

College Essay **Easy** Teacher Certification Course



Presented By

Allison Weigel

College Essay Easy Teacher Certification Course

Specifically designed for English teachers, Special Education teachers, School Counselors, Admissions Counselors, and anyone interested in becoming a college essay coach.

Curriculum and Materials Gain access to a robust curriculum and teaching resources that help students develop high-quality college essays in a structured, supportive environment.

Consistency & Equity Our program promotes equity, ensuring all students receive the same high-level instruction and opportunity to excel in their college applications.

Training & Support Participate in hands-on training and ongoing support to master the College Essay Easy System and empower your students.

Certification & Recognition Upon completion, receive a certification and digital badge to enhance your professional profile. Join a community dedicated to sharing best practices in college essay coaching.

Exclusive Access Certified instructors have exclusive access to the College Essay Easy System, allowing for a streamlined, effective approach to essay brainstorming

Collaborative Community Join a network of certified instructors who share resources, insights, & support each other in fostering student success. Collaborate to refine best practices & enhance your skills while staying connected with like-minded educators.

**2025
Spring Event**

March 24, 2025

9am-3pm

Bridgewater, NJ

Can't Attend?

Contact us about on-site teacher certification

“This was the most helpful and useful professional development I have ever participated in.”

-Danielle Giovannitti, Teacher



A Message From College Essay **Easy** Creator, Allison Weigel



Allison Weigel is an innovative educator, Creative Coach, and presenter, known for her expertise in improving college essay writing for students from diverse backgrounds. As the creator of the College Essay Easy System, Allison understands the challenges teachers face in guiding students through the essay-writing process while balancing classroom demands. All of the strategies she shares are rooted in her experience as a high school English teacher, Creative Coach, and College Essay Coach, designed to make the process more manageable for both students and educators.

Allison's presentations are highly regarded for offering practical, actionable tools that teachers can immediately implement to help students craft compelling and authentic essays. As a Creative Coach, she also mentors educators on fostering creativity and critical thinking in their classrooms. Through her work, Allison is dedicated to leveling the playing field in college admissions, ensuring that every student—regardless of background—has the support needed to succeed.

Dear Colleagues,

As a fellow teacher, I know how frustrating it can be to attend professional development that doesn't offer practical tools for the classroom. We need resources that not only inspire but also provide **actionable strategies to make a real impact** on our students.

This certification course is designed to do just that. You'll leave with the tools, strategies, and confidence to enhance college essay writing at your school. By incorporating essay work in the classroom or teacher-led workshops, you'll provide free, high-quality support to all students, helping to **close the equity gap in college admissions**.

The College Essay Easy system offers a hands-on approach for students and an efficient method for teachers to **guide meaningful conversations without sacrificing class time**. By making this process accessible to all, we help level the playing field so that every student, regardless of background, has the chance to succeed in the college admissions process.

Sincerely,

Allison Weigel



“My mission is to provide teachers with practical tools and resources to help all students, regardless of background, write compelling college essays, closing the equity gap in admissions.”





Why Choose Us

As teachers who are still in the classroom, we understand what students need to succeed. Our program equips your staff—especially writing teachers, who are best positioned to teach writing—with the skills to become Creative Coaches. They'll foster creativity and critical thinking while guiding students through the college essay process with confidence. This approach not only helps students craft compelling, unique essays but also raises the bar for your entire academic program, promoting excellence in writing and communication skills across the board.

Here's what educators are saying about Allison Weigel and College Essay Easy:

“Since using this program, my juniors' essays have improved significantly in organization and articulation. College Essay Easy is a **must-have for any student or educator involved in the college application process**. It truly makes writing a standout essay easy and stress-free.”

-Jen Sorrentino, teacher

“Having taught college essay writing for 15 years, I can assert that this program represents a transformative approach. The ability to have a tangible system that allows students to brainstorm worthwhile topics facilitates a more cohesive experience for all of our students. I would recommend this to anyone, and **highly suggest that schools consider investing and adopting this method to assist their teachers and students!**”

-Jennifer Kittle, teacher

“**Allison provides a toolbox of activities** but also terminology that could help us guide students through the writing process. I think that having the right language for the skills is very helpful and Allison provides us with that. She also provided us with strategies for working with students individually.”

