



<http://www.gmatpill.com>

Zeke Lee

THE GMAT PILL EBOOK

In Partnership With



Table of Contents

1. [How to Prepare for the GMAT in 1 Month](#)
2. [Why GMAT Pill? \(Online GMAT Prep\)](#)
3. [The GMAT Pill Story](#)
4. [GMAT Test Dates and Registration](#)
5. [Where Your \\$250 GMAT Fee Goes](#)
6. [When To Take the GMAT And Why Earlier Is Usually Better](#)
7. [The One GMAT Strategy You Need to Know](#)
8. [GMAT Psychology and Timing Strategies](#)
9. [Emails from Students and Their Testimonials](#)
10. [Answering the Question As Fast As Possible](#)
11. [Hotly Debated Sentence Correction GMAT Prep Question](#)



Shhhhh! It's GMAT Time!

Please close all other distractions like

- IM windows
- Your email
- Music
- Miscellaneous distractions or noise

Remember, you want to get used to doing GMAT questions under exam-like conditions. That means quiet. For the last 5 days before your exam, make sure you study around the same time of day as your exam.

If you normally study at night but your exam is at 9AM in the morning, make sure you get used to waking up early and doing GMAT questions in the morning.

How to Prepare for GMAT in 1 Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	Aug 1
			GMATPrep		Day 1: Download GMATPrep MBA.com	
2	3	4	5	6	7	8
V Sentence Correction Q		Refer Back to GMAT Pill Videos Apply Thought Process to OG Questions			V Critical Reasoning Q	
9	10	11	12	13	14	15
Refer Back to GMAT Pill Videos Apply Thought Process to OG Questions			V Data Sufficiency Q		-----	
16	17	18	19	20	21	22
V Problem Solving Q		-----			Retake the GMAT Prep Software Exams	
23	24	25	26	27	28	29
Review Any Mistakes, Refer Back to GMAT Pill		Official Guide Practice Exams - Essays			Simulate Exam Day (OG, or CAT)	
30	31	Sep 1	2	3	4	5
← Relax, Review GMAT Pill Videos →			GMAT Exam Date			

Day 1: Download the [GMAT Prep Software](#) from MBA.com and take a test to become familiar with the directions/logistics and identify where you need help most.

Days 2-6: [Log in to GMAT Pill](#). Watch and absorb the efficient thought processes and concepts for your weakest section (e.g. Sentence Correction). Spend at least 3 solid straight hours on Day 2.

Days 7-12: Log in to GMAT Pill and go through your next weakest section.

Days 12-15: Start your 3rd weakest area (e.g., Data Sufficiency)

Days 16-19: Start your 4th weakest area while also doing practice problems for other sections that already covered.

Days 20-22: Retake the same exam that you took on Day 1 with the mentality that you should get everything correct (after all, you've seen the questions before!)

Days 23-24: Review any questions that you got wrong.

Day 25: Relax. Mentally prepare for the set of practice exams on the [Official Guide](#) you are about to take. Review videos in the [GMAT Pill](#).

Days 26-31: Take practice exams in the Official Guide. At least one full day on a weekend should be dedicated to simulating exam conditions. If your exam begins at 9am, make sure you practice waking up at 7am and going through your pre-exam routine. Control your nerves and get psyched.

Days 32-33: Exam Day

Syllabus: Detailed 5-day Plan for each section (SC/CR/DS/PS)

We say “5-day Plan” but realistically we know most of you will not study 5 days in a row straight. So this is plan might span out over 7-10 days assuming you take a day or two to rest during this time. These 5 days are the days that you dedicate to studying for SC.

Day 1 (Saturday) 10am: Dedicate 2 hours to focus on the 10 Core Framework videos. Rewind and forward according to how comfortable you are with the material.

Noon-1pm: Get Lunch

1:30pm – 4:30: Dedicate 3 hours to 600 Level Questions. Pause each video and try to answer the question yourself. Then hit the play button and see how your thought process compares to mine.

Take a Break

8pm-11pm: Dedicate 3 hours to 700 Level Questions. Pause each video and try to answer the question yourself. Then hit the play button and see how your thought process compares to mine.

Day 2 (Sunday): 11am-noon: browse through the 10 Core Frameworks again, spending more time on the videos you are less familiar with.

1:30pm-3:30pm: Start looking at some practice questions in the Official Guide. Mark the ones you get wrong on the first try. Review the explanations for the ones you get wrong

3:30-4:30: Redo ALL of the practice questions you just went through with the mentality that you SHOULD be able to get ALL of them correct. After all, the ones you got wrong you already saw the explanation!

8:30-9:30pm: Redo ALL the 600 and 700 level questions in the GMAT Pill, pausing each video. Again, you SHOULD be able to get ALL of these correct. After all, you've already seen these questions before!

Day 3-6 (Monday-Wednesday) 10pm-11pm before you go to bed: Go through at least 10 questions each day.

This should take you 30 minutes. Additionally, Go through the set of 10 questions that you went through the previous day—with the mentality that you should get all of them correct. This should take you <20 minutes as you budget <2 minutes per question. Refer back to GMAT Pill videos for thought process.

Why GMAT Pill? (Online GMAT Prep)

TheGMATPill | [GMAT Prep Tips \(About the GMAT\)](#).



An MBA/GMAT blogger recently asked me this question and I realized there are several compelling reasons **why the GMAT Pill is so effective.**

Why should students choose the GMAT Pill Study Method over another GMAT prep course?

More personal:

We are very different from the big test prep companies. Our approach is much more of a “**Guy Next Door Who Happened To Ace The GMAT Exam In 2 weeks Shows You How He Did It**” approach. This approach is much more personal.

More Consistent:

The student experience at other prep programs can be very different. I know students who had very good teachers at a prep company, but then another student would have a not-so-good teacher from the same prep company. **You never know what you get when you sign up for a prep company.**

Our approach, on the other hand, is **MUCH more consistent.** We don't have multiple teachers with different teaching styles. All students who enroll learn from the creator of the GMAT Pill Study Method, Zeke Lee—not an assistant, not a temporary replacement. **They all learn from Zeke Lee.**

Superior Thought Process Approach:

Many students tell us they came from other prep programs and they say that listening and seeing Zeke think through the questions is incredibly helpful. Students do not need to learn any fancy terminologies or hardcore math—**they learn only the simplest way to think through a question.**

Incredible Price:

Zeke used to charge \$200-\$300 per hour to students he tutored one-on-one. Now, **in an effort to level the playing field in the [GMAT prep market](#) so average students have access to the GMAT Pill strategies, the price point is MUCH lower.** In fact, it is only a fraction of what others charge. Of course, the price of the program may rise over time in order to be more in line with the market.

