

## Writing Your UCAS Personal Statement: A Student's Guide to Standing Out

Writing your **UCAS personal statement** is one of the most important steps in your university application. It's your opportunity to go beyond grades and show the universities who you are, what motivates you, and why you're passionate about your chosen subject.

You will need to answer **three structured questions**, each focusing on a different aspect of your preparation and motivation for university study. This guide will help you understand what each question is asking, how to plan your answers, how to write them effectively and in your own voice.



### Key Information

- 4000 characters or 47 lines—whichever is reached first
- You only get to write 1 statement for 5 choices, so make sure it's relevant to each course
- 350 minimum characters in each section

### Top Tips

- ◇ Your statement should reflect your personality and motivation – be positive and authentic.
- ◇ Use your own words in a clear, formal style, avoiding slang, chatty language, and clichés like “Ever since I was a young child...”.
- ◇ Check spelling, grammar, and punctuation carefully, and ask for feedback from family, friends, or college (tutor, pathway tutor, teachers, or careers).
- ◇ Struggling with the first line? Skip it and come back later.

## Using AI to Help Write Your Personal Statement

Your personal statement really is just that—**personal**. It's your chance to explain, in your own words, why you want to study your chosen course, what skills you've developed, and what experiences make you a good fit.

UCAS has written some guidance for students about using AI to help create their personal statement, but we strongly recommend that you check the individual universities guidance in addition.

Generating (and then copying, pasting and submitting) all or a large part of your personal statement from an AI tool such as ChatGPT, and presenting it as your own words, could be considered cheating by universities and colleges and could affect your chances of an offer.

[UCAS - A guide to using AI and ChatGPT with your personal statement](#)



[UCAS Personal Statement Guides](#)



[UCAS Writing your Personal Statement](#)



[How to Write your Personal Statement YouTube](#)

## **Question 1: Why do you want to study this course or subject?**

**What about this subject interests you?**

**What inspired you to study this subject? (e.g. a particular topic, place or experience)**

**Does your course link to any future career aspirations?**

**Why do you want to go to university?**

Use the ABC formula to help structure your answers:

**Activity** – what have you done, be specific?

**Benefit** – what skills/experience has it given you? What have you gained?

**Course/Career** – how is this relevant to the course (or your future career?)

**Keep examples relevant—get in the good stuff!**

**Example:**

### **Question 1: Why do you want to study this course or subject?**

**Applying for an undergraduate Law course:**

**Activity:**

Last year, I took part in a local mock trial competition where I played the role of a defence solicitor. Preparing my arguments, analysing evidence, and speaking in front of an audience gave me my first real insight into how the legal system works.

**Benefit:**

The experience helped me realise how much I enjoy thinking critically, working under pressure, and communicating complex ideas clearly. It also showed me how law plays a key role in making sure society is fair and just.

**Course/Career:**

Studying Law at university will allow me to develop the skills I need to understand legal systems in depth, and prepare for a career where I can advocate for others and contribute positively to society, possibly as a solicitor or legal adviser.

## **Question 2: How have your qualifications and studies helped you to prepare for this course or subject?**

**What about the subjects that you have studied at college has inspired you to choose this course?**

**Does what you are currently studying link to the chosen course?**

**Think about:**

- Transferable skills
- Academic achievements

Check your MyPD to see what you've done in college so far — it's a good starting point for your personal statement, especially if you're thinking, "I haven't done anything!"

**Studying ..... has helped me develop.....**

Here you reference your relevant skills – analytical, essay writing, presentation, research, problem solving etc. Give specific example of task or activity to evidence.

**Whilst studying ..... at college I particularly enjoyed..... topic because....**

Identify a topic that you enjoyed and explain why, e.g.: "In Psychology, I enjoyed the topic about memory, this led me to read/watch/research...."

**I have developed my interest in (chosen degree subject) by.....**

## **Example:**

### **Question 2: How have your qualifications and studies helped you to prepare for this course or subject?**

**Applying for an undergraduate Business Management course:**

**Activity:**

Studying A Level Business has given me a solid understanding of how organisations operate, from marketing and finance to leadership and strategy. Alongside this, BTEC Law has helped me understand the legal frameworks that businesses must work within, and Graphic Design has developed my creative thinking and ability to communicate ideas visually. One example that stood out was a case study on Tesco's pricing strategy, where I analysed consumer behaviour, financial data, and market conditions to assess the effectiveness of their approach.

**Benefit:**

These subjects and experiences have helped me develop a mix of analytical and creative skills, as well as a practical understanding of real-world business issues. The Tesco case study, in particular, strengthened my ability to think critically and interpret complex data to support business decisions. I've also improved my teamwork, problem-solving, and communication skills—key areas in business leadership.

**Course/Career:**

Together, my studies have given me a strong foundation for a Business Management degree, where I want to continue developing my leadership and entrepreneurial skills. My long-term goal is to work in business strategy or start my own company, using both creativity and analysis to make informed decisions and drive success.

**Question 3: What else have you done to prepare outside of education, and why are these experiences useful?**

**Hobbies, sports and activities**

E.g. "Attending training three times a week has helped me with my time-management".

**Work experience, shadowing or insight visits**

E.g. "During my work experience with Epsom Hospital, I gained an insight into the role of a nurse which has helped develop my communication skills. I was required to speak to a wide range of patients across various departments and received feedback from my supervisor that my communication style was warm and clear."

**Part time work**

Talk about part time work, expanding on the skills you have gained, e.g. "My part time job front of house at MacDonalds has helped develop my teamwork skills".

**Positions of responsibility**

E.g. "Volunteering as a student mentor has helped improve my confidence which I will need as a teacher".

**What can you offer the university? Do you want to join/create a club or society?**

**Activity** – what have you done, be specific?

**Benefit** – what skills/experience has it given you? What have you gained?

**Course/Career** – how is this relevant to the course (or your future career?)

**Example:**

**Question 3: What else have you done to prepare outside of education, and why are these experiences useful?**

Applying for an undergraduate Biology course:

**Activity:**

Outside of education, I play regularly for my local football team, was a member of my secondary school's student leadership team, and volunteered at my college's open evening, helping direct parents and answer questions.

**Benefit:**

Playing football has helped me build discipline, resilience, and teamwork—skills that are essential in both practical lab work and collaborative research. Being on the leadership team strengthened my communication and responsibility, especially when helping organise school events. Volunteering at the open evening gave me experience interacting with people in a professional setting and thinking on my feet, which improved my confidence and organisation.

**Course/Career:**

These experiences have helped prepare me for the independence and responsibility expected in a Biology degree, especially during fieldwork and group projects. They've also shown me how important communication and collaboration are in scientific careers, whether in research, healthcare, or environmental work.