



# ENROLL DIRECT



## MASTERING YOUR PERSONAL STATEMENT

One crucial part of the application process is writing a personal statement that is both professional and compelling. For many students this might be the first time writing such an essay.



### BEFORE YOU START Make a Mind Map

- Prepare
- What to Include
- How to Write
- Technical Details

Essentially, the personal statement is your opportunity to tell the admissions committee why you're a great fit for the program and how the course aligns with your career aspirations. Although it is encouraged to let your personality shien through your words, your personal statement should be structured like an academic essay with a clear introduction, body, and conclusion. You have 3,500 to 4,000 characters to craft a unique essay that stands out. We've compiled some essential tips and insights.

How would you do that? Here are our top tips to write a killer personal statement.



**CRAFT A WINNING PERSONAL  
STATEMENT WITH ENROLL  
DIRECT'S TAILORED SUPPORT**

## Don't Repeat Yourself

First and foremost, don't repeat yourself. Your name, grades, GPA all of that are already part of your application. Do not waste your very limited word limit on introducing yourself.

## The 70:30 Rule

Maintain a 70:30 Ratio of Academic to Personal Content. Your statement should focus on academic experiences, personal reflections must always go back to the main purpose: why do you think you are a fit for the university.

## Quote Sparingly and Accurately

If you include quotes, ensure they are from sources you have read and understood. Use them to support your points rather than fill space.

## Be Honest and Authentic

Exaggerations can be easily spotted. Be truthful about your experiences and qualifications. Authenticity resonates more than embellished stories.

## Avoid Overused Phrases:

Steer clear of clichés that admissions officers see all the time. Avoid phrases like: "I have always been interested in..." No, define the moment or the year when you realised this is what you want to be. Nobody has 'always' wanted to pursue a career.

## Proofread and Edit

Finally, meticulously proofread your personal statement to correct any grammatical or spelling errors. It's also helpful to ask a mentor or teacher to review it and provide feedback

## Why Choose Enroll Direct?

- Free Consultancy
- IELTS Reimbursement
- Job Placement
- Accommodation Support
- Proven Success



## The ABC Method

### Action

What have you done? Describe actions that have contributed to your development.

### Benefit

What skills have you gained? Be specific about how these skills are relevant to your academic and professional goals.

### Course

How has this prepared you for your chosen course? Show the admissions committee that you have a clear understanding of the course.



## The MACK Framework

### Maturity

Demonstrate your growth and readiness for postgraduate study.

### Ability

Highlight your academic and professional skills.

### Commitment

Show your dedication to the field.

### Knowledge

Exhibit your understanding and enthusiasm for the subject.

