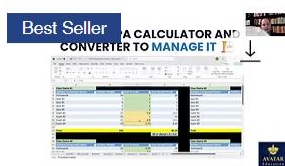
With that, I received the monetary award and the status of the "Avatar Winner" and the responsibility to stay true to my work of trying to help others, which I was determined to do in the ways I saw best fit.

Focusing on "the principles that produced the result" is a keyword here. What seemed like luck and fortune was closer to a repeatable framework. Winning 83% of scholarships is a very low probability that it was luck. Without my help, you can generally expect to win like the average applicant, where if they apply for 100 scholarships, they expect to win 8 out of 100 attempts. Meanwhile, my 83% success rate with higher volume is equivalent to winning 83 out of 100 applications, more than a 10x higher conversion rate than the general trend of 8%.

Winning scholarships requires more than just good grades. Consider my Honor Society of Phi Kappa Phi Pioneer Award, for instance. Students had to rank in the top 7.5% of their class nationwide to be eligible. This level of competition meant that everyone's grades were exceptional, so other merits became the focus. My strategies are designed to navigate this competitive landscape.

You can effortlessly model how I optimized every aspect of the scholarship application process, from research and selection to crafting compelling submissions. The frameworks, systems, and methods I developed throughout high school and college helped me recreate and reverse engineer my scholarship success. The differences in some of these strategies are marginal, but they enable outsized returns.

I am confident in your ability to succeed in the scholarship application process. All you need is the right guidance, and I'm here to provide it. My greatest accomplishment would be when Avatar Education students win more excess scholarships than I did, and I want to help you every step of the way. Let me explain everything I did and equip you with resources to support you on your journey to becoming the "Avatar Winner."



GPA Calculator and Converter



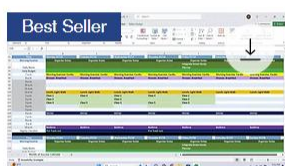
Focus Finder for Champions



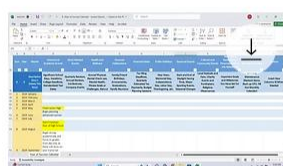
Winning Resume Guide



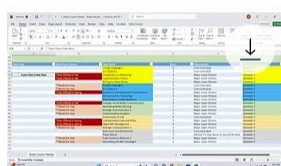
Winning Essay Guide



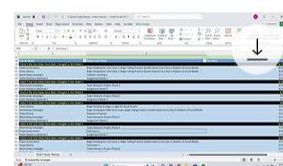
Month of Success Calendar



Year of Success Calendar



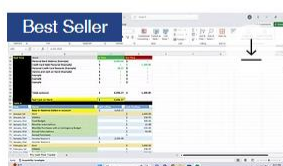
Smart Course Planner



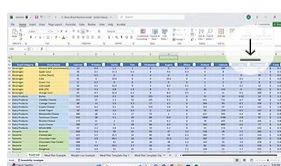
Smart Study Planner



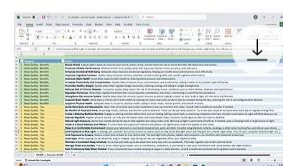
Pro Scholarship Wins Tracker



Pro Cash Flow Tracker



Brain Boost Nutrition Guide



Health = Success Guide

A common saying in college is, “By the time you’re a senior, you will have developed the skillsets to handle a greater quantity of rigorous coursework.” I am offering you the exact tools I built over time, so if you apply them to high school or early in college, they will immediately make your life much more manageable. I used them all the time, and my scholarship success would have been impossible without them. My peers have described these tools as “next level.”

The mantra, “what gets measured gets managed,” most applies to the GPA Calculator and Converter. Students can easily forecast the grades needed in each class per assignment to earn a 4.0 for the semester and meet the critical thresholds for honor society and scholarship criteria. I felt a sense of clarity about knowing where my grades stood, which eased stress and was revolutionary in helping me graduate with a perfect 4.0 (all credit due to this calculator).

The cornerstone of this case study has been creating the correct “Avatar Winner” deemed valuable by the scholarship review committee. The Focus Finder for Champions is a series of formulas and graphs that can help students maximize their chances of success by focusing on activities with the most impact that take the least time, effort, and sacrifice. This enables the perceived appearance of superhuman progress.

