

Episode 129-Brenda Bernstein

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SPEAKERS

Brenda Bernstein, Moira McCullough

M Moira McCullough 00:01

Welcome to the College Scoops podcast. I'm your host, Moira McCullough. And today we're talking with Brenda Bernstein on how to write a killer LinkedIn profile.

B Brenda Bernstein 00:10

The first thing that people see is your is your photo. So you want to make sure that that presents you really the way that you want to be presented that you want to show up as a professional. Yes, you're a student, but you're on LinkedIn as a professional.

M Moira McCullough 00:31

This is the College Scoops podcast and I'm your host, Moira McCullough, we focus on everything college related from the admissions process to where to eat, stay and explore on and run campuses. Our guests include founders, educators, authors and experts in the college space. Join us as these experts share their knowledge, experiences and lessons learned to help you have stress free and formative and tasty college journeys. Whether it's your first or last child going to college, or you're just interested in going to a college town for a game or meal, we've got you covered. If you haven't already, please subscribe to the College Scoops podcast to get the inside scoops and everything college related and leave us a review. Thanks to all of our sponsors partners in the entire College Scoops Ambassador team for helping us bring valuable content to our community. If you would like to support College Scoops as a sponsor, please head over to Patreon at patreon.com/college-scoops and sign up as a sustaining listener, insider or Deluxe sponsor. We have exclusive benefits for our members and even a College Scoops care package. Brenda Bernstein is the founder and senior editor at The Essay Expert LLC and best selling author of "How to Write a Killer LinkedIn Profile" just released in its 16th edition. A compelling speaker, award winning businesswoman and top certified resume writer, Brenda has worked with hundreds of students and professionals who understand the value of an effective LinkedIn profile. Her book has been featured in Fortune and Forbes magazines, and continues to be a go to resource for professionals who want to get results on LinkedIn. Brenda

holds an English degree from Yale and a law degree from NYU. She lives in New Haven, Connecticut, and is an avid health enthusiast, yogi's swimmer and student of leadership. Welcome to the College Scoops podcast. Brenda, thank you so much for joining us today.

B

Brenda Bernstein 02:28

My pleasure.

M

Moira McCullough 02:29

We talked about my days in on and around Yale campus. I'm a big Pepe's fan.

B

Brenda Bernstein 02:35

I'm surprised they let me live in New Haven because I haven't been to either. I try not eat pizza, I just realized behind me, it's like the corner of it that behind me is my yellow diploma,

M

Moira McCullough 02:47

You doesn't have a pizza. Now. I'm thrilled to have you on today because we're going to talk about LinkedIn profiles. And I know I have three kids. And we have a wonderful college scoops, intern team. And I'm always looking at LinkedIn profiles. And it's always like, how do we get the best possible LinkedIn profile? Some students are like, where do we even start? I'd love you to share because you're the expert on that. First off, how did you even get involved in helping students and professionals with their LinkedIn profiles?

B

Brenda Bernstein 03:17

That's a good question kind of fell into it. I was starting my business after doing 10 years of public interest law. And I sat down and said, Well, what can I do? And it was basically I could write resumes, and I could help people with their admissions essays. Now, as I started to create a website and become a business. It was just at the time when LinkedIn was starting. And I thought, Okay, this looks like it's something I need to be on. And so I joined LinkedIn. And at that time, there weren't that many people on LinkedIn, it was very new. This is around 2009. Not a lot of people on LinkedIn, and if you had a connection on LinkedIn, it actually meant something. Back then there were these groups, and they were small, and people wanted to support each other, was a whole different world. So I was in this one group, and I connected with this person, and he was a marketing guy. And I'm like, Well, what should I How should I promote my business? And he said, you know, you should really start looking at people's LinkedIn profiles. You're a resume writer. So why don't you start looking at people's LinkedIn profiles, offer it for free, and give them some feedback on their LinkedIn profiles, so I started doing that. And I did, I think 25 of them for free. And then I was like, Okay, that was enough. Now, I learned a lot about LinkedIn, and I was reading other people's articles about LinkedIn, which I still do, by the way, then I did 25 for \$25. And they kept a little countdown time, you know, on my website, they're these many left and these many left. So now, that review from

me is \$100, I still do have the service. But of course, I offer much more. And as I did all of those reviews, I discovered a lot of mistakes that people were making over and over again. And I'll be honest, I got tired of telling people the same thing over and over again. So I thought I should really just write this down. And I started blogging about the mistakes people were making on LinkedIn. Pretty soon, I have so many blog articles that I thought I need to turn this into a book, and I strung them all together. And that was that became LinkedIn power tune up, which is now how to create a killer LinkedIn profile.