Flexibility:

Not only do students have the ability to choose which Pills they want to purchase, they also have flexible access to our videos. **These videos are available 24/7 and students can watch them before they go to bed or during their lunch break at their convenience.**

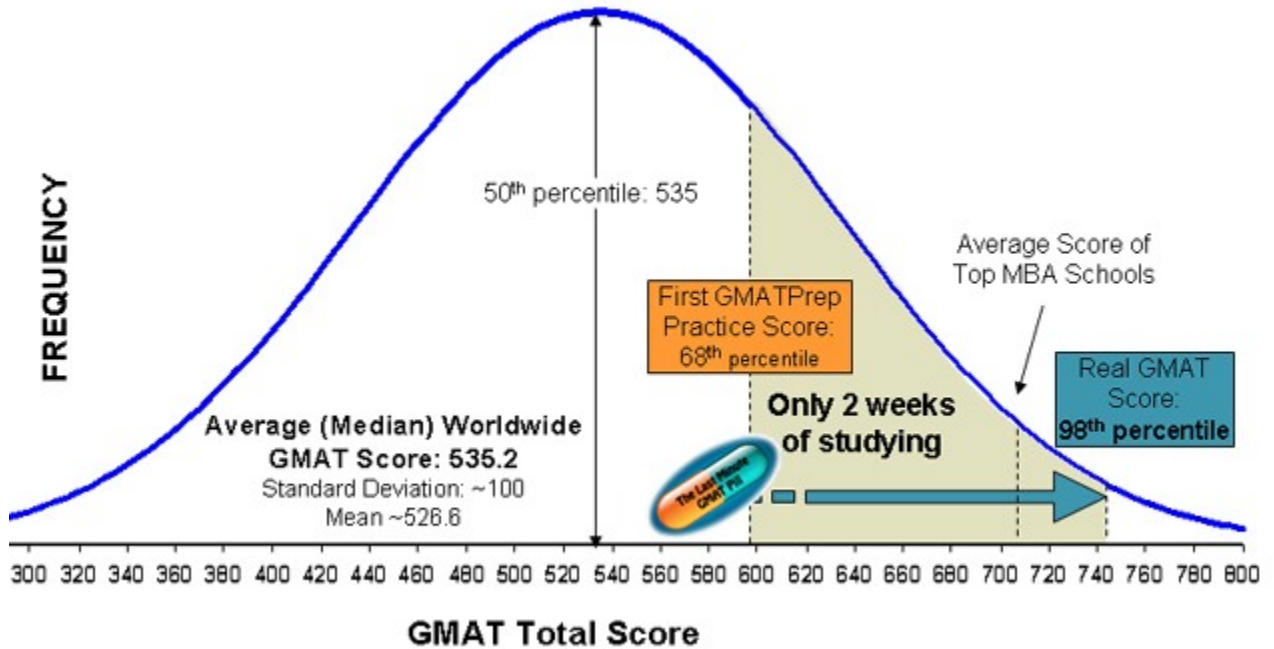
24/7 Access to Zeke Via Email:

All students can email Zeke Lee with questions. Zeke is quite responsive, generally responding within 12 hours.

The GMAT Pill Story

TheGMATPill | [GMAT Prep Tips \(About the GMAT\)](#)

GMAT Score Improvement in 2 Weeks of Quality Studying



Who are you and what can you offer?

Zeke Lee, a GMAT 98th percentile scorer, co-founded the [GMAT Pill](#) Method at the request of his students after his method of studying worked unusually well for students. He discovered special techniques that helped him improve in the 2 weeks he had before the exam and has since shown others how to do the same without excessive, inefficient studying.

In the beginning, Zeke was too busy with work to study and was in the low 600 range while his friends did practice questions all day and were in the high 600 range. Since his discovery, Zeke outperformed his friends on the real test and his friends got the high-600 score they expected. Zeke started showing friends and students his approach strategy and helped them raise their score without spending the time to do hundreds and hundreds of practice questions. His students gave him the idea of starting this site to help spread the learning method and raise people's GMAT score. The GMAT Pill Method was born.

Zeke advises students and business professionals on how to conquer the GMAT exam in AS LITTLE TIME AS POSSIBLE. A graduate of Stanford University, Zeke has experience as a management consultant at Booz & Company and as a derivatives trader on Wall Street.

**You studied in 2 weeks?**

Yes. Only 2 weeks. It was dedicated and effective studying for two weeks. I believe I studied quite effectively. Quality over quantity. But it took me a year to package my thoughts together so normal people can absorb the material quickly.

How did you study?

I remember studying for the GMAT. It was like **trying to push an elephant up a mountain**. I told myself I would start studying 3 months before my exam. In actuality, I could not push myself to start studying until **2 weeks** before the exam!

Part of it was **procrastination**. Part of it was the fact that I was just too busy with my job and the rest of my life to worry about an exam.

Reality hit when I took a practice test and scored in the **68th percentile (low 600s)**.

It was a disappointment. My friends who scored higher said I was just not a good test taker. I had 2 weeks until my exam. My time was limited. I didn't have money for a tutor or prep course. And I didn't want to buy a bunch of books other than the Official Guide.

I needed to study smart, not hard. **And Study smart I did.**

In that first week I created **frameworks** that I could use to approach any question. In the second week, I **applied those frameworks** to sample test questions until I really understood all the different possible ways they could test the same thing.

I took the exam for real. **98th percentile!** More impressive than the score is the fact that I studied for only 2 weeks when others studied for months—time that could have been spent doing other things.

It was such a **great feeling**. I guess the only downside is that my friends, who actually scored lower on the real exam than on the practice ones, started **bugging me on how I did it**.

I showed them my study strategy. They retook and scored above 700 in just a few weeks, rather than months, of studying.

Their friends asked for study tips and they were all referred to me. **Soon I became the go-to GMAT tutor.** Time after time, students would nail the exam **without studying their life away**.

My study method actually works.

Today, that study strategy is the **GMAT Pill Study Method**.

Good for you. But what's in it for me?

Well, the good news is I've worked with a team of people to **communicate my revelation (and more) to you**. We've put in an extraordinary amount of effort to bring the [GMAT Pill](#) to you. We really do want to help you on your GMAT—even if you decide not to enroll in the GMAT Pill. There's plenty of free articles and career advice on this site for you to take advantage of—best of luck to you!

GMAT Test Dates and Registration

TheGMATPill | [GMAT Prep Tips \(About the GMAT\)](#)

When Do I Take the GMAT? When are the GMAT Test Dates?

It's not like the SATs where everybody takes the exam at one time. You sign up to take the exam INDIVIDUALLY, whenever you are free. Yes, that's right. The only thing to consider is when the test center (whichever test center you want to go, preferably close to where you live) is open.

How Do I Register for the GMAT?