The Winning Resume Guide explains how students can quickly and efficiently create tailored resumes that appeal to scholarship committees. We often have an overflowing amount of research. Yet, it takes precision to convey compatibility and prominence on a single sheet of paper that can stand out to decision-makers.

The most powerful competitive edge I applied to winning scholarships was quantitative rhetoric and sentiment analysis. Although these topics are typically reserved for master’s and PhD level coursework, the Winning Essay Guide explains in simple terms how to use scoring software to crack the scholarship selection algorithm, just as I did for my essay submission. In this spreadsheet, you can see my exact 83% winning essay and its scores for comparison.

The Month and Year of Success Calendars are my go-to game-changer documents. I use them daily as they enable easy scheduling, planning, and modification. My first customers were my classmates who saw my Month of Success Calendar and exclaimed, “I *need* one of those,” just by glancing at my workflow. These systems have worked wonders for me, enabling me to meet all my personal, academic, and professional deadlines while still finding free time.

The average time to graduate college is longer than four years. To combat this problem, I made the Smart Course Planner and Smart Study Planner. These tools help students ensure they meet departmental requirements to graduate and that all their homework is accounted for. It is challenging to win scholarships if you get zeroes on homework assignments and then are delayed for graduation because you failed a class.

I used the Pro Scholarship Wins Tracker to track my scholarship notifications and deadlines. After winning so many scholarships, I can testify that the Pro Scholarship Wins Tracker is an absolute must to ensure you complete the accompanying paperwork. If you

receive an excess as I did, then you can record when you expect scholarship deposits allowing you to see your cash flow up to a year in advance and plan to allocate the excess for one semester to a potential deficit the next (unless you win more).

If I could get students to remember only one thing, it would be this: Success does not produce success. Health produces success. The Health = Success Guide were a core part of my college journey, and I don't want to leave to doubt that my priority was and continues to be maintaining health. If you're not healthy, you can't help others and certainly won't be thriving in college.

I'm here to help you *every* step of the way. Our *Scholarship Success Trilogy* for parents who want to empower their child to gain the training to win a full-ride to college details all my applications, with step-by-step instructions and easy-to-follow templates. With these materials, you set your reference and starting point at what I used to win 83% of scholarship awards.



You must execute the instructions in a style similar to the instructions for creating your "Avatar Winner" in this case study. The trilogy is a growing list of exclusive resources, insights, and bonuses to help you become a top 1% scholarship applicant that isn't available anywhere else. It includes over 30 documents and tools I built over time to do well in college.

On the inside, I explain all my productivity frameworks, secrets for finding scholarships, hacks for tailoring your resume and optimizing your essays, how to ace recommendations, and how to win your interviews.

Our *Scholarship Success Trilogy* was built from the curriculum I used when I used to charge over \$3,300 for 1:1 scholarship consulting, and now it's for a fraction of the cost. The self-guided documents will guide you to lightspeed progress and win overflowing scholarships.

Joining our *Scholarship Success Trilogy* should be considered an investment in the college fund weighed against potential scholarship earnings. Winning even one extra scholarship at \$2,000 every year of college would generate an additional \$8,000 in funding.

We're confident in the value of our advanced training system because they are the very resources that have already won money—we know they work. We know the key actions students must take to win scholarships, so we've built every product to help students accomplish those actions.

Given that you'll either spend your college funds on tuition, student loans, or training with us to win excess scholarships, we offer the best-case scenario. I want to emphasize that I'm providing you with *everything* I did to win 83% of the scholarships I applied for and earn over \$300,000 to get paid for college.

If that sounds fair, and you want help with something like this, take the next steps.



*I am deeply passionate about empowering the youth and students of our great nation. Thank you for giving me the opportunity to do what I love. I am committed to doing everything in my power to support you on your scholarship journey and help you achieve your dreams.*

**Next Steps: Get The Complete Scholarship Success Trilogy: Find. Win. Keep.**

The *Scholarship Success Trilogy* includes our (1) List of 180+ Scholarships Worth \$5M for All Majors & Colleges — 150+ No FAFSA, (2) Scholarship Playbooks Used to Win a \$300K Full-Ride & 83% (5/6) of Applications, and (3) Proven 4.0 GPA System to Keep A's & Renew Scholarships Every Year of College.

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