

Expository Writing

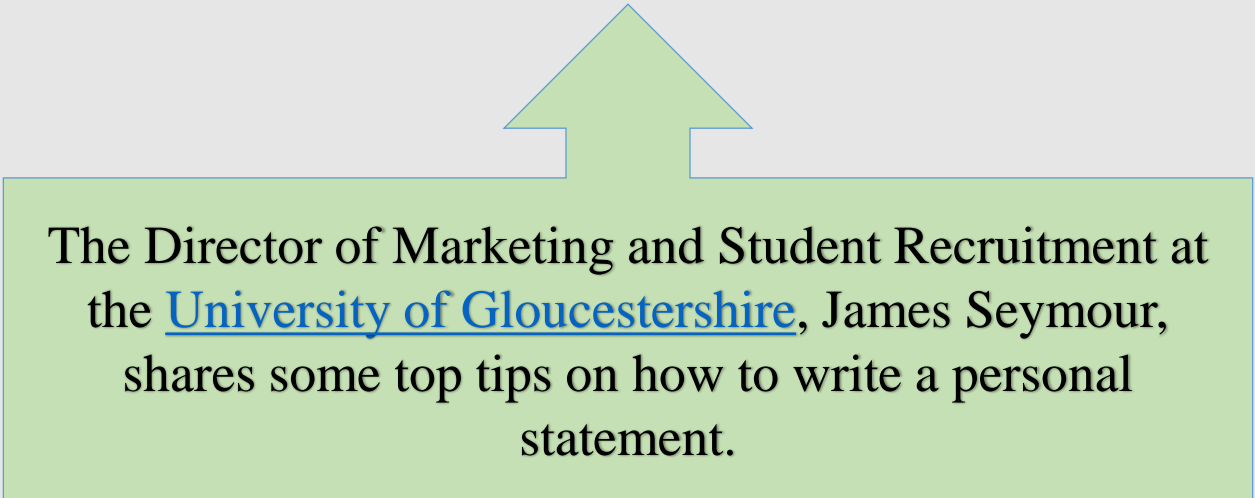
SS1014

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What makes a good personal statement?

This is your chance to demonstrate your enthusiasm and commitment and show us what value you can add to a university. In the vast majority of cases, universities are finding ways to make you an offer, not reject you – the personal statement is your chance to make this decision easier for them!



The Director of Marketing and Student Recruitment at the [University of Gloucestershire](#), James Seymour, shares some top tips on how to write a personal statement.

At the time of applying for a job, a university program, a scholarship, or an internship:

Resume

- What you have done
- Facts

Cover Letter

- Why you are a great choice
- Persuasion

Personal Statement

- Who are you and why it matters
- Story telling

Purpose

- Introduce yourself beyond grades/test scores.
- Show your motivation, personality, and suitability for the program.
- Stand out from other applicants.

Important Ideas To Keep In Mind

Why you?

- Allows to understand how your motivations, interests, ambitions, and values have shaped the way you think and engage with the world around you (Your personal journey)

Show, don't tell

- Use examples that showcase highlights you wish to highlight about yourself

Your only space for reviewers to get to know you

- Reviewers draw initial conclusions on your selection based on your personal statement

Be authentic

- Stay true to your own voice (Do not copy paste ideas)


Writing techniques




Open with engaging hook: anecdote, vivid memory (anything that relates to your passion/area of interest)



Follow the 'C' of conciseness (avoid repetition, non-relevant details)



Highlight the most salient aspects of your personal identity: your family background, cultural heritage, multiculturalism (anything that can enhance your motivational claim to pursue _____)



Identify the 'A-ha' moments (any turn of event(s) that has sparked transformation)

Common mistakes to avoid

Cliches: Not telling anything which is unique

- Ever since I was a child, I knew I was destined to become a doctor.
- Volunteering at the local health clinic during high school opened my eyes to how healthcare can transform lives, inspiring my commitment to becoming a doctor.

Overly generic statements: No individuality

- I am passionate about business and want to succeed in the corporate world.
- While managing an online saving store during college, I discovered my talent for market analysis and customer engagement, sparking my passion for business strategy.

Common mistakes to avoid

Repeating the resume: Just listing activities with no reflection or insight

- I interned at XYZ Company, participated in the Robotics Club, and volunteered at ABC Shelter.
- My internship at XYZ Company taught me the importance of ethical engineering practices, a value I now bring to every project, including my leadership role in the Robotics Club.

How to structure your statement?

- Primary motivation
- Background of your interest with personal anecdote
- Your tailored achievements
- Justify why you can be the best candidate
- Express your gratitude for the host university by intensifying the level of commitment from your end
- How valuable the scholarship can be for the desired field and community)

Scholarship Application

Introduction

- Hook + explain financial need and passion for the field

Background:

- Personal story showing struggle, motivation, and academic achievements.

Achievements and Skills:

- Academic excellence, leadership, community service, especially anything socially impactful.

Future Goals

- How the scholarship will help you reach career and community-impact goals.

Gratitude and Commitment

- Express genuine gratitude and commitment to giving back (to the community or field).

University Admission

Introduction

- Hook + explain specific interest in the program.

Academic Motivation

- Why this field interests you (personal story/academic experiences).

Relevant Achievements

- Coursework, projects, research, awards..

Why This University

- Specific reasons: unique programs, professors, research opportunities.

Career Goals

- How the degree connects to your long-term plans

Internship Opportunity

Introduction

- Hook + mention career goal and why you want this internship

Professional Background

- Relevant coursework, projects, skills

Professional Achievements

- Past work experiences, leadership roles, technical or soft skills.

Why This Company/Internship

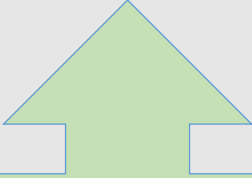
- Mention what attracts you to the company and how it aligns with your goals.

Future Career Plan:

- How the internship fits into your career journey.

Conclusion

The personal statement is not only an excellent opportunity to showcase applicants individual skills, knowledge, and achievements, but it also provides us with an insight into the type of student they aspire to be and how they could fit into the academic community.



The Admissions Manager for Law at the [University of Birmingham](#), shared, what he expects applicants to tell him in their personal statement: