



# MCNEIL ADMISSIONS

*your voice, your fit, your future*

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**Overview & Services**







## Founder's Note — A different type of admissions firm

I created McNeil Admissions in 2017 because I believed there was a better way to guide students through their applications—and particularly through their essays.

My training as a writing coach imparted me the skills to orchestrate a powerful written application strategy without quashing student voice. That balance—between strategy and open expression—anchors our success and methodology.

Our firm is small by design, built around a partnership model. Our partners are experts—former admissions officers and superb writers from schools like Vanderbilt, Stanford, and Harvard. Combined, we've worked in elite admissions for more than 30 years. Everyone on our team has a stake in every application. And we share a common view that our best interests lie in being obsessed with client outcomes.

From early preparation, to college list creation, to application positioning, to the college essays themselves, we are ready to help your family navigate an admissions landscape that is more occluded and difficult than ever. We look forward to it.

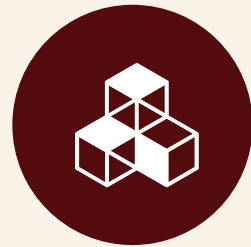
Alex McNeil, Founder & Principal

*Alex McNeil*





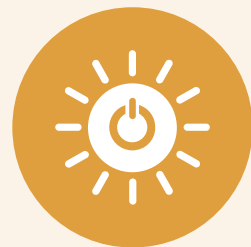
# McNeil Admissions Highlights



Exceptional results, attention to details, high client satisfaction.



Focusing on meaningful, collaborative work and prioritizing deep connections with students.

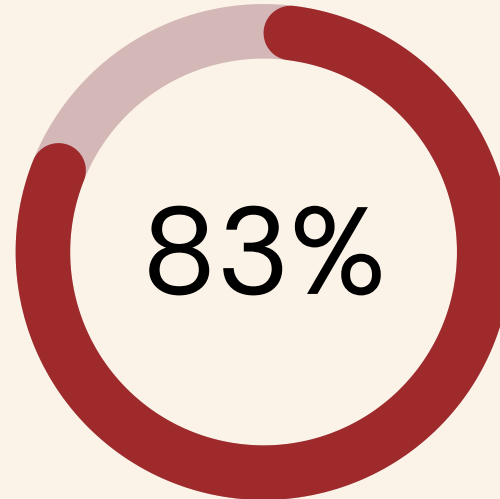
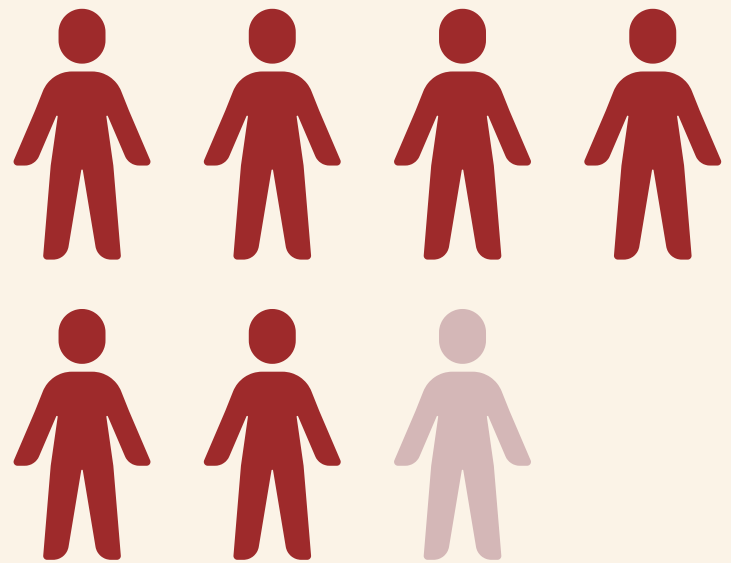


Leveraging technology for a superior remote college counseling experience.



# Our Record

Since 2018, **100%** of our students have gained admission to a T35 school and **83%** gained admission to one of their top-three schools.







# Client Satisfaction

We have received a **4.8/5** cumulative rating from client surveys. Our clients rated their satisfaction with...

- Admissions outcomes
- Completion timeline
- Responsiveness, communication, scheduling

**100% of clients said they would refer us to a friend or relative.**

*"John is heading off to Dartmouth (his top choice) in the fall. I think it came down to the essay Alex helped him write. It was phenomenal... We hung it on the fridge at the end of the application cycle. Thank you!!"*



**4.8 out of 5**

from 60+ parents and admitted students





# About Alex McNeil, Principal

Since founding McNeil Admissions in 2017, Alex has helped 500+ students get into the best schools in the country by crafting unforgettable applications. He graduated with honors from the University of Puget Sound before pursuing an M.A. at San Francisco State, completing advanced graduate work at UC Berkeley.

