**1. Start with confidence**
A strong opening sentence will make it clear why you have applied to study a particular course.

**2. Don’t over complicate the structure**
Don’t write in one long paragraph. Clearly define experience, additional qualifications and aspirations.

**3. Be yourself**
Make sure it reflects your own personality and individuality.

**4. Be specific**
When you are talking about your strengths and qualities use examples to highlight your claims.

**5. Show them who you are**
Make it original and ensure it reflects who you are as an individual.

**6. Demonstrate your passion**
A significant amount of the statement should be focused on your chosen subject.

**7. Answer the question**
Why should we give you a place on the course? Don’t just write about yourself.

**8. What else have you done**
What have you been doing that is relevant and beyond the requirements of your A Levels.

**9. Work experience**
What have you learned from it?

**10. Write naturally, not like Shakespeare**
Your personality and your opinions are not a bunch of clichés.

Remember the **abc** rule and connect the dots:

- **a** the action
- **b** the benefit
- **c** the relevance to the course