Your personal statement can be the difference between securing a place and being unsuccessful.

Maximum length - 4000 characters, 47 lines

**Structure**
- Why do you want to study that subject?
- What makes you a good applicant (what relevant skills do you have)?
- What else do you do?

**Focus on**
- Why you chose to study this subject - demonstrate your enthusiasm
- Why we should chose you to study this subject
- Showcase your skills and experience
- Show your potential and stand out
- Your career plans and how your degree will help
- 75% academic content, 25% personal/hobbies

**Why have you chosen your subject?**
- Your current studies/work experience/voluntary work/EPQ or MOOCs/university tasters/subject related reading or podcasts/hobbies and interests
- What else do you do?
- Things that make you interesting (not necessarily related to the course - Sport/school/social responsibilities/special achievements)

**Top tips**
Opening sentence:
- Subject focused
- Avoid cliches

**Do:**
- Use appropriate language
- Double check spelling, grammar and punctuation
- Mention any wider circumstances that may have disrupted your studies

**Don’t:**
- Lie or exaggerate
- Include lists
- Copy from another personal statement