M Moira McCullough 05:41

I was going to say, is it because you it started organically by looking at LinkedIn, and seeing so many missed opportunities? Yes, that's a very nice way of saying that opportunities.

B Brenda Bernstein 05:52

They were things that many, many people were doing, and saw them over and over and over again. So I thought, well, I can really serve people by putting this out into the world. And also help myself because I don't want to be repeating the same thing over and over again,

M Moira McCullough 06:08

How do people start? It's interesting, some don't have a LinkedIn profile, or some have just thrown up a photo, school and maybe one other item, but what do you recommend in terms of starting it, how to go about it?

B Brenda Bernstein 06:20

Well, I think most students at this point are internet savvy, and can go to linkedin.com and start filling out the information. So beyond that, I'd say, you can just start, you know, if you're being stopped, because you don't know enough about LinkedIn, do it, just start putting your name put in your if you have a couple jobs, just get something there, then you can start learning. And we're gonna learn something today about how you can maximize the effectiveness of your LinkedIn profile. Yeah, but that would be my biggest advice is just do it. Get some up there and worry about whether it's the best or it's right or anything like that. Worry about that later. Okay. But do worry about it. Just don't let it stop you from getting something started. Because once you start, it becomes much easier to make the correction.

M Moira McCullough 07:16

What are some of the things that you kept on seeing people repeat time and time again?

B Brenda Bernstein 07:21

The first thing that people see is your is your photo. So you want to make sure that that

presents you really the way that you want to be presented that you want to show up as a professional. Yes, you're a student, but you're on LinkedIn as a professional. So does your LinkedIn photo make you look like a professional, it's worth, you might not get a professional photographer you might have if you're just starting, if you just started college, maybe you have your high school graduation pictures, I wouldn't use the one with the cap and gown. But you might have something there. That works pretty well. Make sure your eyes are open. Yeah, I have a nephew and I probably will refer to this a couple of times during our during our session today. He's he's at Carnegie Mellon and I looked at his LinkedIn profile the other day, just for fun. And I discovered that his his headshot his eyes aren't like quite all the way open. And he's so it makes him look kind of far away and not like, hey, here I am. So you do want to make sure that your photo projects the image that you want to project and it's worth thinking about what is that I work with a photographer who makes me choose three words, every time you take my headshots, then we have we choose which image best reflects those three things.

M Moira McCullough 08:42

Oh, that's interesting. So three descriptive words about you, and then choose the photo that captures that. I'm just gonna go back to your nephew statement, your nephew was one step ahead of me, I didn't have a photo for the longest time. Hmm. And that was a biggest mistake ever. Rule number one have a photo. So kudos to at least having a photo but also have a background image.

B Brenda Bernstein 09:06

This was not a mistake that people were making in 2009, because there were no background images. But now they do have background images, and everyone has the ability to put one up. So put something up there. If it has to do with one of your interests, like academically you can put that up. You can put a library, you can put if you're an athlete, maybe something to do with that.

M Moira McCullough 09:30

So have a background image because that's something that people hadn't done in the past. That's really important. And now there's kind of no excuse to not do that.

B Brenda Bernstein 09:38

No excuse not to do that. And you can go on Canva and get one of theirs. They're super cheap, or like \$1 or something to get a background image. You can create one yourself if you have graphic design abilities. You can go on some of the free image websites and grab something from there if there's something you see it could be A cityscape it could be called your college campus. It could be related to a subject that interests you. There's all kinds of options for that. But have something. Don't go with that. Blog, LinkedIn default background.

M Moira McCullough 10:16

Awesome. So have a photo, have a background image, have it resonate the message or represent, you know what you want to represent. So I love that I love that pic three words. Great advice.

B Brenda Bernstein 10:27

No, I wish I learned that earlier in my life,

M Moira McCullough 10:31

Absolutely, half of us are gonna go in and redo our LinkedIn profile after this, you know that the next big thing is what I see in people's headlines.

