

Statement of Purpose

After you've submitted your resume or CV for a job or academic application, what becomes crucial is the personal statement or cover letter. This statement is your opportunity to express your genuine interest in joining the university or organization and continuing your research or work. It is also a chance to highlight how well your skills and qualifications align with the group project or the university's overall goals and values.

Here's a breakdown of what matters in your statement:

- **Willingness to Join:** Your statement should convey your eagerness and commitment to becoming a part of the university or organization. Explain why you're enthusiastic about the opportunity and how it fits into your academic or career goals. Be specific about what attracts you to this particular institution or project.
- **Continuing Research:** If you're applying for a research position or a graduate program, your statement should demonstrate your passion for research. Discuss your past research experience and motivations for pursuing further research in this field. Show that you are dedicated to advancing knowledge in your area of interest.
- **Skills Alignment:** Emphasize how your skills, qualifications, and experiences make you a suitable candidate for the group project or university. Tailor your statement to highlight the skills and knowledge that are relevant to the specific role or program you're applying for. Provide examples of how your skills can contribute to the success of the project or department.
- **Fit with University/Organization:** Research the values, mission, and culture of the university or organization you're applying to. Explain how your personal and professional values align with theirs. Showcase your understanding of their unique strengths and how you can be a valuable addition to their community.
- **Relevance:** Keep your statement focused and relevant. Avoid generic or unrelated information. Highlight aspects of your background that directly relate to the position or program you're pursuing.
- **Clarity and Professionalism:** Write your statement in a clear and professional manner. Proofread it for grammar and spelling errors. A well-organized and articulate statement demonstrates your communication skills and attention to detail.

Remember that the personal statement is your chance to set yourself apart from other applicants and make a strong impression. It should be authentic and engaging, demonstrating

your genuine interest and qualifications for the opportunity at hand. Tailor each statement to the specific role or program you're applying for to maximize your chances of success.

This is your chance to shine ...

Who is this service for?

- If you do not yet have an SOP draft.
- You have a draft.

How this works

In this 4-stage process, I will...

Stage 1: Interview you about your experiences/achievements.

Stage 2: Brainstorm/consult with you. During this brainstorming session, you will discuss a core idea, seminal experiences to include in the statement of purpose, and a structure for the statement of purpose.

Stage 3: Generate an outline for your essay based on your responses to the questionnaire and the brainstorming session. The outline consists of prompts and bullet points. It is NOT a draft.

Stage 4: Edit the SOP with your revisions and additions.

Benefits

- Organize and present your work experience and educational background.
- Highlight your most impressive experiences/achievements.
- Address any gaps or inconsistencies in your timeline.
- Show that your experience matches the requirements of your target program.
- Save your 'crunch' time.

Fees

	COST	PER APPLICATION COST
Applications covered	in GBP (£)	in GBP (£)
5	100	20
10	180	18
15	270	18
20	350	17.5

Note: Additional application cost 50£

All payments are to be accepted in GBP (£) only. For conversion to local currency, please use <https://wise.com/gb/currency-converter/>