You must create an account with MBA.com, then proceed through the steps to choose a testing center and available time. Once you do that, you make your \$250 payment and you'll have officially registered for the GMAT exam. The specific link is:

<http://www.mba.com/mba/thegmat/scheduleagmatappointment>

But, BEFORE YOU REGISTER, you should browse around the available test centers in your area and see generally when they would be free. Your GMAT Test Date will be determined by when your closest test center is available and reserving that date. You should schedule at least a month in advance to make sure that time slot is open. Also, it's good to know that most test centers are not open on weekends, though you may occasionally find a Saturday here or there that could be open.

[Browse the test center list before you actually register here.](#)

How much does the GMAT cost? GRE Cost?

\$250 to register for the GMAT exam. \$50 to reschedule before 7 days of exam.

Why should I take the GMAT now?

Well, your GMAT test score is valid for 5 Years. Five years is a long time. So even if you are just out of college, it might make sense to take the exam now while you are still in study mode.

Additionally, it is very stressful studying for the exam while working full time so the best way to avoid this is to take the test when you have a break.

If you DO have to study for the GMAT while working full time, you should seriously consider a fast and efficient way of studying such as the [GMAT Pill Study Method](#). The video previews on the site are good way to see whether this study strategy is for you or not.

Where Your \$250 GMAT Fee Goes

TheGMATPill | [GMAT Prep Tips \(About the GMAT\)](#)

Hey guys, it's Jessica.

So let me fill you in on a quick history lesson of the GMAT.

So you're probably sitting there thinking: I just paid (or are about to pay) \$250 to [take the GMAT exam](#).

Where the heck does this money go?

Are they making money off of my test fees?

Well, the answer is no.

The entity you pay money to is the Graduate Management Admission Council (GMAT), which is an international non-profit association of business schools that "do business" with business schools and institutions.

Basically this is what happened. In 1953, a group of 9 business schools got together and said they were getting applications from people so diverse it was difficult to assess which ones were quality and which ones weren't. So they put together a standardized test that was initially known as the Admission Test for Graduate Study in Business (ATGSB).

The ATGSB basically went around to business schools and academic institutions throughout the world and said:

"Hey...we got this test called the ATGSB that we think will help you assess MBA applicants. How about this..you give us money and we'll test your students for you and send you their scores. We'll even give you lots of fancy statistics including mean, median, standard deviation, and everything else."

And so a (non-profit) partnership was formed. Pretty interesting, huh.

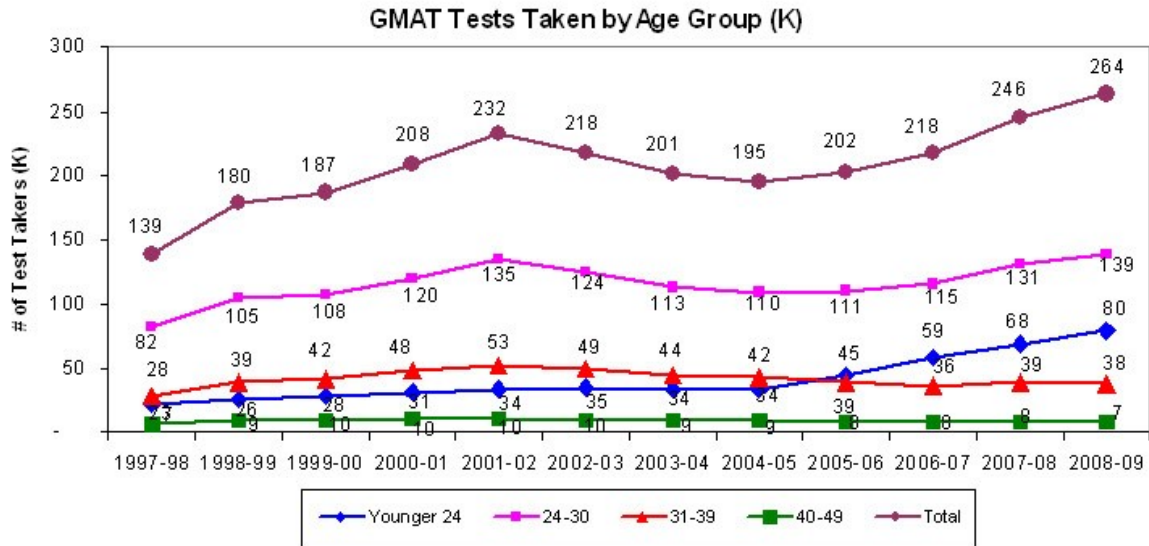
So your fees go to this organization that makes up test questions and develops a database to track all the statistical characteristics of each question based on how test takers answer them. The new questions they create are randomly used as "experimental" questions that you see on your test.

The ATGSB was later renamed the Graduate Management Admission Test (GMAT) in 1976.

At first only 2000 people took the test each year way back in 1953. But now about 250,000 people take the test annually.

So there you go. A quick history lesson on the GMAT.

The GMAC recently released data on the different test takers categorized by age group. Take a look where you fit in and who your competition is. Notice the growth rate of test takers under the age of 24 is higher than that of the other age groups.



Best,
 Jessica
 Director of Operations
 GMAT Pill Study Method

P.S. But wait, do you understand how big that number is that I mentioned? That's 250,000 COMPETITORS that are taking the same test you are about to take! With so many people taking the exam and everybody doing SOMETHING just to stay competitive with the guy next door who is paying thousands for a private tutor, it's probably NOT a good idea to try to wing the test out on your own.

P.P.S. Remember, hiring private tutors and doing prep courses might not be worth the money for most people. Students who used to pay by the hour for Zeke's private tutoring now exclusively use the online study method. More value and lower price. You can too!

P.P.P.S.

Sign up here: <http://www.gmatpill.com/amember/signup.php>

When To Take the GMAT And Why Earlier Is Usually Better

TheGMATPill | [GMAT Prep Tips \(About the GMAT\)](#)

When is the GMAT?

There is no set date (like there is for the SAT) that you must take the GMAT. So you have the liberty of scheduling a date and time for your testing at the nearest testing administration site.

Sounds good. Since I can choose when to take the exam, when is the best time to do so?

Perhaps the best time to take your GMAT is while you are still in school, or shortly afterwards. Remember, as you gain more real world experience, you lose the test-taking intuition that you used to have when you were in school. Taking an intensive test like the GMAT 5 years after your last rigorous exam can be quite challenging. Test-taking intricacies like operating in a time pressured environment, reading through answer choices, marking answers, and dealing with psychological issues are second nature to you when you are in school, but they become quite unfamiliar the longer you wait after college. You want to minimize this risk by taking the exam during the summer after graduation or the summer between your junior and senior year—this is the ideal time. Remember, the GMAT exam is valid for 5 years. If you have any intention of applying for business school sometime in the next 5 years, you should take it at your earliest convenience.

I am not in college anymore and I missed my chance to take the GMAT during this time. What do I do now?

Don't worry. Thousands of people are in your shoes. You might not be used to the pressures of test taking so will need to pay extra attention to doing several practice exams mimicking exam-like conditions.

What do you mean by exam-like conditions?

I mean instead of just running through questions on a practice exam bit by bit, you should schedule an entire morning or afternoon to take the exam with a timer. Especially with the Computer Adaptive Test (CAT) format of the exam, you should take these practice exams AS IF it were the real thing, at least several days before your real exam and preferably earlier.

What else should I take into account?

If you are considering the GMAT, chances are you have a busy life. When applying to business school, you will need to dedicate time not only to your job, but also any extracurricular activities or initiatives you are pursuing. Part of an organization that holds ambitious yearly events? Put some time and effort and participate on the board in a leadership position. Itching for a promotion at your job so you can mention it in your Bschoo application? You'll need to put in the time and effort. You'll also need to budget time for researching/visiting schools and writing those dreaded essays. And of course, you want a social life and time with your family. The GMAT is the LAST thing you want to worry about when juggling all these things. That's why it is best to get it out of the way.

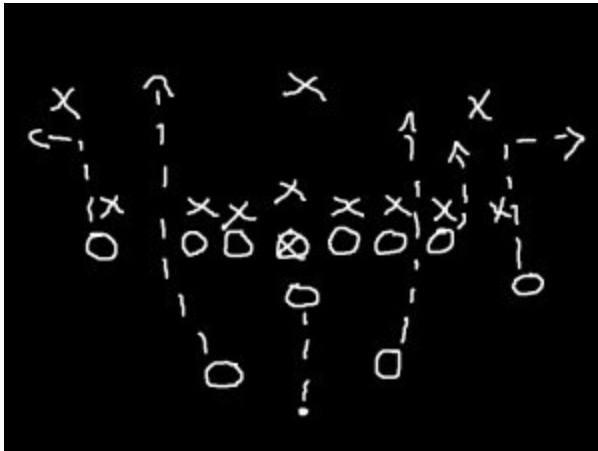
Should I study first and then schedule the exam or schedule the exam and then study?

This is a personal preference. I would recommend you to schedule the exam a few months in advance when you intend to take it. Pay the [\\$250](#) (yes, not cheap) it costs to take the exam so that you are invested into the exam—forcing you to study. Otherwise, if you casually study for the exam, you may never progress anywhere.

The 1 GMAT Strategy You Need To Know

TheGMATPill | [GMAT Prep Tips \(About the GMAT\)](#)

Many GMAT students mistakenly believe that focusing their study on math is the best strategy to raising their GMAT score.



Sure, if you have a known weakness in math you'll need to brush up on your math skills and logic. And yes, the GMAT math is significantly more difficult than the SAT math (more emphasis on logic and structuring the problem rather than on pure calculation). But at the end of the day, doing well on the VERBAL section is more important to your overall score than if you did equally well on the MATH section—this is ESPECIALLY true in the 700+ range. If you are targeting this score range, you MUST polish up your verbal section. Don't believe me? Let's look at some data focusing on the highest levels of scoring: 700+ range

If you score 99th percentile in Verbal (49V), and your Quant score is...

- 39M = 57th percentile = Total (730, 96th percentile)
- 41M = 63th percentile = Total (730, 96th percentile)
- 43M = 70th percentile = Total (740, 97th percentile)

Notice it does not matter how many extra points this student can get on quant. In the end, her score is around the same score of 730 whether her math score is 39 or 43. Doing well in Verbal pays off!

Now is the opposite true? What if a student scores outrageously well in Quant but average in Verbal?

If you score 99th percentile in Math (51V), and your Verbal score is...

- 30V = 57th percentile = Total (670, 85th percentile)
- 32V = 65th percentile = Total (690, 88th percentile)
- 34V = 70th percentile = Total (710, 92nd percentile)

Notice doing extremely well in quant does not guarantee you a good score. In fact, an average score in the 57th percentile for verbal and a perfect quant score only give you a (670, 85th percentile). Doing well in Quant is good, but not as good as doing well in Verbal!

Let me say that again:

Doing well in Quant is good, but not as good as doing well in Verbal!

This is almost ridiculous! A high quant score and average verbal score yields a LOWER score than a high verbal score and an average quant score!

Indeed, the GMAT is biased towards success on the verbal section!!

Why would the GMAT creators do this??

My best guess is one of supply and demand (ah yes, how relevant to an exam for business school). The influx of non-native English speakers from international countries who are strong in quant but weak in verbal and just the plain fact there are more people that are great at quant (where there is always a correct answer) than the number of people who are familiar with the idiomatic intricacies of the English language and inductive reasoning.

But whatever the TRUE reason is, it does NOT matter. What does matter is what this bias in the GMAT means to **you**. If your verbal abilities are not strong, then you MUST improve them.

OK, I believe you. I need to improve my verbal score. But will studying necessarily improve my score?

Yes and no. Depends on how you study. There are people who spend 6 months studying and do not see any improvements on their score. And then there are those (including me but also many others, I'm sure) who scored in the 70th percentile and then studied for 2 weeks and scored in the 98th percentile on the real thing.

You need to target your studying. There are 3 sections to the verbal:

- 1) Sentence Correction
- 2) Critical Reasoning
- 3) Reading Comprehension

By far, the easiest way to boost your score quickly is to **ACE the Sentence Correction part of the exam**. It's easier than you think. While the GMAT test makers have unlimited imagination in making questions for critical reasoning and reading comprehension, they can only test you on sentence correction in so many ways. If you master all possible TYPES of questions on the sentence correction AND VARIATIONS on those concepts, then you can go

into the test with CONFIDENCE that you will ace the entire sentence correction part of the exam.

You need to take a different mindset when preparing for critical reasoning and reading comprehension. Yes, there are some tips and tricks you can use to help guide you through these sections, but it is much more difficult for any prep program or service to teach you reasoning.

I strongly believe that ANYBODY can master the sentence correction section, but NOT anybody can master the reading comprehension or critical reasoning.

Are you looking to MASTER the sentence correction in AS LITTLE TIME AS POSSIBLE?

GMAT Psychology and Timing Strategies

TheGMATPill | [GMAT Prep Tips \(About the GMAT\)](#)



At first glance, the GMAT is a test of academic content. But when you dive deeper you realize the GMAT is really a test of **how you handle pressure, how you handle time, and how you handle your emotions.**

The GMAT tests basic concepts like the distance-rate-time formula, triangles, circles, angles, factoring, exponents, subject-verb agreement, basic English grammar that you see everyday—these are all topics you covered in high school or earlier.

There's nothing to be intimidated about. The GMAT is not a test of how well you understand economics or if you have what it takes to start a business. It does not measure your business savvy, EQ, IQ, or future success.

There's a lot of material on the exam but you already know most of it. You just need to review the concepts and learn the sneaky ways the GMAT guys try to trick you on the exam. You definitely need to think but it's not rocket science.