B Brenda Bernstein 10:41

And this has always been one of the mistakes that people make is not putting keywords into the headline. There are now 220 characters that you can use in your headline used to be 120. Now it's 220. That gives you a lot of room to put any of the keywords that are important to having you be found on LinkedIn. So what I see with a lot of students is they're putting, and this is what this is what my nephew had a student at Carnegie Mellon University, who is looking for a student, right? Now, it's fine. It's not a bad thing to have student, but it doesn't get you where you want to go. He's a computer science major. So shouldn't he have computer science, software engineering, all of these, he has keywords that he really should have up on his LinkedIn profile headline, because when a recruiter comes in searches for someone, even if they're searching for an intern, or very soon, if they're searching for an employee, those are the words that they are looking for, they're not looking for student. Right. So you can have student ID, you can have computer science major at Carnegie Mellon University.

M Moira McCullough 11:59

So there's ways to even change up the wording so that it's more powerful and applicable to your where you want to be not where you what you currently do.

B Brenda Bernstein 12:10

Exactly. And it still is what put your major in your headline put any. So if it is computer science, there are a whole bunch of you know, networks, and maybe the languages that you know how to program in all of those things you want to have as keywords, and you can put those all in your headline, you have 220 characters as if fairly, it's a nice amount of space to put and choose those important characters. And are those important keywords. And then the same thing in your job titles. Okay, so this is something that people do in turn at wherever code scoops, intern at college scoop just doesn't help with SEO, I think most people listening know

what SEO is search engine optimization. That's all about if someone's searching for you the keywords that they typed in, you want those keywords to match what's in your profile, you want them to match what's in your headline, you want them to match what's in your job titles,

M Moira McCullough 13:12

Okay, so it would be I'm going to give an example. So instead of Internet called scripts, it would be content creator, aspiring journalists, or something like that, that would be more descriptive, and somebody would pull out as Oh, that's the type of person I'm looking for, for this next job.

B Brenda Bernstein 13:29

Exactly. And you have 100 characters for each of your job titles. So it's not quite as much space, but you do have room. And if there's a particular industry that you want to be in, you can put that in as well.

M Moira McCullough 13:41

Okay, as a keyword. So this is all key keyword advice, because it's all about first impressions to when somebody's looking, they're looking at the photo, they're looking right below at the name. And then there's the keywords.

B Brenda Bernstein 13:52

And then they're looking at the about section, you now have 2600 characters, the about section, that's a lot of space. And why does LinkedIn give you all that space, because they want to give you the opportunity to use it. So by copying, so this is a big mistake a lot of people make is they copy the little summary at the top of their resume, they copy and paste it into their about section on LinkedIn. Right. Now, how many characters do you have on your resume, to write your summary? Not a lot. Three, four lines Max, you have 2600 characters on LinkedIn. So you do the math. You want to actually use those characters. You don't have to use all 2600 Especially when you're a student you might not have that much to write but use that space. Tell us about yourself. Write in full sentences right in the first person. This is what I'm up to. This is what I'm passionate about. You don't have to use the word passionate about There's no debate about whether that's an appropriate word to use. But people use it, you know, people talk about their passions. Give it some personality.

M Moira McCullough 15:09

It's like your college essay. If you don't capture me in those first couple lines, I'm done. You want to engage the reader and have them want more and continue to scroll down your profile. So how do you do that in a way that will get them there.

B Brenda Bernstein 15:22

B Brenda Bernstein 15:22

I love that. I love that comparison to the college essay, it really is exactly the same thing. And I'm on LinkedIn, you people won't even see the whole about section. Unless they click on see more. So you really do have to grab them, that first couple of lines and tell them really who you are and what you're about. And if you have if you worked it somewhere where you can name drop, name drop.

M Moira McCullough 15:48

All right, so that is the about section. And I think it's like everything else, you write up a couple of different versions gonna go back to and find out one is more effective than the other, you know, you continue to get more concise and are able to fine tune change around maybe the first and third paragraph sometimes that you find that that really is more effective and grabs people in versus starting where you originally started.

B Brenda Bernstein 16:16

So don't be afraid to edit, revisited. And when you're just starting out your career, I have clients who come back to me every single year, they're executive level, people and they come every year and they say, Okay, let's look at this and see what do we need to shift here, modify here, they do that with their resumes and with their LinkedIn profiles.

M Moira McCullough 16:42

Next up, it's become popular put in video clips, or YouTube.

B Brenda Bernstein 16:46

Yes. So there are a couple of places you can put video now on LinkedIn, one of them is in your head where your headshot is,

M Moira McCullough 16:53

Yes, you have that on yours. So tell us a little bit about that. Why did you do that? And what's effective about that?

