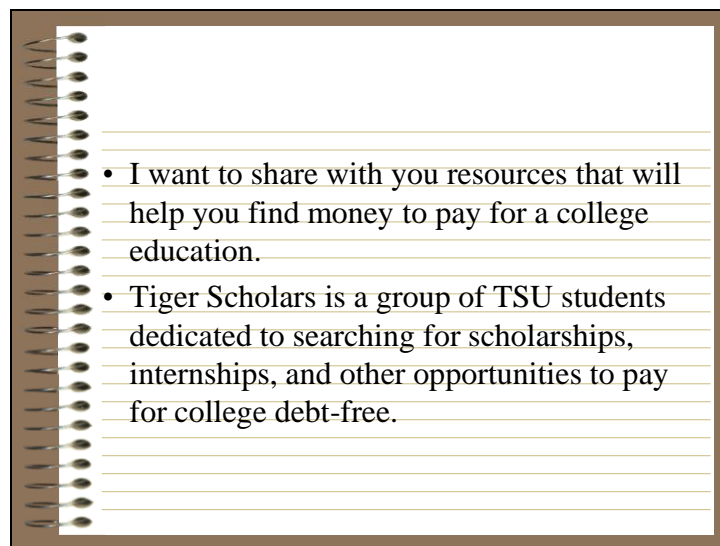
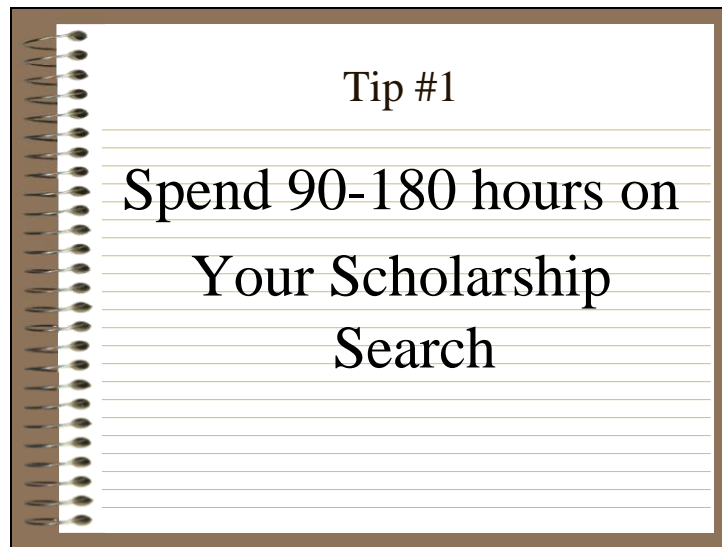


Slide 1



Slide 2





Take small bites. Break down the search into small, manageable steps.

Spend anywhere from one to thirty minutes a day searching for scholarships and internships.

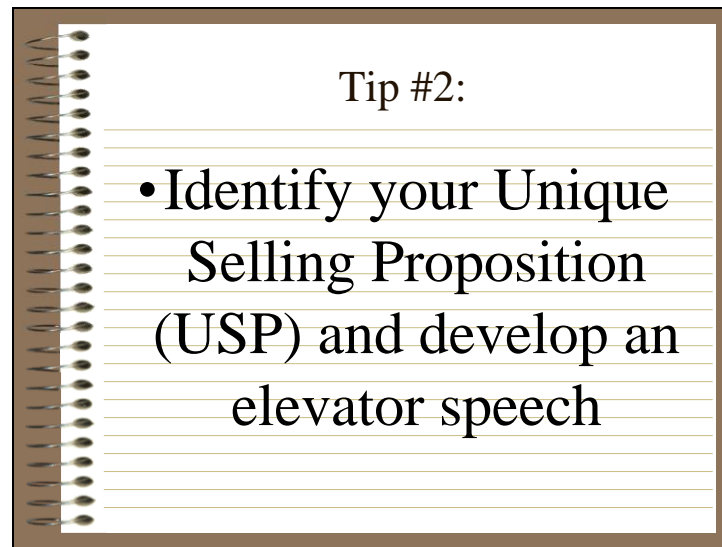
The secret: a little bit of time towards your dreams is better than no time.

Look at this chart and see how increments of time can be spent towards your dreams.

DREAM TIME CHART Minutes	Yearly Total (Minutes)	Yearly Total (Hours approximately)
1	365	6
5	1825	30
10	3650	60
15	5475	91
20	7300	121
25	9125	152
30	10950	182

Look at this dream time chart and see how much time you are willing to spend toward your dreams.

If you watched an hour of television last night, you spent about 20-22 minutes watching commercials.



You are marketing yourself. Let me repeat that again: you are marketing yourself.