So why, then, do people find the GMAT so tough?

Because the test is **largely psychological**. Athletes who condition themselves for **long marathons**, intense tennis matches, or any activity that requires strong mental toughness know what I'm talking about. Heck, preparing for the exam itself is rigorous. Do you have the determination and discipline to follow a study plan that will help you get the results you want?

Do you have the right attitude towards learning that will help you absorb as much material in as little time as possible?

The exam itself is definitely like an **intense marathon**. You plow through question after question. The adaptive nature of the exam messes with your mind even further as you might wonder how you just did on the previous question when you are all of a sudden given a very easy question.

Did I mention **logistics**? Did you clear out your bladder before the exam? Do you tend to get nervous right before the exam and mentally freeze up? Do you have quick lunch plans in mind that won't force you to rush to the bathroom? Are you accustomed to waking up early in the morning with an alert mind by the time of your exam so you can process a marathon of questions? **Are you able to budget the last few days before the exam so you do not have to go to work and deal with the stress there?** Are you fully focused as you go into the exam??—assuming no girlfriend/boyfriend issues, employer issues or family issues that might interfere with your mental state.

Too many people underestimate the psychological aspects of the GMAT exam. You should pay particular attention to these psychological aspects during the last week before the exam.

Perfectionists and overachievers like myself often have trouble with the GMAT. Why?

Because we are so determined to get every question that comes our way correct that we sacrifice time and ultimately are forced to guess the last several questions. **The GMAT is designed to push you to your limits.**

The CAT format is much harder from a psychological standpoint than a paper-based test on the same content. **The reason is that by its very nature the computer-adaptive format is designed to push you to your failure point** - and for us perfectionists that's a VERY uncomfortable place to be.

The computer adaptive format means you get a harder question when you get the current question correct. What ends up happening to perfectionists is we get each question correct and in turn the GMAT throws us even harder questions. We perfectionists then spend more and more time on these harder questions double checking our math or re-reading portions of each answer choice over and over with the determination to get each question correct. Meanwhile, we sacrifice time and get heavily penalized for not finishing the exam.

In fact, part of the reason I did so poorly on my first practice exam was because **I did not finish the exam in time**. I was too focused on getting the question correct that I lost sense of the big picture—that I really needed to be strategic with my time.

If you are pressed for time and have 4 questions left but really have time only for 2, my suggestion is instead of answering questions 34 and 35 and then guessing 36 and 37 for Quant is to answer 34, guess 35, answer 36, and guess 37. This allows you to stay at a relatively same level (or higher if you guess one right) than potentially dropping below the level you were at question 33 by getting multiple questions wrong in a row.

Since the **GMAT penalizes you heavily for getting many consecutive answers incorrect** you should make sure you do not end up in a position where you need to guess the last 10 questions because you spent too much time on each question in the beginning. In general, you are better off guessing 10 random questions than guessing 10 consecutive questions—so make sure you time yourself properly.

You should be aiming, on average, to answer each question in less than two minutes. With practice you should be able to sense when you are at around the 3 minute mark that you are spending too much time on this question. Around this time you should make a strategic guess and move on. With easy-type questions you should definitely not reach the 3 minute mark.

Visualize Success



Imagine: It's test day—**the real deal**. Not a practice exam. You've walked by or driven by your test center a few days earlier so you know what it looks like. You imagine yourself walking into the test center. You know your test is in front of a computer at one of those testing centers. **Visualize yourself** going through the directions on the computer.

Spend at least five minutes at a time imagining different details about taking the test. Visualize yourself spotting sentence structures based on keywords or commas. Visualize yourself checking for X & Y consistency for SC questions or recognizing a Data Sufficiency

Percent vs. Actual Number question. You know what to look for and where the pitfalls are (multiple % data points without any actual number data points are useless if they ask you a “how many” question).

Your visualization scene doesn't need to be the same each time, but you need to tap into a sense of accomplishment, calm, and confidence. Do this every morning and before bedtime.

Neurophysiologist researchers at Stanford University (my alma mater) and University of Chicago evaluated the efficacy of visualization. They compared two sets of basketball players. The first group practiced playing whereas the second group only imagined practicing. The players who didn't physically practice, but visualized peak performance, improved 23 -30 percent in their actual basket-shooting ability, whereas the students who physically “practiced” saw little improvement. ([source](#))

Cognition: Think extreme positivity and confidence.



In a way, this is a **chicken and egg problem**. You need to do well on GMAT questions in order to be confident. And you need confidence in order to get the tough GMAT questions correct. But you should develop a little of each and have them grow upon each other.

Bad thoughts:

- 1) I suck at math.
- 2) There's no way I'll finish the exam.
- 3) English is not my first language, I can't do it.

Good thoughts:

1) Math is not my strong point, but this math isn't rocket science. Sure, I get some wrong, but looking back at them—the questions are actually pretty easy. I just need to become familiar with the different ways that the GMAT can test me on these relatively simple concepts that I learned in high school. **I can do that! No problem!**

2) GMAT is a timed test. I've had tons of timed tests before. I just need to come in with the right thought process and get enough practice that I have the confidence to know when I am positively sure about a GMAT question. By being super confident in an answer in as little time as possible, I know I'll be able to nail the super easy ones in less than one minute

and the harder ones in less than 2-3 minutes. **Confidence = less double checking/rereading = less time.**

3) Although idioms are a part of the GMAT, a lot of the questions actually don't test the idioms. A lot of times there are other concepts tested alongside the idioms and **as long as I focus on that portion of the question**, understand the key frameworks, and recognize how those concepts can show up in test questions, I'll be fine.

Extreme positivity:

I'm going to kickass on the GMAT. Sure, I've been to college and failed tons of exams. **But the GMAT is so much easier**—it's high school material repackaged in fancy, awkward questions. I just need to get used to it. My goal is to follow a study plan. **I'll stick to it and keep pushing myself.** Heck, I'll even **visualize the questions that I got wrong** and see myself think through it correctly **as if I were sitting in for the real exam.**

My strategy will be to first get as many correct GMAT practice questions as I can. Then I'll try to get those questions correct in as little time as possible. Any question the GMAT throws at me will be answered correctly and tossed away as I wait for the next one. Bring it!

Emails from GMAT Pill Students and Testimonials

“A testimonial from student who took prep courses, ManhattanGMAT, AND private tutoring—and still got the same results. Then he looked at the GMAT Pill.

gmatpill new customer: thank you and introduction Inbox | X

★ [REDACTED] to [show details](#) 9:38 PM (13 hours ago) ← Reply ▼

Hey Zeke,

I wanted to send you a quick email to introduce myself and to thank you for this product. I came across it the other day, watched the sentence correction examples, then bought the sentence correction pill. I loved your methods and was in shock by how much I retained and by how well I can now do sentence correction problems. Obviously, I ended up buying the two other pills.