B Brenda Bernstein 16:58

So that's the cover story. I think it's nice to be alive instead of a static image. Okay. And then I get to communicate something that I think is important for me at this moment. So yeah, if you have something you want to say that two minutes, no, sorry, 20 seconds.

M Moira McCullough 17:18

M Moira McCullough 17:16

20 seconds message clear, concise that you just want to get out there for people to think of you.

B Brenda Bernstein 17:25

Yes, you actually say a lot in 20 seconds, you may have heard of the elevator speech. So maybe this is the place to put your elevator speech, or something else talk about to say hello to your audience, whatever they'd like for you.

M Moira McCullough 17:39

And again, you can change that up, you have the photo, and then if you click on it, it goes into the video. Right? Okay. When I go back to the keywords I've seen that you have highlighted with like stars to break apart your different keywords, is there a visual reason why you did that to to make it stand out?

B Brenda Bernstein 17:56

Yes, and you can use emojis is, there there are a lot of characters you can use, I go over this in my book to have a whole section on how to format your LinkedIn profile. So you get can give it a little spice, it grabs a little bit more attention. When you have things like that, I wouldn't go overboard and you need to do what is in line with your personality. You know, if you're studying accounting, you probably aren't gonna have stars all over your profile.

M Moira McCullough 18:26

Right? Right. Exactly. Everything has to be tailored to again, we're what industry you're looking to apply to and work in. So that's very important. So then the next step would be the other video.

B Brenda Bernstein 18:39

So this is the featured section that you're talking about. And you can attach any kind of presentations, you can attach things to videos, the videos, do you have to have, they have to be housed somewhere on the internet. So you need to have a link to the video you can't like take a video that's on your phone and attach it.

M Moira McCullough 19:01

Okay, so that would either have to be like on a YouTube channels, I mean a lot of students or influencers that have YouTube channels, but it would have to be on that or they had website for whatever their side hustle. Okay.

B

Brenda Bernstein 19:13

So, I think you know, you said it if you're an influencer, if you have anything that you've recorded, it doesn't even it might be yourself. A lot of students have TEDx talks. Now, you know, those you definitely would want to put into your LinkedIn profile in the featured section. Maybe it's some kind of PowerPoint presentation that you put together for a school project. It can be anything that tells the world what you're capable of, or who you are and or who you aren't.

M

Moira McCullough 19:44

So we have tivity before experience.

B

Brenda Bernstein 19:47

Well, activity is important activity is your your activity on LinkedIn. How much of posting How much have you been liking other people's posts? How much have you been commenting on other people's posts, and this is really important. recruiters look for it, they want to see that you are active that you have a community that you're actively engaged with. So the best thing you can do is post your own content. Not everyone's going to do that. So after that is you post things that you see that are interesting to you that may be related to your career field. And then the other the next thing is to comment on posts that are related to your career field, or a comment, congratulate people, you know, things like that are seen because it does say something about who you are as a participant in a professional community.

M

Moira McCullough 20:47

So I have a question on that, though, like the rules of engagement in this is something whether you're a student or a professional. Because LinkedIn was supposed to be different than a little bit like Facebook, and I see it kind of becoming a more Facebook, like where people are commenting more of nice to know, not really value added comments, but just comments to increase their activity or level. So any advice for students or professionals on that, be thoughtful and pointed, have something to say versus just

B

Brenda Bernstein 21:23

That would be my advice, but if you're not going to do that, then it's better to like then not to do anything.

M

Moira McCullough 21:32

Okay, so like, and if you have something to say, make it be a value added comment, not just like thanks for sharing, most students would have a resume. So how does it differ that from the resume? Are you just basically copying and pasting from your resume to the experience

section?

B

Brenda Bernstein 21:48

Well, we talked, we talked about the job titles. So that's part of the experience section. Then, in terms of how to write about it, I like to make the experience section a little bit different than the resume, be a little more conversational, still have some bullets, but maybe open with a little paragraph. That's how I do it. It's not like an absolute rule that you have to do it that way. But that's how I like to do it. But you do want to convey your accomplishments there. Because sometimes a recruiter won't really even get beyond that LinkedIn profile, before they decide whether they want to talk to you. So you do want to convey your accomplishments there and use bullets. Use bullets, right?

