

## Subject Line: SAT/ACT Comparison

Hi \_\_\_\_\_,

Did you know that  $\frac{1}{3}$  of high school students take a standardized test that doesn't best reflect their strengths? Did you further know that this simple error could deprive families of thousands of dollars worth of college scholarship money?

At Southern Methodist University, a 150-point increase (from 1200-1350) on the SAT's could equal an extra \$8000 of merit-based scholarship money.

Well, we heard it's time for your student to be deciding between the ACT and SAT soon and wanted to keep you out of that fraction.

By choosing the right test to take, your student can boost his/her scores and allow you to keep the bucks you want while passing the buck of financing them for the rest of their lives onto someone else's hands. *Read:* scholarships.

Here's a simple comparison of the two tests:

	SAT	ACT
Content	Reading, Writing and Language, Math*2	English, Math, Reading, Science
Length	3 hours+50 minute optional essay	2 hours 55 mins+40 minute optional essay
Scoring	1600 points	36 points

If your student would prefer to get a feel for each test before committing him/herself to it for 3 hours, our diagnostic test can:

- Predict your student's success on the SAT vs ACTs;
- And highlight the best course of preparation.

Our hope is that by making the right decisions early on, your student can transition into the most rewarding investment you've ever made, and you can send them to college without having to pack up and send your retirement dreams along with them.

Sympathetically,

Lampert Education Services  
7887 E. Belleview Ave. Suite 1100  
Englewood, CO 80111  
720-628-6235

Subject Line: SAT/ACT Checklist

Hi \_\_\_\_\_,

As your student gets ready to tackle the SAT/ACTs, we wanted to offer a guideline for preparation. By checking off this list, your student can maximize his/her score, and you can maximize the returns of your financial investment:

1. Compare SAT and ACT
2. Identify strengths and weaknesses of student
3. Determine the most suitable test for student
4. Embark on appropriate plan of action

The most accurate, time-efficient, and stress-free way to dive into action is a diagnostic test. A **diagnostic test** will predict your student's ability to perform on each test, and analyze his/her strengths in order to help them put their best foot forward.

The results from the diagnostic test don't mean that your student MUST stick with the higher scoring test. But, they WILL provide insight into which test your student would have the most success with, meaning less time and money wasted on the wrong tests, and more time and money earned towards scholarships and college!

Once you're at step 4, feel free to get in touch with us. We can offer an initial consultation to help your student review his/her results and get those scores where they need to be.

Diagnostically yours,

Lampert Education Services  
7887 E. Belleview Ave. Suite 1100  
Englewood, CO 80111  
720-628-6235

Subject Line: SAT/ACT Test Prep Options

Hey \_\_\_\_\_,

Now that your student knows which test he/she will be taking and what to improve upon, it's time to get to work!

Here are a few review plans that students have found helpful as they work towards their dream scores, scholarships, and schools, in that order.

**1. ePrep Standard+ Plan:**

- Self-paced, self-directed
- 12 months of access to ePrep Portal
- Practice questions and video solutions
- Special price of \$297

**2. One-on-One 25K Plan:**

- 18 hours of one-on-one test prep
- 12 months of access to proprietary web portal
- Companion workbook to web portal
- Hundreds of practice questions and step-by-step video solutions
- Two simulated practice tests with full score reports
- \$1797

**3. One-on-One 100K Plan**

- 24 hours of one-on-one test prep
- 12 months of access to proprietary web portal
- Companion workbook to web portal
- Hundreds of practice questions and step-by-step video solutions
- Three simulated practice tests with full score reports
- Guaranteed 150-point increase on SAT or 3-point increase on ACT
- \$2597

**4. Summit Education**

- Tutors who specialize in SAT subject tests
- Ideal for high-scorers aiming for perfect score

Check out our website to choose the best plan for your student and get those acceptance letters and scholarship dollars you've been waiting for.

Steadily yours,

Lampert Education Services

7887 E. Belleview Ave. Suite 1100  
Englewood, CO 80111  
720-628-6235

Subject Line: SAT/ACT diagnostic and consultation offer

Hi \_\_\_\_\_,

How is the test-prep moving along? Is it moving along?

In case it isn't, sign up now for our SAT/ACT diagnostic test and consultation. We can jumpstart your student for a limited time offer of \$47, instead of the usual \$150.

We have a few spots left, so reply to this email and get your student on the highway to success.

Drivenly yours,

Lampert Education Services  
7887 E. Belleview Ave. Suite 1100  
Englewood, CO 80111  
720-628-6235