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## ADVERTISING & PROMOTIONS, LLC

**CLIENT: College Connection, LLC**

**CONTACT: Sherry Lieberman**

**PHONE: 913-341-6248**

### **For Immediate Release**

### **COLLEGE PREP SPECIALIST SANDRA JACOB AUTHORS LATEST BOOK ON WINNING COLLEGE SCHOLARSHIPS**

Yes, it is possible to read and digest an entire book in one sitting without even wanting to get up for a snack. In fact, Sandra Jacob's third book, *Winning College Scholarships, A Formula For Success* is written with tremendous wit and insight. It even contains funny cartoons and graphics in order to present the usually dry somber topic of college funding in an informative and entertaining manner.

Unlike anything else on the market, *Winning College Scholarships, A Formula For Success* is a small, reader-friendly book that covers everything families need to know concerning the college aid / scholarship / funding process. It is a step-by-step, can't-miss guide that includes the latest websites and phone numbers for parents and their students. It also includes a special section on what students can do during the middle and high school years to position themselves for winning scholarships.

Sandra has authored two books that have sold nationwide: *The Search For College Cash* and *The Ultimate College Prep Workbook*. For the last sixteen years, she has run The College Connection, an educational consulting company in Overland Park, Kansas, where she helps students and their parents through every aspect of the college preparation process. Sandra is considered one of the most informed professionals in her field. When asked what she thinks is the most important aspect of this process, Sandra answers, "It's getting to know each student personally. It's helping them find their own special talents, and then matching students with colleges that will help them pursue their interests." She goes on to say, "A holistic approach is necessary. Students need colleges where they will be socially comfortable as well as academically successful."

One thing that sets Jacob apart in her field is the amount of time she spends traveling to colleges. She tours each campus, speaks with the admissions staff, spends time with professors in different fields, and talks to the students, often looking for what she calls “the truth behind the packaged image”. She wants to know what students like most about their college, what they like least, and what they wish they had known before they entered.

What made Sandra want to guide students and their parents through the maze of college preparation? “I really love helping kids find their passions,” she says, “the things that make their souls sing.” Sandra’s approach to this process is different because she doesn’t look only from high school to college. Instead, she also looks from high school to the work force, often introducing students to new fields of study that will be in demand several years down the road. Sandra says her job requires an updated knowledge of what’s going on in the job market. To do this, she talks to a lot of people at different companies. She asks what’s on the horizon, along with whom they like to hire from which colleges and why.

Along with working one-on-one with students, Jacob conducts seminars throughout the country. She has been hired by such national companies as Hallmark Cards, Blue Cross and Blue Shield, Payless Shoe Source and AT&T. She also gives presentations for parents at schools, churches and charitable organizations, providing clear, “how-to” information on the college process, along with helpful hints on raising teenagers with fewer headaches. No matter what the specific subject, it’s still dealing with teens, and Jacob feels it helps to find the humor in these situations. Some of her most popular seminars are titled *The Year We Became Stupid* and *When the War Started*.

Sandra Jacob helps students with all aspects of the college prep process, and she hopes her newest book *Winning College Scholarships, A Formula For Success* will make it possible for more teens to attend the school of their dreams.

**For more information, or to set up an interview, please contact Sherry Lieberman at etc. advertising & promotions, llc, or Sandra Jacob at College Connection, 913-685-1195.**