M

Moira McCullough 22:32

Definitely, I find that that just jumps out. It's the writers tends to be more clear, concise. In a bullet format,

B

Brenda Bernstein 22:39

you don't want to write a resume, that's all just paragraphs with one thing after another after another, you definitely want bullets on your resume. And on LinkedIn, as I said, you can open with a little bit of a personal first person few sentences, but then go to bullets.

M

Moira McCullough 22:56

Okay. In terms of experience, I know some students may say, Well, how, how much experience? Should I put like, at what point do you draw the line? You're like, Okay, do not mention that you won that sailing race, when you were in middle school? Is there any advice for how many years you go back?

B

Brenda Bernstein 23:14

It's really individual. So I can give a definite yes or no, about that. It really depends on the person's situation, what those things are, how important they still are, what you've done since then, there are a lot of factors that go into it into that decision.

M

Moira McCullough 23:38

It depends, and you're right, and what you feel comfortable to on, because everything there that you're putting into that profile is something that you should be able to talk to pretty quickly and, and tell a story about. So it's just an opportunity for somebody to ask you about that.

B

Brenda Bernstein 23:53

You know, if you want to swim in competition when you were 10. And you haven't swim, since you're not going to write, right. Yeah, I mean, you're probably not going to put that on your resume. Because if you haven't continued competing, then you just put your recent ones,

M

Moira McCullough 24:07

I have a good example of that were open water swimmers, my family and I and my son at a very young age when he was 10, or something was decided to quit swimming. And he said, before I do that, Mom, we need to do something that's like you do like these open water swims. So we actually did a swim around the Statue of Liberty. And we had to get petitioned for them to be able to swim that because the minimum age was 16. So both my son and daughter did that. And that was something that was pretty cool and neat. And believe it or not, people look at that and they're like, wait a minute, you swim around the Liberty Island like how was that? And it just icebreaker, cool, fun fact that you wouldn't, not many people do and that stood out kind of also telling a little bit about what they like they're adventurous. They risk takers to your point. It's individual and there may be some things that you would pull in that would be appropriate for that.

B

Brenda Bernstein 25:02

You know, at some point in his career, he will have other examples of his daring and risk taking.

M

Moira McCullough 25:10

What else from my LinkedIn perspective, in terms of volunteering, a lot of students are volunteering and very active in their organizations and communities

B

Brenda Bernstein 25:20

Definitely want to put that on youth that section. I mean, leadership type.

M

Moira McCullough 25:23

Examples are very relevant to have in there.

B

Brenda Bernstein 25:27

What I would say is go through all they're called additional sections. Now they keep changing the name of them. But they're additional sections, go through all of them and see where Why do I have something that applies here? Yeah, there's languages, there's publications, there's

patents, there's awards and honors. So really just go through every section and figure out what applies to you.

M Moira McCullough 25:51

In terms of skills, endorsement and recommendations? Would that be something as well that you would say reach out to your former, anyone that you worked for, or the internship or research opportunity? Like? Would you suggest reaching out to those individuals to get some skills, endorsements,

B Brenda Bernstein 26:09

In terms of endorsements, what I recommend is endorse other people. And they'll often endorse you back, sort of weird to reach out just for endorsements. Reaching out for recommendations is a different story. And I definitely would recommend reaching out for recommendations, and also give some recommendations, you can recommend your professor.

M Moira McCullough 26:33

Oh, I like that. Your LinkedIn profile is, is also a way to build community and network. And the more that you give back, the more, the more your profile will develop and show that you've built a community.

B Brenda Bernstein 26:48

Yes, absolutely. LinkedIn is really meant to be an active and alive place. And it's not, it doesn't always act like that, or people don't always use it that way. I should say, you know, one of the big things I recommend is don't just stay on LinkedIn. No, of course, you want to be as active as possible on LinkedIn. But what that means is that you can actually meet people and connect with people and ask, you know, ask people, if you could have lunch with them. So many of the things that have built my business, my career came from in person meetings with people I have met on LinkedIn.

