



SARA HARBERSON

AMERICA'S COLLEGE COUNSELOR

For all media inquiries or for additional information,
please contact Sarah Massari at 267-979-5500 or via email at massari@saraharberson.com



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Sara Harberson is known as America's College Counselor. With over 20 years experience, she is a nationally recognized authority on college admissions.

Sara's first book, **SOUNDBITE: The Admissions Secret that Gets You Into College and Beyond**, was published by Hachette Book Group in April, 2021. A student's admissions decision often comes down to a single sentence or "Soundbite" written by the admissions officer. In her book, Sara reveals the secrets of her signature college admissions tool, the "Soundbite," and shares tried-and-tested exercises that have helped thousands of students gain admission to their school of choice. With her groundbreaking book, Sara transforms the admissions process into an empowering journey of self-discovery, putting students' fate back into their own hands.

As a former dean of admissions and lifelong student advocate, Sara is frequently approached to serve as a college admissions expert for news outlets and documentaries. She has appeared on **CNBC**, HBO's **Vice News Tonight**, **CBS Evening News**, **CBS This Morning**, **The TODAY Show**, **CNBC**, and Lifetime. Additionally, Sara has written op-eds for the *LA Times*, the *Chicago Tribune*, and *USA Today*, including the October, 2021 *LA Times* piece, "**Op-Ed: Another record year for college applications? Please, no.**"

Sara has worked hard to ensure that all students applying to college receive the best advice regardless of their background. Her free website, **AdmissionsRevolution.com**, gives students the key information they need to realize their college dreams. Her sister site, **SaraHarberson.com**, provides personalized counseling to college applicants and their families, and houses Sara's weekly blog and free college admissions guides. Sara's popular monthly Facebook Live sessions average 100,000 viewers per episode, and her Instagram Live Q&As bring in thousands of viewers each month.

In 2018, Sara launched Application Nation™, a private subscription-based Facebook group, to support students and their parents throughout the college application process. Application Nation has garnered 2,500+ paying members, and has established itself as a supportive community of students and parents across the country. Application Nation is fast becoming the most powerful way for families of all income levels to navigate the college admissions process.

Sara's rare perspective is born from humble roots. She graduated from a large public high school in New Jersey, went on to graduate summa cum laude from Hamilton College and earned her Masters in Higher Education from the University of Pennsylvania. Sara rose through the ranks to become the Associate Dean of Admissions at the University of Pennsylvania, and then became the youngest Dean of Admissions in the country at Franklin & Marshall College. Wishing to work more directly with the students who so inspired her, Sara then turned to the other side of the process as the Director of College Counseling at the Baldwin School on the Philadelphia Main Line.

Sara is the only private counselor in the country who has led both an admissions office at a highly selective college and a college counseling office at an elite high school. Sara has read hundreds of thousands of essays and applications. She intimately understands college admissions from both the college and high school side. Sara's philosophy is that every kid applying to college deserves the best advice.

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QUICK FACTS

- Sara's goal is to help *every student* achieve the best version of themselves through the college admissions process and to create a path for their future lives, regardless of their background.
- Sara's first book, **SOUNDBITE: The Admissions Secret that Gets You Into College and Beyond**, was published by Hachette Book Group in April, 2021.
- Sara rose through the ranks to become the **Associate Dean of Admissions at the University of Pennsylvania**, and then became the **youngest Dean of Admissions in the country** at Franklin & Marshall College.
- Sara also served as the **Director of College Counseling at the Baldwin School** on Philadelphia's Main Line.
- Sara has read **over 200,000+ essays** from students all over the U.S. and beyond, and has **over 20 years of college admissions experience**.
- Sara's vision started with the launch of **Admissions Revolution**, a free membership site where she provides videos and guides for college-bound students and their families.
- Sara also launched **SaraHarberson.com**, a website where she offers **one-on-one college admissions consulting** to students from across the U.S.
- In 2018, Sara launched her **paid Facebook group, Application Nation™**, to provide direct, affordable access to her expert advice, training, and individualized guidance.
- Sara has hosted **seven Application Nation groups** with over 2,500 paying members.
- Sara regularly writes and speaks about **all topics related to the college admissions process and higher education**.
- Sara has the unique perspective of having led **both an admissions office at a highly selective college and a college counseling office at an elite high school**.

THE NUMBERS

4 million+ Facebook Live Q&A video views

35,000+ Facebook followers

14,000+ TikTok followers

3 million+ video views on TikTok

10,000+ Instagram followers

76,000+ Instagram Live video views

Sara's blog currently gets **over 80,000 views** each month

9 out of Sara's top 10 page views each month are blog posts

SaraHarberson.com site visits: **87,000+ per month**

Opt-in email database: **51,000+**

22,000+ downloads of Sara's free guides

6,000+ Admissions Revolution members

Application Nation: **2,500+ paying members** since 2018

