



IN THIS GUIDE

- ✓ What is a personal statement?
- ✓ What to include
- ✓ How to structure it
- ✓ Do's and don'ts
- ✓ Top tips
- ✓ Example structure



PERSONAL STATEMENT WRITING

TELL YOUR STORY. SHOW YOUR PASSION.
PROVE YOU'RE THE RIGHT CHOICE.

A personal statement gives you the chance to explain who you are, why you're applying and what makes you a great fit.
Make it honest, relevant and memorable. ♥

WHAT A PERSONAL STATEMENT DOES



SHOWS WHO YOU ARE

Highlights your personality, values, goals and what matters to you.



SHOWS WHY YOU CARE

Explains your interest in the course, role or opportunity.



SHOWS WHAT YOU CAN OFFER

Demonstrates your skills, experience and achievements.



SHOWS YOUR POTENTIAL

Proves you have the drive and motivation to succeed.



SETS YOU APART

Helps you stand out from other applicants.



DO'S – WHAT TO DO

- ✓ **BE YOURSELF**
Write in your own words and be honest.
- ✓ **RESEARCH**
Show you understand the course, role or organisation.
- ✓ **BE RELEVANT**
Include skills, experience and achievements that relate to what you're applying for.
- ✓ **USE EXAMPLES**
Give clear examples to back up your points.
- ✓ **SHOW YOUR PASSION**
Explain why you are excited about this opportunity.
- ✓ **KEEP IT FOCUSED & CONCISE**
Stay on topic and make every sentence count.
- ✓ **PROOFREAD CAREFULLY**
Check for spelling, grammar and clarity.



DON'TS – WHAT TO AVOID

- ✗ **DON'T COPY TEMPLATES OR OTHER PEOPLE'S WORK**
It can sound generic and insincere.
- ✗ **DON'T EXAGGERATE OR LIE**
Untrue information can damage your chances.
- ✗ **DON'T INCLUDE IRRELEVANT INFORMATION**
Focus on what's relevant to the role or course.
- ✗ **DON'T USE CLICHÉS OR EMPTY PHRASES**
Avoid phrases like "hard worker" without proof.
- ✗ **DON'T BE NEGATIVE**
Avoid talking about weaknesses or bad experiences.
- ✗ **DON'T MAKE IT TOO LONG**
Stick to the word or character limit.
- ✗ **DON'T FORGET TO REVIEW**
Typos and mistakes can make a poor impression.

HOW TO STRUCTURE YOUR PERSONAL STATEMENT

1 INTRODUCTION



Start strong. Introduce yourself and explain what you are applying for and why.

2 WHY THIS COURSE / ROLE?



Explain why you are interested in this course or role and what attracts you.

3 YOUR SKILLS & EXPERIENCE



Highlight relevant skills, experience, volunteering, projects or achievements.

4 EXAMPLES & ACHIEVEMENTS



Give specific examples that show your abilities and what you have accomplished.

5 WHY YOU'RE A GOOD FIT



Explain how your experience and goals make you a great match.

6 CONCLUSION



End positively. Reaffirm your enthusiasm and what you hope to achieve.



QUICK TIPS TO MAKE YOUR STATEMENT STAND OUT

- ✓ Show, don't just tell. Use real examples.
- ✓ Use clear, simple and confident language.
- ✓ Show enthusiasm and a genuine interest.
- ✓ Link your past experiences to your future goals.
- ✓ Make every word count.

TIP: Start early, plan your content and give yourself time to review and edit.



DOWNLOAD THIS GUIDE

Use this free guide to write a personal statement that opens doors to opportunities and helps you stand out.



REMEMBER



Your personal statement is your chance to make a lasting first impression. Be genuine, be you, and let your potential shine.

YOUR STORY. YOUR FUTURE. MAKE IT COUNT. ♥



TOP TIP

Ask someone you trust to read it and give you honest feedback.

