

Personal Statement – Do's

- ✓ Include a **balance** of academic and extra-curricular
- ✓ Evidence that you've **researched** your courses; check course content carefully
- ✓ Talk about your **career** goals
- ✓ Demonstrate that you're **engaged** with the subject area: books, podcasts, public lectures, projects, summer schools...
- ✓ **Think creatively**; avoid the obvious and popular things e.g. CSI and criminology



Personal Statement – Do's

- ✓ **Be honest:** remember admissions tutors are experts and you may get interviewed
- ✓ **Show, not tell.** Back up what you say with evidence and experiences, highlighting skills you've gained and how useful these will be
- ✓ **Be enthusiastic.** Overall, admissions tutors want students who are as passionate as they are



Personal Statement – Don'ts

- X Make your **course choices too broad**
- X Include incorrect **spelling and grammar** – but, use spellcheck with caution
- X **Repeat yourself.** Your subjects, grades, personal details etc. are already on the UCAS form
- X **Ramble.** Keep sentences short and precise
- X Use **rhetorical questions** e.g. 'so why should I be considered for a place on your course?'



Personal Statement – Don'ts

- X Talk about **'when I was young...'**. Use recent examples instead
- X Use **flattery** or **name institutions** specifically
- X **Use humour**
- X **Swallow the dictionary**
- X **Be negative**
- X **Plagiarise**



Personal Statement - Structure

1. High impact opening sentence
2. Why have you chosen this course?
3. What makes you suitable? Past studies, skills, experiences
4. What else have you done that would contribute to the course and to the university community? And what makes you interesting and unique?
5. Conclusion – end on a positive

There is no one magic formula!