UNSOLICITED

Some background regarding my gmat year long adventure...
I took the gmat 3 times (received 510, 500, 500). My first time, I took it cold w/o any prep work. I then took a gmat class after my first 510 (then didn't do any better on the next test, 500). Then I hired a private tutor (I took the exam this past saturday on 12/5 and didn't do any better, another 500). On top of all that, I have engineering background and excelled in my quantitative courses. My practice exams range from 580 - 640. So as you can imagine, its been a very frustrating time for me, especially b/c I feel I know the material and have put in more effort than some of my peers. From what I've assessed, I have an issue with my test taking strategy. I always completely finish the exam on time, never randomly guess on a questions, but clearly this isn't a good thing to do b/c from the very nature of the exam your going to be faced with questions that are at the max of your capability.

Anyways...I've bought your products and will be taking the exam once again on [REDACTED]. Thus far, I'm very confident with what I've bought and see promising improvement in my sentence correction ability.

thank you!!
[REDACTED]

← Reply → Forward

So I replied with this:

☆ Zeke Lee to [REDACTED] [show details](#) 9:25 AM (2 hours ago) [Reply](#)

[REDACTED],

Thanks for your message.

I'm very glad you are realizing your previous approach is not working for you and that you are changing things a bit. If you keep doing what you were doing before, you'll probably get the same results--as you probably know.

I really want you to do well. We are working on the problem solving membership site but probably won't be able to have it ready by the time of your exam (we'll try!). But the three pills should help boost your test taking ability.

Can I ask which prep class you took?

Keep it up. Focus.

Ace that GMAT!

Zeke

Then he wrote back saying he went through all the ManhattanGMAT materials, private tutoring, and a prep course. His results from GMAT Pill are “night and day.”

☆ [REDACTED] to me [show details](#) 9:50 AM (1 hour ago) [Reply](#)

I took a 9 week session with BellCurves here in NYC. Then bought all the manhattan GMAT guide books, completed them as well as the GMAT OG.

I did another session of a set of sentence correction problems last night. Wow, my ability now vs 1 week ago is night and day. I can always eliminate the wrong answers now and confidently pick an answer.

Thanks again.

Sent from iPhones
- Hide quoted text -

On Wed, Jul 29, 2009 at 11:32 AM, [REDACTED] wrote:

Zeke,

Thanks for your reply.

Man , you're just amazing, I have done most of the SC part. I'm confident that I can nail those daunting 14 daemons on the test date.

Thanks
[REDACTED]

On Wed, Jul 29, 2009 at 11:06 AM, Zeke Lee <zeke@gmatpill.com> wrote:

[REDACTED]

Glad it worked out. You are correct. The problem solving and data sufficiency sections are not yet available. We are finalizing the product and should have them available by end of August. At the moment, the data sufficiency section is on track to be the absolute best test prep material for quant on the market. Will keep you updated.

Zeke

On Wed, Jul 29, 2009 at 10:07 AM, [REDACTED] wrote:

Zeke,

Thanks for mail. I bought the course.

I have a quick question, I did not find math or data sufficiency ? are they part of the deliverable ?

Regards
[REDACTED]

Here's another unsolicited testimonial that came just a few hours after purchase – Look At The Timestamps

1) Here's the first email. The customer is asking about something specific within the Idioms framework of the Sentence Correction Pill Video

★ [redacted] to zeke [show details](#) Jul 11 (3 days ago) [Reply](#)

Zeke Hi,

In the Idioms framework under linking phrase you explain that when you have two close verbs the 2nd should be in the infinitive form "to + verb"

Then you give as one of the examples "Potential to destroy", but potential is a noun and not a verb. Can you explain please.

All other examples deal with two verbs and this is the only one with noun + verb.

Kind Regards

[redacted]

2) Here's the email I sent back explaining the concept further. You might not understand it looking in from the outside, so just browse through and look at the third email response. Once you sign up and watch the videos, you'll better understand the context of this email.

☆ Zeke Lee to [REDACTED]

[show details](#) Jul 11 (3 days ago)

[Reply](#)

[REDACTED]

Great question. You are correct in saying "Potential" is a noun. Perhaps you can think of "potential to destroy" as a **separate subcategory** (where the "linking verb" is attached to a noun). I might even edit this slide to subdivide this category so it is clearer.

Think about it this way.

When you use "potential to destroy"--it is a separate subject item of a sentence and you must use some OTHER verb in a sentence. For example:

The atomic bomb's **potential to destroy** a city WAS quite frightening for everyone.

Notice here the verb of the sentence is "WAS" and "potential to destroy" is used as a separate item. "To destroy" is just acting as a **linking verb** that gives further description to the "potential" you are referring to.

What kind of "potential" are we talking about? We are talking about the "potential to destroy."

So in this case the linking verb is attached to the noun and should be in the **"potential to destroy"** form, rather than the **"potential of destroying"** form.

Likewise, you can say: **"Obama's ability to serve as president IS blah blah blah."**

Here, "IS" is the verb. "Ability to serve" is a separate item acting as the subject of the sentence where "ability" is a noun and "to serve" acts as a LINKING VERB--but in this case to a noun. Notice "to serve" acts as a linking verb, but the MAIN verb in the sentence is the word "IS"

Don't say: "Obama's ability of serving as president IS blah blah blah"--this is incorrect.

You must use "ability to serve"--this is what the GMAT tests quite frequently.

Does that make sense? Hope that helps. Let me know if it's not clear to you. And thank you for pointing that out. I will let other students know just in case they are confused.

Happy Studying,

Zeke

3) Here's the third response where the customer claims our explanations are even better than MGMAT's SC book and even better than the Official Guide itself

★ [redacted] to Zeke

[show details](#) Jul 11 (3 days ago)

[Reply](#)

Thanks,

By the way I am very pleased with your videos. For example the who v. whom explanation is the best I have ever encounter (better than strunk's elements of style and MGMAT's SC book, which just mention it but fails to explain it). Also your explanation of Description/ Main Sentence is superb, explaining question #30 on the OG 12th ed much better than the OG itself.

I have one more question please regarding Q #13 in the Level 600 Question:

A is still unclear to me.. Why we use V+ing (Categorizing)..

If it were "scholars' categorization of..", wouldn't it be better?

Appreciate your help and business

[redacted]

Another example of a happy customer: An existing customer of Sentence Correction decides to purchase Critical Reasoning as well.

Critical Reasoning add on?

Inbox | X GMATPill | X

zeke@gmatpill.com | X

[redacted] to zeke [show details](#) 7:18 PM (17 hours ago)

[Reply](#)

Hi there,

I'm currently going through the SC videos, and I must say its amazing!! I'm starting the questions now and I'll see where that takes me. I just noticed that you started offering CR!! I didn't see that before. Did this just happen recently?

