

JOSH HOGAN CAMP

MARKETING DIRECTOR AND PATHWAY TO COLLEGE EXPERT

MEDIA KIT

WHO IS JOSH

Josh spent over a decade in the non-profit world seeing the crushing effects of student debt. Josh's background in life coaching, marketing, and team leadership sets him apart in the industry.

Josh joined College Assistance Plus at the beginning of 2020. He is the Director of Marketing and leads his team in product development and strategy. He created the Pathway to College membership program, an in-depth two year long process helping families across America achieve their college goals without the financial debt associated with college.

DEMOGRAPHICS:

- PARENTS OF SOPHOMORES, JUNIORS AND SENIORS
- HIGH SCHOOL STUDENTS
- FINANCIAL PLANNERS

CAP STATS:

- \$2.1 MILLIONS IN SAVINGS OVER THE PAST 6 MONTHS
- 3000 + CLIENTS
- OVER \$10 MILLION IN ADDITIONAL AID
- 5 DECADES OF CONSULTING EXPERIENCE



WHERE TO FIND US:

 [HTTPS://COLLEGEASSISTANCEPLUS.COM](https://collegeassistanceplus.com)

 [HTTPS://WWW.FACEBOOK.COM/COLLEGEASSISTANCEPLUS](https://www.facebook.com/collegeassistanceplus)

 INSTAGRAM

PAUL CELUCH

FOUNDER AND CEO

MEDIA KIT

WHO IS PAUL

Paul Celuch has 30 plus years of sales and marketing experience with IBM, Burroughs, MCI, and various telecommunications companies.

He founded CAP because of his love of people and his sincere wish to help families with this expensive, emotional purchase.

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SAMPLE QUESTIONS

1. What's the biggest mistake parents and students are making when starting their college search?
 - a. They are looking at the most prestigious university or best college experience, instead of what's best investment towards a successful future.
2. How do we help student have career and major clarity?
 - a. Most students take 5.5 years to get their four year degree. We use assessment, coaching and other tools to help students determine what field they want to go into. We can tell you more on why this is such an important first step.
3. How do you help client create their financial profile?
 - a. Before looking at any school, it's important to build a financial profile. We will share why and discuss common mistakes people make on their financial aid forms that cost a student and parents money.
4. What is an academic profile and why does it matter?
 - a. We will discuss how the academic profile helps you build a complete college list that is going to set you up for success academically and help you get the best ROI on your education.
5. How does a student differentiate themselves from rest of the students applying?
 - a. We will talk about three ways we help our students stand out when so many applications look the same.
6. Can you negotiate your financial aid package?
 - a. We will go in depth on how parents can leverage their top college choices and earn additional financial aid for the college of their choice. CAP is effective in the past year we have helped gain a combined 3.5 Million dollars in financial aid to students.



SAMPLE TITLES

1. How to maximize your financial aid package
2. How to get a degree and not debt
3. Strategies to save money on college
4. How to find the right major at the right college for the right price
5. Don't pay for the "college experience" pay for the results
6. Payment to future income and how it will stop your from mortgaging your future