Early on, I had a negative attitude toward marketing. I saw marketers as used car salesmen, trying to sell me cars that were lemons.

The more honest way of marketing that I heard came from Dan Miller. He said marketing was sharing enthusiasm about yourself or something you found useful.

Another marketing term is finding your USP—your Unique Selling Proposition. What distinguishes you from everybody else, what makes you unique?

An elevator speech is how you introduce yourself to others—you tell them who you are in one or two sentences; when you walk onto an elevator, you should be able to tell someone who you are and what you do, something that will interest them, so that by the time the elevator reaches the next floor, you are done with your presentation.

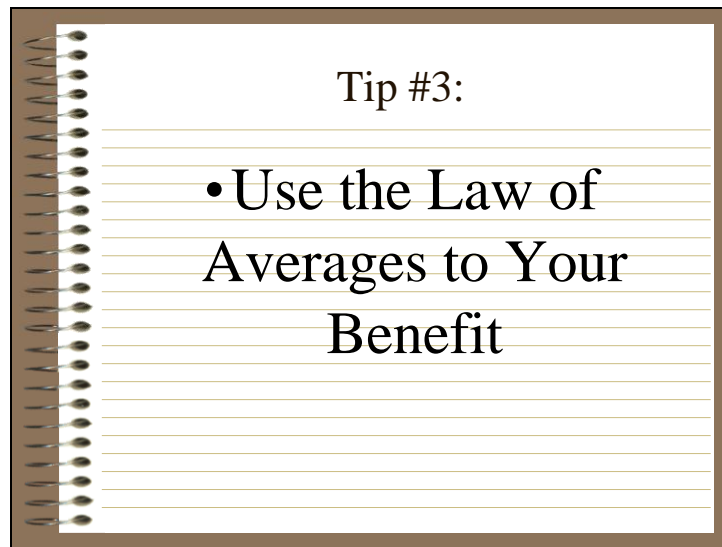
Let's say Patrick is majoring in communications at Tennessee State University. He might say, "I'm Patrick. I love creating music. I'm a student in the new commercial music program at Tennessee State University. I'm really passionate about learning recording. I have accumulated about \$2,000 toward my goal of \$14,000. Do you have any ideas about how I can

pay to finance my dream?" Or "Do you know of any scholarships to help pay for school?"

"Do you know anybody I can talk to learn more about the music business?" If you ask this question, you are not looking for scholarships, but seeking out people for informational interviewing, where you learn how people became interested in the field you want to study and how they got there.

The question "Do you have any ideas about how I can pay to finance my dream?" comes from a suggestion by Barbara Sher. She mentions that some people may try to talk you out of your dream.

One way to turn the tables is to state your problem and then ask another person do they have any ideas about how to overcome your problem. People automatically begin to think of ways to solve your problems; people become your advocates, for you have asked them to help you.



The law of averages says that if you call enough people, if you apply to enough scholarships, if you pursue many different avenues to where you want to go, then by the sheer number of attempts, you will be successful.

Would you consider a rate of 3% to be successful? It is, if you use the law of averages.

If you apply to about 1,000 scholarships and you win 30 scholarships, you have had a success rate of 3%.

In Dave Ramsey's *Financial Peace University*, he stresses that pursuing scholarships should be viewed as a part time job.

Ramsey tells the story of a woman who paid for her entire schooling by applying for over 1,000 scholarships and receiving about \$ 38, 000. Most of these scholarships were not for academic excellence, but small amounts of \$250 and \$750 awarded for community service and missionary work she had been involved in.

Ben Kaplan in his book, *How to Go to College Almost for Free*, discusses one student who applied for 7 scholarships without receiving anything. She did not give up. She tried for 10 more scholarships; she received about \$25,000 in money for school.

She could have told herself, "I've tried seven times, and I've failed every time. I'm no good. This isn't working. I'm giving up." Instead, she persisted, and she won.



Many people aren't aware that they are "developing their brand" every time they go online.

Become conscious of how you present yourself online as well as offline.

Realize that future employers (and likewise scholarship or internship providers) will often check social media, such as MySpace, Facebook, Twitter, and blogs, to check on your online presence.

Many people don't realize this, but I want you to be aware of that you should never post on the Internet anything you wouldn't mind writing on a postcard.

Katie Bush writes how MySpace and Facebook can be hazardous to recent college graduates: <http://tinyurl.com/yesu2sw>

However, many students aren't even aware of more acceptable, professional social networking sites such as LinkedIn. LinkedIn is one site you should educate yourself on: <http://grads.linkedin.com/>

Also, you know more about social media than many of the experts.