Is there anyway I could pay the difference to get the special combo package of the SC + CR? Or would I actually have to buy it separately? Please do let me know.

Thanks again for your site- if you knew how much I spent on private tutoring with mediocre results, you might faint... this is really a good value and a great way to learn.

Best,

[redacted]

Here's an exchange with a potential customer who was very interested in our method but was asking for the Reading Comprehension videos, which were not available yet. Still, we tried our best to give her a little direction before your upcoming exam.

On Sun, Jun 28, 2009 at 1:42 PM, xxxxxxxxxx wrote:

Hi Zeke,

I have some other problem. My GMAT toughest issue is the RC, not the SC. So I was upset to discover you don't have those videos yet. **Can you see if you have at least a bit available, so I can buy...**

Thank you,

xxxxxxx

On Mon, Jun 29, 2009 at 6:43 AM, Zeke Lee wrote:

xxxx,

When is your exam? **We are currently working on CR and then RC may be next.** So we do not have enough material for RC that would be helpful for you at the moment. Apologies for the inconvenience. **These are quality videos we have and so it does take time to put them together.**

Zeke

On Mon, Jun 29, 2009 at 4:13 AM, xxxxxxxxxx wrote:

Hi Zeke,

I understand.. My test is on the 14th of July. And I really feel that your videos might help A LOT. If you have even few of them – I will be happy to buy them and I will also write you a recommendation for future users with great pleasure, please see if you can still help me, even if we're talking about very few material...

Thank you,

xxxxxxx

On Thu, Jul 2, 2009 at 12:34 AM, Zeke Lee wrote:

xxxxxxx,

As much as we'd like to help you, it's impossible for us to have even some of the material ready. Apologies for the inconvenience.

With RC, **it's really important to have an "attitude" when you read**—whenever you feel like your attention span is drying out (usually happens within a few seconds)..ask yourself **"why is the reader writing this?"—what's his/her purpose...**is it to defend something...claim something..argue something? and on what basis is he/she making those statements? **does it make logical sense?**...if anything..u really need to pretend like you are **EXCITED** about the passage—even though the material is boring as heck..but a lot of it is psychological...if you pretend to be excited, you will automatically ask questions in your mind like a news reporter would during an interview.

One more thing, you mentioned "very few material" in your email. **This is incorrect, as I mention in the sentence correction pill.** You should be using "less" rather than "few"—**the word "material" is not countable**...so you would use the word "much" with material...How much material? More material. Less material. But not "fewer material"

Hope that helps.

Zeke

Hi Zeke,

thank you very much for your valuable advices and corrections. I will try to concentrate on the reading passage and be excited 😊 ... You're right it is easy to loose the text while reading.

Good luck in what you're doing, **I will definitely recommend your visualization method to the friends of mine that will go for GMAT next year.**

Best Regards,

xxxxxxx

Thank You from a GMAT Pill Student Inbox | X

★ [REDACTED] to me [show details](#) 8:44 PM (18 hours ago) [Reply](#)

Hi Zeke,

I wanted to thank you for your help during my GMAT study. I just finished my exam today and I scored 760 (Q51 V41). Actually this is my second time taking the GMAT. My verbal score last time (six months ago) was 32, so the GMAT pill study method has helped me boost the verbal score. Thank you very much and I would absolutely recommend your product to my friends. I am not a native speaker but my personal experience proved that GMAT Pill study methods works very well for non-native speakers too.

Regards,

[REDACTED]

Date: Fri, 30 Apr 2010 13:43:50 -0400
Subject: Re: Questions about "which, that, and ING verb"
From: zeke@gmatpill.com
To: [REDACTED]

Hi [REDACTED],

Please see my responses below.

Hope they help!

Zeke

On Thu, Apr 29, 2010 at 12:50 AM, [REDACTED] wrote:

Hi Zeke,

I'm studying the GMAT using the GMAT Pill method. I think your teaching is very clear and helpful. But I have a few questions regarding the SC core frameworks. I hope that you can take some time to answer my questions.

1) ING Verbs

You mentioned in core framework #3 that ING verbs always describe the subject of the sentence. However, in the below example, it seems to me that the "including" describes "a number of remedies" instead of the subject "a study". Can you please explain whether this usage here is an exception?

A study by the Ocean Wildlife Campaign urged states to undertake a number of remedies to reverse a decline in the shark population, which includes the establishment of size limits for shark catches, closing state waters for shark fishing during pupping season, and requiring commercial fishers to have federal



██████████ to me

[show details](#) May 18 (1 day ago)

[Reply](#)



Hi Zeke,

I took my My first GMAT six months ago and my score was 690 (Q50 V32). I didn't plan to retake the GMAT until recently I was waitlisted by a school. I wanted to improve my score so that I could have a better chance of getting off the waitlist. Because I have a full-time job I can only study at night. So I was trying to find a more efficient way to improve my score within a relatively short period of time.

I came across a post on BW in which a person was asking for in choosing a prep course. I read through that post and the GMAT Pill Study Method was recommended by several people. This is how and where I first learned about the GMAT Pill Study Method. After watching a few demo videos on its web page I purchased the verbal part of the GMAT Pill. It turned out this study method works extremely well for me, especially the 10 core frames. For example, I had been confused with the usage of "which" and "that" in SC, but the core frame #5 just made everything clear to me. Another core concept that greatly benefited me in my second test is "cutting the fluff". I'm not a native speaker so I read a bit slow compared to native speakers, particularly, when the sentence is complex. Now with the combined method of "cutting the fluff" and "laundry list", I am able to quickly identify the structure of the sentence and get rid of many incorrect choices as quickly as possible. I believe this ability helped me a lot during my second test.

As for the critical reasoning section, I learned from the GMAT Pill Study Method how to make a diagram based on the given argument. Actually this approach helps me visualize the underlying logic as I read through the question. I think this is also very useful because I tend to think quickly and correctly based on the diagram rather than the long paragraph. At first, drawing a diagram according to the argument seems a bit more time consuming, but as I get more familiar with this entire thought process it actually saves time.

This time, I studied for about a month (about 2-3hours a day) using the GMAT Pill Study Method and it helped me boost my score to 760 (Q51 V41), or 99% in terms of percentile. Another good news I want to share with you is that because of my improved score, today I am admitted into the program for which I have been waitlisted.

So thank you Zeke and thank you for having created this efficient GMAT learning method.

Regards,

██████████

gmatpill new customer: thank you and introduction

Inbox | X



██████████ to [show details](#) 9:38 PM (13 hours ago)

[Reply](#)



Hey Zeke,

I wanted to send you a quick email to introduce myself and to thank you for this product. I came across it the other day, watched the sentence correction examples, then bought the sentence correction pill. I loved your methods and was in shock by how much I retained and by how well I can now do sentence correction problems. Obviously, I ended up buying the two other pills.

