

## TOP 10 DO'S AND DON'TS

DO strive for depth rather than breadth; narrow focus to one or two themes, ideas or experiences

DO tell the reader what no other applicant can honestly be able to say

DO provide the reader with insight into what makes you tick

DO be yourself rather than pretending to be the “ideal” applicant

DO be creative and imaginative, particularly in your opening remarks

DO address the particular school's unique features that attracts you

DO focus on the positive in the personal statement itself

DO evaluate your experiences rather than just recounting them

DO enlist others to proofread your essay for grammar, syntax, punctuation, word usage, and style

DO use a highly readable typeface with conventional spacing and margins

DON'T submit an expository resume which merely repeats information already provided in the application

DON'T complain or whine about the “system” or about your circumstances in life

DON'T get on a soapbox and preach to the reader

DON'T talk about money as a motivating factor in your plans for the future

DON'T discuss your minority status or disadvantaged background unless you have a compelling and unique story that relates directly

DON'T remind the school of its ranking among the various programs of its type

DON'T waste your personal statement opportunity with a hackneyed introduction or conclusion

DON'T use a gimmicky style or format

DON'T submit supplemental materials unless the school requests them

DON'T get the name of the school wrong