

Personal Statement Or Statement of Purpose (SOP)

What is a Personal Statement?

A personal statement in the context of applying for an undergraduate or postgraduate course is an essay that's one of the most important aspects of your application because it tells the admission's officer who you are, why you're applying, why you're a good candidate, and what you want to do in the future.

You are required to submit a personal statement as part of the UWS application process and you should include the following information as part of the text, not in a question-answer format:

- Why UWS? Why a specific campus? Which other institutions did you consider?
- Why did you choose this course? Did you consider any other courses?
- How does the course content align with your career plans?
- Is this course offered in your home country? If so, why have you decided to study abroad? Why have you chosen the UK, and what are the benefits of studying here rather than your home country?
- If you have had a long break in studies, why are you returning now?
- What are your post-study plans?

What is the general format?

The general format is similar to any other piece of academic writing. You should use:

- 12 point Times New Roman font
- 1-inch margins on all sides
- 1.5 line spacing

The statement of purpose reflects not only who you are as a candidate, but your writing abilities as well. With that in mind, it is really important to show that you are a truly competent writer. Some quick tips are:

- Your statement of purpose shouldn't have any spelling or grammatical errors
- Use strong, clear, and concise writing
- Avoid cliches and repetitive language
- Stay away from overly informal language
- Keep a positive and confident tone

Let's Start

Part 1: Who are you and what do you want to do? – 1st paragraph

In the first paragraph, you should introduce yourself by briefly giving your background and stating your current career goal or objective. Your introduction should be relevant to the specific program you're applying to. Talking about your love of cooking when you're applying to business school won't really help you by itself. Any information you include in your introduction needs to be relatable back to specific aspects of the program.

Part 2: Why do you want to do it? – 2nd paragraph

The second paragraph should explain how you came to be interested in your specific area of study. Now that you've made it clear that you have a background and goal related to the program, explain your interest in it. Your statement of purpose tells admissions officers why you're applying, and fast!

Don't give really general reasons like, "I like helping people." General reasons don't help admissions officers understand you as an individual. This is because so many people give these reasons. You probably do like helping people and that's great, now look deeper. Why do you like helping people? How did you come to like helping people? Why do you want to learn in this specific program to help people? The more completely you understand your reasons, the better you'll be able to convince admissions officers you're the right choice.

Part 3: Why are you the right candidate for the program? – 3rd and 4th paragraphs

After this, in the third paragraph briefly describe any experience you may already have in your area of study (if applicable). Think of any jobs, internships, projects and so on that you have done. It can be difficult for some people to think of any applicable experience they may have. If this is you, try talking to some friends or family that know you well. They may be able to help you think of some relevant experience.

Look back to the background and career goal from the first paragraph. This should be your point of reference when talking about your experience. Using the school's program description as a guide, talk about any related experience you have. The more direct the experience the better. If you don't have direct experience, choose the most closely related experience as possible. Be sure to reference how your experience relates to the program. This will show that you have a clear understanding of what the program is and how you fit into it. If there is any other information you really think the admissions officer should know about you, include it here.

Part 4: What do you want to do in the future? – Closing paragraph

In the final closing paragraph, you should very briefly describe your long-term career goals. Be very clear and specific when you write this. Also, notice how this is a bit different than the current goal from the first paragraph.

In the first paragraph you talk about what you want to do right now, in other words the next goal you want to achieve. The closing paragraph discusses where you want to be years from now. For example, your next step may be to become a manager in your field, but your long-term goal may be to be a director or CEO or whatever the applicable title for your field is.

Up until this point, you've talked about the past and present. These are important for showing how you fit the program right now. From the admissions perspective, they want to select students that have a long-term vision related to the program. The reason is that it shows you clearly see yourself as using what you'll learn to truly grow and contribute to your field of study. Why would an admissions officer want to admit a student that doesn't have a clear vision of how they want to grow their field? It doesn't make sense for them to choose a student that does not have a clear long-term goal over a student that does.

Final Considerations

You don't know how to start? How about starting with a mind map? A mind map is a diagram used to visually organize information. It is hierarchical and shows relationships among pieces of the whole (Your statement). Start by mapping all words related to the six points you need to address in your statement. Then, start to link each word with related words that can potentially become a sentence. Once you have created different sentences, you can start putting them together to form a paragraph. Remember always to go back to the text and to the information you need to provide. Writing a personal statement is a process and can't be done in one day. You will have to go back to the document and read it for many days before you can reach the final version.

TEG admission's team are happy to help with your statement of purpose and to guide you on the best possible way to deliver a successful application.

All the best and good luck!