Some background regarding my gmat year long adventure...
I took the gmat 3 times (received 510, 500, 500). My first time, I took it cold w/o any prep work. I then took a gmat class after my first 510 (then didn't do any better on the next test, 500). Then I hired a private tutor (I took the exam this past saturday on 12/5 and didn't do any better, another 500). On top of all that, I have engineering background and excelled in my quantitative courses. My practice exams range from 580 - 640. So as you can imagine, its been a very frustrating time for me, especially b/c I feel I know the material and have put in more effort than some of my peers. From what I've assessed, I have an issue with my test taking strategy. I always completely finish the exam on time, never randomly guess on a questions, but clearly this isn't a good thing to do b/c from the very nature of the exam your going to be faced with questions that are at the max of your capability.

Anyways...I've bought your products and will be taking the exam once again on ██████████. Thus far, I'm very confident with what I've bought and see promising improvement in my sentence correction ability.

thank you!!

██████████

[Reply](#)

[Forward](#)

So I replied with this:

☆ Zeke Lee to [REDACTED] [show details](#) 9:25 AM (2 hours ago) [Reply](#)

[REDACTED],

Thanks for your message.

I'm very glad you are realizing your previous approach is not working for you and that you are changing things a bit. If you keep doing what you were doing before, you'll probably get the same results--as you probably know.

I really want you to do well. We are working on the problem solving membership site but probably won't be able to have it ready by the time of your exam (we'll try!). But the three pills should help boost your test taking ability.

Can I ask which prep class you took?

Keep it up. Focus.

Ace that GMAT!

Zeke

Then he wrote back saying he went through all the ManhattanGMAT materials, private tutoring, and a prep course. His results from GMAT Pill are “night and day.”

☆ [REDACTED] to me [show details](#) 9:50 AM (1 hour ago) [Reply](#)

I took a 9 week session with BellCurves here in NYC. Then bought all the manhattan GMAT guide books, completed them as well as the GMAT OG.

I did another session of a set of sentence correction problems last night. Wow, my ability now vs 1 week ago is night and day. I can always eliminate the wrong answers now and confidently pick an answer.

Thanks again.

Sent from iPhones
- Hide quoted text -

In fact, this is just one of the several students who have told me their story of using other prep material and taking the GMAT 3 times. But everything seemed to change for them after taking the GMAT Pill.

Answering the Question As Fast As Possible

TheGMATPill | [Questions & Strategies For GMAT Prep](#)

Quote:

Scientists have recently discovered that the ultrathin, layered construction of a butterfly's wings, the same as the one making some butterflies shimmer via the phenomenon of iridescence, are enabling the insect to control how much heat energy is absorbed by its wings and how much is reflected away.

- A. wings, the same as the one making some butterflies shimmer via the phenomenon of iridescence, are enabling
- B. wings, which is the same one that makes some butterflies shimmer via the phenomenon of iridescence, that also enables
- C. wings is the same as the one that makes some butterflies shimmer via the phenomenon of iridescence, enabling
- D. wings-the same construction that makes some butterflies shimmer via the phenomenon of iridescence-also enables
- E. wings-of the same construction that makes some butterflies shimmer via the phenomenon of iridescence-also enable

I surprisingly got to the answer D within 30 seconds. Let me show you how.

Step 1) Identify multiple commas—this is not a “laundry list” but rather several descriptive phrases. “Ultrathin” and “layered” are just words that describe **“CONSTRUCTION.”**

Step 2) The phrase “the same as the one making some butterflies shimmer” actually describes the **“CONSTRUCTION of a butterfly's wings”**—NOT “wings” by itself.

Step 3) Cut the fluff:

“Scientists have recently discovered that the ultrathin, layered **construction**, the same as the one making some butterflies shimmer via the phenomenon of iridescence, **are enabling** the insect to control how much heat energy is absorbed by its wings and how much is reflected away. ”

Construction are enabling? Doesn't make sense! So you know (A) is wrong.

It should be:

“Scientists have recently discovered that the ultrathin, layered **construction** of a butterfly’s wings, the same as the one making some butterflies shimmer via the phenomenon of iridescence, **enables** the insect to control how much heat energy is absorbed by its wings and how much is reflected away. ”

Step 4) Browse through the answer choices—but don’t read them from the beginning—look at the last few words: that also enables, enabling, also enables, also enable... Which ones make sense? The “construction” of these guys (where “construction” is singular) ENABLES.

You must use “ENABLES”—so either (B) or (D).

Step 5) Note (B) has the extra word “that”—unnecessary. Also, it uses the word “which”—this implies the phrase describes “wings” when structurally the phrase really describes the “construction of the wings”—not the “wings.”

Therefore, (D) is the answer.

If you know how to strategically approach questions like these, you can most efficiently answer them in as little time as possible.

Study less. Score higher. Notice my explanation does not use any fancy grammar vocabulary.

Zeke Lee

Co-Founder, The GMATPill Study Method

<http://www.gmatpill.com>

98%ile GMAT in 2 weeks

Hotly Debated Sentence Correction GMAT Prep Question

TheGMATPill | [Questions & Strategies For GMAT Prep](#)

In recent years cattle breeders have increasingly used crossbreeding, in part that their steers should acquire certain characteristics and partly because crossbreeding is said to provide hybrid vigor.

- A. in part that their steers should acquire certain characteristics
- B. in part for the acquisition of certain characteristics in their steers
- C. partly because of their steers acquiring certain characteristics
- D. partly because certain characteristics should be acquired by their steers
- E. partly to acquire certain characteristics in their steers.

Step 1) Recognize the keyword "and"—the left side is underlined and the right side is not.

Step 2) Since the right side uses "partly" I am biased towards answer choices C, D, and E. **So I don't even bother looking at A and B for now.**

Step 3) **With (C)**, "partly because of their steers acquiring"—not the preferred way of saying it...prefer "partly because their steers acquire certain characteristics"....move on for now

With (D), "partly because certain characteristics should be acquired by their steers"—this is frameowrk #1 Active Voice and clarity—"by their steers" indicates passive voice—generally not preferred, though not necessarily wrong yet....keep moving

With (E), "partly to acquire certain characteristics in their steers"—this is active voice.

Good. But is it consistent with what is on the other side of the keyword "and"???

Here's the tricky part. At first glance, most people would say it is not consistent. Because most people just look at the first two words "partly because" versus "partly to"

But actually it is consistent! Read it like this:

"In recent years cattle breeders have increasingly used crossbreeding, partly to acquire certain characteristics in their steers and partly because crossbreeding is said to provide hybrid vigor."

Notice both sides of the "and" are in the form of "partlyto do something..."

1) "partly to acquire"

and

2) "partly to provide hybrid vigor"

So that's consistent. (D) would be correct if it were "partly because crossbreeding will allow their steers to acquire certain characteristics"—but that's not what D says. So the answer is (E).