

Over the last 5 years, Ivy Insiders has helped over 4,000 students raise their SAT and ACT scores. Our test prep programs consistently deliver unmatched score improvements because we hire the world's most talented instructors and focus on what you really need to know to succeed – proven test-taking strategies and the specific concepts covered on each exam.



Better Curriculum

Each of our test prep curricula is built around one goal: maximum score improvements. Beginning with the original *Ivy Insiders Guide to the SAT* in 2003, we have spent years studying every detail of the SAT, ACT, SAT II, and AP exams. Our programs couple powerful strategies used by real students to beat each test with deep insight into the concepts, question types, and traps that appear every time the exams are given.

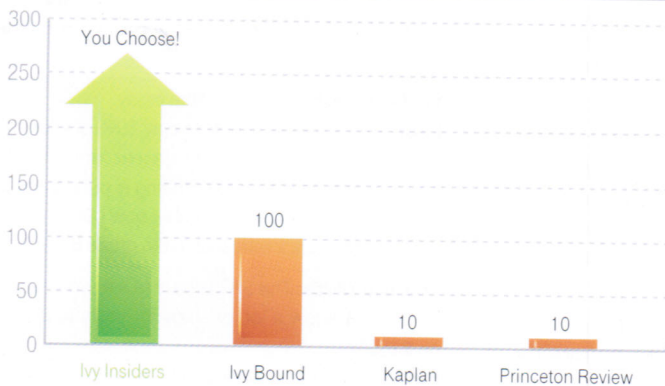
Better Instructors

Nobody knows more about beating standardized tests than those who have done so themselves. That's why every Ivy Insiders instructor holds scores in the 99th percentile on the exams they teach and has received those scores within the last five years. As an Ivy League undergraduate or recent graduate, your instructor will understand how to beat the tests first-hand and be young enough to relate their insights in a way that is fresh, engaging, and fun.

Better Results

Ivy Insiders students improve an average of 264 points on the SAT, 4.4 points on the ACT, and over 100 points per SAT II. Because our teachers are young and our approach turns the tests into "games to be beaten," you will find yourself not only learning more, but enjoying the process and gaining the motivation and confidence needed to score your best.

SAT SCORE INCREASE GUARANTEE *



*Princeton Review and Kaplan guarantee positive score improvement. Ivy Bound guarantees 100 points of improvement. Ivy Insiders guarantees you will improve to your goal score - or you can take a full classroom course again for free until you do.

PROGRAMS TO FIT YOUR NEEDS

	Overview	Exams Taught	Real Exams	Timeline	Guaranteed Results
Private Tutoring	Completely personalized lessons with a top instructor	SAT/PSAT, ACT, SAT IIs, AP	8 Total	Customized	✓
Classroom Courses	34 hours of test prep with targeted lectures and real proctored practice exams	SAT/PSAT, ACT	4 Proctored 8 Total	4 - 6 weeks	✓
Hybrid Course	The best of both worlds: A full classroom course, plus 4 hours of one-on-one instruction	SAT/PSAT, ACT	4 Proctored 8 Total	4 - 6 weeks	✓
Online Prep	Online courses and tutoring fully customized to your schedule and needs.	SAT/PSAT, ACT, SAT IIs, AP	8 Total	Customized	✓

BY THE NUMBERS

264	Average score improvement of Ivy Insiders SAT students
4.4	Average score improvement of Ivy Insiders ACT students
97	Percent of Ivy Insiders instructors who attend (or attended) an Ivy League college
95	Percent of Ivy Insiders students who would recommend Ivy Insiders to their friends

A BEGINNER'S GUIDE TO SAT GAME THEORY

WHY IS THE SAT A GAME?

01 **It is predictable.**
It tests the same things in the same way every time

02 **It is competitive.**
Your score is based on how well you do relative to everyone else who takes it.

03 **It is beatable.**
The people who score the highest are not the smartest, but those who know the test.

THE FUNDAMENTAL LAW OF SAT GAME THEORY SAT = PREDICTABLE + COMPETITIVE + BEATABLE = A GAME

In plain English: Beating the SAT is not about being smart. It's about prepping smart!

Why raising your SAT score 300 points is easier than you think. The table shows how many more right answers it really takes to raise your score by 100 points on each part of the SAT. Probably not as many as you thought, right?

Test	Total Questions	Additional correct answers needed for 100 points	Total Sections	Additional correct answers needed per section
Math	54	9	3	3
Critical Reading	67	9	3	3
Writing	49	4	2	2

This assumes a starting score of 1650



FIVE SIMPLE THINGS THAT SEPARATE THE BEST FROM THE REST.

- 1. They have a system.** Every time Tiger Woods swings a golf club, he does it the same way and with the same result. Similarly, top test-takers understand how each SAT question type works so that they can approach them the same way every time - points!
- 2. They use the format of the test to their advantage.** Top test-takers know the simple tricks that turn the instructions, timing, and question order of the test in their favor.
- 3. They avoid silly mistakes.** About half the questions that average test-takers get wrong on the SAT are "silly mistakes." Top test-takers don't let this happen because their test-taking system builds answer checking in at multiple levels.
- 4. They use multiple passes.** Average test-takers regularly drag their scores down on entire sections by getting caught up on one or two questions that suck their time. Top test-takers use simple timing rules and reminders in their test book to earn points quickly and save difficult questions for the end.
- 5. They get in the zone.** Cheesy? Perhaps, but also true. Top test-takers enter a "zone" in which nothing else matters but the question in front of them. In the "zone," their mental focus is taken to a higher level - and so are their scores!

HOW TO MAKE SAT GAME THEORY WORK FOR YOU!

- 1. Set concrete goals based on where you want to go to college.** Remember, since the SAT is a game, the only reason you should care about it is as a stepping stone to something bigger - admissions success!
- 2. Build a study schedule and enforce it.** Think about how seriously an athlete takes his or her training schedule. If you want to get peak results on the SAT, regular practice is essential.
- 3. Take practice exams untimed.** When you first start studying, focus on learning how to do questions and sections correctly, not quickly. If you time yourself from the beginning you'll just entrench bad habits.
- 4. Keep a notebook of the questions you get wrong.** Remember, the SAT recycles the same question types over and over. If you review every question you get wrong until you understand it completely, you'll progressively eliminate every gap in your SAT skillset.
- 5. Sign up for an Ivy Insiders classroom course or private tutoring!** If you want to learn the ins and outs of SAT Game Theory from an Ivy League instructor who beat the test themselves, turn this sheet over. Remember, we guarantee your success.

MYTH BUSTERS

- Math Myth:** The SAT Math tests all the math you've learned in high school.
Fact: SAT Math tests only a small number of pre-selected concepts from each year of math. Nailing the SAT Math is about learning those concepts and the questions used to test them, not getting good at math in general.
- Critical Reading Myth:** Doing well on the SAT Critical Reading requires you to learn thousands of new words.
Fact: Only 19 of the 67 questions on the SAT Critical Reading test vocabulary. The remaining 48 questions are Passage-based Reading - the SAT version of an open-book test!
- Writing Myth:** It's all about the essay.
Fact: The essay accounts for only 30% of your Writing grade and is scored using a generic formula that is easy to learn. The rest of the Writing is pure grammar - grammar you may not remember now but can easily relearn with a quick refresher in 8th grade English.
- The Big Myth:** The SAT is hard (a.k.a., you need to be brilliant, know a lot, or study for years to do well on the SAT).
Fact: The SAT is deceptively simple and highly predictable. By learning the ins and outs of the test and the strategies used by top test-takers to beat it, anyone can do well on the SAT.