M Moira McCullough 27:26

I think it's there for you to use to nurture and grow. And in a way, also of giving back that endorsing others and building that community. One other question I would love to ask is in terms of your interests, and company, companies, people that you follow, just be thoughtful in that too, because I'm sure in this political climate, you're also sending a message in terms of who you highlight or follow,

B Brenda Bernstein 27:54

Yes. If you have some very not moderate viewpoints, and you're following certain groups that

you think could be a hindrance, then I would definitely say you can hide also, you can hide who you're following. So you can follow groups and keep that under wraps, if you want to do that. But also, if you have really strong convictions, and that's important to you. And any place that you work, you would want to agree with those convictions, then you can also choose to make it public. I would say just be aware and conscious about the choices that you made. They're

M Moira McCullough 28:38

All wonderful advice. And I know that many people listening will take a look at their LinkedIn profiles in a different way. Now, maybe areas for refinement, and areas that they can continue to give back and engage with the community, which is, I think, a really great approach an angle to think about LinkedIn too, because that's what it is about. We always love asking your guests two last questions. What do you wish you knew before attending college?

B Brenda Bernstein 29:03

I thought of an answer to this, and now I'm blanking out on it. But I wish that I had known that I've really known that I could craft my own way. In my career. There was some part of me that sort of thought maybe I could but didn't really believe it. Yeah, I did it. I did different things for four years after college, but then I went to law school, not really the right path for me, although I did get a lot out of it. So I think if I had really known that I could do it. I might have gone in my own direction or a different direction. sooner.

M Moira McCullough 29:44

Well, I liked the fact too, that students and young adults know that you can reinvent yourself. And just because you went to school for one thing doesn't mean that that was is what you will be for your whole life. I think students know that now. They changed so quickly and they're adaptable. But it's older people like me who thought, oh, I have a career for life, you know, I'll never be able to change. But that's not the case anymore.

B Brenda Bernstein 30:08

I also wish I had known a lot more about social and emotional intelligence. That was something that I really was. I've had to learn a lot about that. In the last 10 years, 20 years. Yeah, I think I had a pretty low social and emotional intelligence quotient when when I started college, and maybe got a little better during college, but not all that much. So I wish I had had a lot more skills in that area for college or knew that that was where I should be focusing in college. I think that would have made a big difference.

M Moira McCullough 30:47

I'm collecting all these great responses. And wouldn't it be great to go back and just crush it? We always have another degree we can get. That's for sure. Is there a favorite food spot on a college campus that you would recommend?

B Brenda Bernstein 31:00
Well, in your initial list of questions, you said dessert spot?

M Moira McCullough 31:05
Absolutely. I'm all about dessert, but some people are not. And I'm willing to be a little bit open minded.

B Brenda Bernstein 31:11
I don't eat a lot of desserts. But I have to say Ashley's ice cream. It's it's the creamiest most delicious ice cream I've ever had anywhere, hands down. And recently I went to York side pizza which is right next to Ashley's and had this to Locky. Is that what it's called. Yeah, the chicken sandwich. Oh, yes. It's really good.

M Moira McCullough 31:41
Yorkville pizza and going to get some rocky. You're excited.

B Brenda Bernstein 31:45
You're excited pizzas. So next time in your urine New Haven. Check out your exciting get some of their Greek food.

M Moira McCullough 31:52
I will. I'll tell you I love hearing that these places are still there because they were there so long ago when I was in high school or something. Exactly.

B Brenda Bernstein 32:03
They're still there. Especially after the whole COVID thing. They're still there that says something.

M Moira McCullough 32:08
Brenda, thank you so much for sharing all that wonderful, great advice and everyone gets to work on their LinkedIn profiles.

B

Brenda Bernstein 32:14

You're very welcome.

M

Moira McCullough 32:17

Thank you, Brenda for sharing all the helpful strategies on how to create a professional LinkedIn profile that is on target to reach the desired audience that we are looking to connect with. You also provided many insights and how to choose the right photo, background image and video to create a strong and compelling LinkedIn profile. Also, remember to be strategic when you're adding information to the about section, as this is an opportunity to provide more information about who you are and where your interests lie. You can find all of our show notes and links to the helpful resources mentioned run a conversation on our website called [Collegescoops.com/podcast](https://collegescoops.com/podcast). You can learn more about Brenda on her website at [Theessayexpert.com](https://theessayexpert.com) Please take a couple of minutes to rate review and subscribe to College Scoops. Thank you for listening to our College Scoops podcast. Our entire College Scoops team strives to make the college journey a little bit easier, less stressful, fun and tasty by sharing all the inside scoops we have curated along the way. We would love to hear from you about topics to cover and your ideas and everything college related. Reach out to us at collegescoops.com or follow us on Instagram, Twitter and Facebook.