Alex writes regularly about admissions, provides essay workshops for high schools in California and Washington, and moderates [Reddit's r/ApplyingToCollege](#) community, the largest admissions-focused community in the world. He is an experienced writing coach and admissions thought leader who believes that a strong essay strategy is at the heart of every successful application.

Alex and his team work with all students, but specialize in:

- Uncovering the human stories in STEM backgrounds.
- Helping exceptional students authentically highlight their achievements.
- Helping lower-performing students punch above their weight in the admissions process.



*B.A., University of Puget Sound (Honors)  
M.A., San Francisco State University & UC  
Berkeley (Summa Cum Laude)*

# Our Team



## **Ben Bousquet, MA (Partner, Director of Applicant Strategy)**

*Alma Maters: La Salle University, Vanderbilt University*

Ben is the former Assistant Director of Admissions at Vanderbilt University and was a Resident Director of the 2018 Harvard Pre-College Program. Ben has a deep understanding of elite admissions, having reviewed 20,000+ applications, presented files to the admissions committee, and selected students for top merit scholarships. At Harvard, he facilitated admissions workshops for 500+ high-achieving high school students. Ben understands the importance of the written components of an application—often the difference between a deny and an admit.



## **Kylie Kistner, MA (Partner, Director of Essay Strategy)**

*Alma Maters: The University of Puget Sound (Summa Cum Laude), The University of British Columbia*

Kylie is a former admissions counselor at Willamette University. She has been a writing coach at three institutions, worked with thousands of students on writing, and has supported neurodiverse students through writing, planning, and project management. Kylie co-created a university-wide writing handbook used across 200+ undergraduate writing courses and to teach writing in several countries. Her experience as an admissions counselor and writing coach helps Kylie guide students through the process, helping them craft essays that stand out.



## **Irena Smith, PhD (In Consultation)**

*Alma Maters: UCLA, Stanford University*

Irena is a former admission officer at Stanford University and has led her own admissions practice for 15+ years. She works in consultation with McNeil Admissions, providing application strategy feedback to team members. Irena's writing on college admissions has been featured in The Atlantic, San Francisco Chronicle, and NPR.



# Service Packages – Seniors

All service packages are built around at least one hour per week of face-to-face session time, in addition to editing work between sessions. Work exceeding the scope of a package will be billed hourly at the season's rate of \$500 per hour. For package upgrades after work has begun, the difference in price between the packages will be charged.

- **Basic – \$9,000**

Application and essay support for up to 6 schools. Best narrative strategy consultations, school list creation, and common application extracurriculars and additional informations sections.

- **Enhanced (*Inquire for price*)**

Application and essay support for up to 12 schools, plus UCs (OR 4 additional supplementals). Access to application management and tracking.

- **Unlimited (*Inquire for price*)**

Unlimited application and essay support. Up to **two hours** of weekly in-person meeting time. Simulated admissions office evaluation and report from former T10 admissions officers.





# Service Packages

	Basic	Enhanced	Premier
Brainstorming, drafting support, editing for 6 schools	✓	✓	✓
"Best narrative" strategic selection: planning your narrative across all essays	✓	✓	✓
Common Application extracurriculars and additional information sections	✓	✓	✓
Application list construction and counseling	✓	✓	✓
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Brainstorming, drafting support, editing for 12 schools	✓	✓	✓
Brainstorming, drafting, editing for the UC Essays OR 4 additional supplemental essays	✓	✓	✓
Access to digital Essay Academy™ masterclass and 60+ example essays (\$2,400 value)	✓	✓	✓
Customized application and essay tracking solution to streamline and organize the process	✓	✓	✓
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<b>Unlimited brainstorming, drafting support, editing.</b>	✓	✓	✓
Simulated admissions office evaluation and report from former T10 admissions officers	✓	✓	✓
Follow-up counseling for school selection and action plan for first-year success	✓	✓	✓



# Services – Sophomores / Juniors

Our earlier services focus on helping your family assess your strategic position going into the application process. We demystify the current application landscape, help set plans to finalizing the extracurricular resume, and provide ongoing strategic guidance.

## Introductory Package – \$3,000

A package comprising an initial strategy evaluation and three additional sessions covering topics including: extracurricular/resume development, cultivating intellectual vitality, early college research, major identification, and orientation to the college application process.

## Follow-up consulting – \$500/hr

Following the introductory package, we meet on a monthly or bi-monthly basis (as needs dictate) to provide ongoing consulting throughout junior year. We advise on extracurricular direction, test planning, college identification, major selection, and all other topics related to the college application.



# Let's chat over a virtual cup of coffee.

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