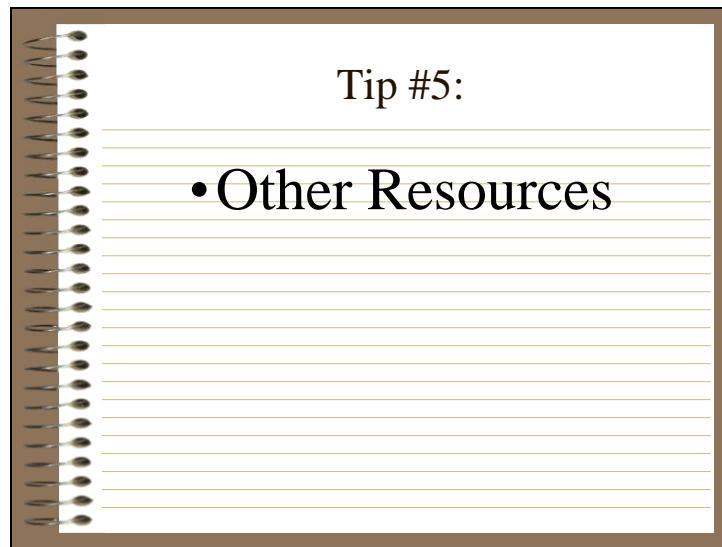
Read how Gemma Holmes used her "brand"—her concerns, her personality, her authenticity—to become nationally recognized:
<http://tinyurl.com/yz6r63a>

Michael Hyatt, the CEO of Thomas Nelson Publishers, discusses how to use Twitter for non-techies:

<http://michaelhyatt.com/2008/05/the-beginners-guide-to-twitter.html>

Here is his article on why you should use Twitter:

<http://michaelhyatt.com/2008/05/12-reasons-to-start-twittering.html>



Here are some opportunities.

1. <http://www.parentscholarship.com/>

\$1,000 Gen and Kelly Tanabe Parent Scholarship, Deadline: July 31, 2010

from website: "Eligibility Requirements: Parent of a current high school student or college student. Legal resident of the United States. 250-word short answer question."

2. <http://www.collegeconfidential.com/>

Chock full of information to help you navigate through college and seek money for school.

3. <http://www.tylenol.com/page.jhtml?id=tylenol/news/subptyschol.inc>

Tylenol Scholarship, Deadline: May 14, 2010; students in health professions

4. <http://www.tafford.com/scholarship.htm?>

Tafford Uniforms Nursing Scholarship Program

5. http://www.thesalliemaefund.org/smfnew/scholarship_directory/index.html

Black College Dollars—a search engine for scholarships for African-American students

6. <http://www.thesalliemaefund.org/smfnew/sections/search.html>

Resources for Financial Aid, including a free scholarship search at SallieMae

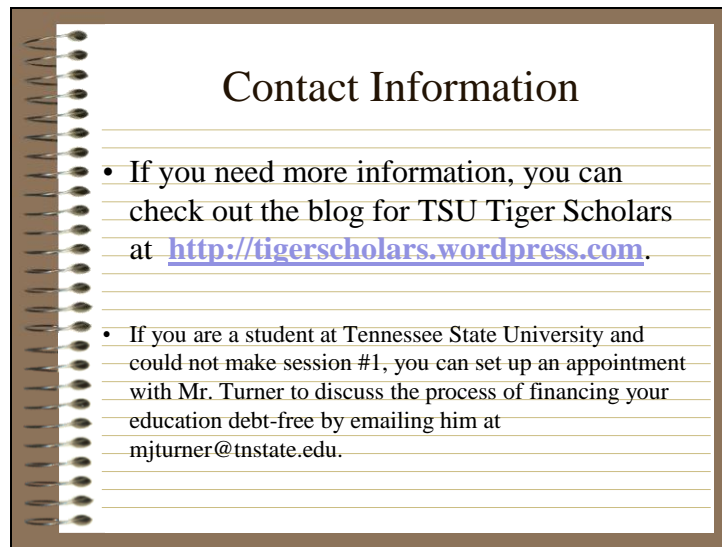
7. <http://scholarships.fatomei.com/>

Nationally Coveted College Scholarships, Graduate School Fellowships & Postdoctoral Awards: Highly competitive and prestigious college scholarships and grants, graduate school fellowships and research internships. Free financial aid, student loans, prizes, stipends.

Divided by different population groups.

8. http://www.sheldon.k12.ia.us/GUIDANCE/default_sortdate.asp

Scholarship Tracker from Sheldon Community College—has scholarships you should check out



- If you need more information, you can check out the blog for TSU Tiger Scholars at <http://tigerscholars.wordpress.com>.
- If you are a student at Tennessee State University and could not make session #2, you can set up an appointment with Mr. Turner to discuss the process of financing your education debt-free by emailing him at mjturner@tnstate.edu.