My Personal Statement
What to include?

About the Research Topic / Course / Institution:
Describe your academic background
Describe your research interests & goals
Why I have chosen this course/ research topic?
Why have I chosen this institution?
Why I am suitable?
How do my current/previous studies relate to the course I have chosen?
My understanding + experience of the subject?
Activities that demonstrate my interest in the course/topic?

Evidence of:
Your understanding of the topic/ course?
Your academic insight & passion?
Skills that I need to research topic/ complete course?

Work:
Details of jobs, placements, work experience, part time work, voluntary work?
Their relevance to this topic/ course?

Achievements:
What are my hobbies/ skills/ interests?
How might these relate to my chosen course/ research (if they do)?
What am I most proud of?
Provide supporting evidence of such achievements
Describe some difficulty (ies) that you have overcome & what you learned from them

Special Attributes:
How would I be an asset to the University or College, (be specific)?
What positions of responsibility have I held in any context?
What makes me interesting and unique?
What contribution will I make to the class dynamic/ the research field?
How do I fit with the selection criteria?

Style & Presentation:
Use an anecdotal start
Follow it with all the details listed here
Conclude by tying the entire essay together
Be passionate!
Check spelling & grammar repeatedly
Include the "fit" between you and the course/ topic/ institution
Avoid beginning majority of sentences with "I"
Avoid overlap with other aspects of your application

Preparation:
Document criteria/ qualities required
Create a list of evidence to match them
Start drafting early
Ask an academic/ Careers Adviser/ friend for feedback
Check length limit in words
Make sure it is your own work and not copied from any source

The Future:
What is the objective of this research/ course?
How can I apply it down the line?
Be as specific as possible!