

**An admissions essay or college essay is written by a potential student as part of some college admissions processes in order to get to know more about the student than what forms can provide.**

**The amount of importance that admission reviewers put on [custom essays](#) can vary greatly. Some schools place little or no importance on the essay and others place the greatest amount of importance on the essay. Generally, liberal arts colleges place a greater importance on the essay than major universities but this is not always the case.**

**Most schools choose one or more topics for applicants to write on, but there are some schools that have an "open topic" policy in place, meaning that the applicant can write on any subject they choose. Common topics include career aspirations, academic strengths and weaknesses, past experiences, and reasons for applying to a particular school.**