-Argie Kantilierakis, teacher

“**Implementing the College Essay Easy cards has drastically improved our process** in terms of both time and quality. We have significantly expedited the brainstorming process and received better final products due to this seamless and well-informed system. I highly recommend the College Essay Easy Academy!”

-Nicole Petrone, teacher

“College Essay Easy was a helpful framework that supported my students as they approached this high-stakes writing piece. While students sorted through the story cards, focus cards, and prompt cards, I noticed moments of clarity and comfort as they identified topics of interest and relevance to their college/career goals. The system diminishes a significant amount of the pressure and anxiety that can come with writing the college essay.”

-Emily Glauber, teacher

“I am really glad I completed the College Essay Easy Teacher Certification Course! The program is comprehensive, well-structured, and highly practical. **The skills and knowledge gained from this certification are invaluable in promoting equity** and ensuring that all students have the opportunity to succeed in their college admissions journey. Plus, it's actually quite fun.”

-Alisa Zonis, teacher

“I recently completed the Certification Course for the "College Essay Easy Teacher Certification" and found it to be a tremendous relief. **The course provides a tried and true curriculum** that takes the guesswork out of teaching college essay writing.”

-Jillian Zarr, teacher

“This certification course is a **game-changer for educators**. It ensures that all students receive consistent, high-quality instruction, equipping them to be competitive in the college admissions process. Highly recommended!”

-Amy Rutkowski, teacher



One-Day Teacher Certification Event in NJ!



March 24, 2025



The Somerville Elks Lodge
375 Union Avenue,
Bridgewater, NJ 08807



9:00-3:00
Check-In: 8:30-9:00

Certification Package

Price: \$450

Use Coupon Code DistrictGroups10 to receive 10% off when you register 4 or more people.

Each Participant Receives:

- Continental Breakfast & Buffet Lunch
- 1 College Essay Easy Box Set
- Comprehensive Teacher Manual
- Certificate & Email Badge
- 3 Year Membership to CEE Member Portal
(access materials, training videos, interact with other coaches)
- Everything you need to promote College Essay Writing!

Proven Strategies to Elevate College Essay Writing

- **Proven practices** tested in high-performing classrooms have significantly improved students' college essays across all ability levels.
- **Practical tools** you can use immediately to help students brainstorm and write compelling, authentic college essays.
- **Strategies for creating a culture** of accountability and ownership in the essay-writing process, ensuring all students stay on task.
- **Techniques to foster a classroom environment** where students feel supported and motivated to express their unique stories.
- **Practical approaches** to building positive, trusting relationships with students, enabling meaningful feedback and productive essay revisions.
- **Streamlined methods** that help students take risks and reflect deeply while staying organized in their essay writing.
- **Tools for helping students** manage their time, emotions, and creativity more effectively throughout the essay-writing process.



College Essay **Easy** Teacher Certification Course

March 24, 2025- Bridgewater, NJ

First Name _____

Last Name _____

Position _____

Subject Taught _____

Email Address _____

List additional registrants on a copy of this form

Name of School or Organization

School Representative Name and Position

School Mailing Address

City & State

Zip Code

School Phone Number

Mobile or Office Number

Method of Payment

A check (payable to College Essay Easy, LLC) is attached

A purchase order is attached (*visit our website to RSVP and pay later!*)

P.O. # _____

Charge my: MasterCard VISA Discover
Account Number

Expiration Date

Billing Zip Code 3 Digit CVV Code: (on back)

Please print name as it appears on card

Three Easy Ways To Register



Visit Our Website:

www.CollegeEssayEasy.com/event-details/teacher-certification



Email Us:

info@CollegeEssayEasy.com



Mail this Form To:

College Essay Easy, LLC
26 Pine Boulevard
Cedar Knolls, NJ 07927

Fee

The certification course costs \$450 per person.

*Register four or more people and use coupon code DistrictGroups10 to receive 10% off.

Cancellation/Substitutions

100% of your paid registration fee will be refunded if you can't attend, and notify us at least 10 days before the seminar. Late cancellations made prior to the event date will be refunded less a \$15 service fee.

Substitutions may be made at any time without charge.

Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee

Further Questions

Email us at Info@CollegeEssayEasy.com or visit us at www.CollegeEssayEasy.com

