



**Laurels Education**  
The Winning Box, Aquis  
House, 27-37 Station Road  
Hayes, London UB3 4DX

## **SOP = Statement of Purpose – Guidelines**

The SOP is a fundamental part of your study application, as it explains something about yourself and your background, together with the reason why you had chosen the UK as study destination, why that specific course and university, and what are your future plans.

### The HEADLINE: **PERSONAL STATEMENT OF PURPOSE**

Full name:

Date of birth:

Course (*name of the course you applied for*):

### The BODY:

Write 6 paragraphs, between 500 and 700 words of length (almost 2 pages in word doc).

You should be clear and genuine in your writing and check any spelling or grammar mistakes before submitting it.

Use a formal tone, stay relevant and be positive!

1. Introduction
2. Academic background
3. Reasons why you want to study in that specific University, for that chosen course
4. Reasons why you wish to study in the UK
5. Future ambitions and goals
6. Conclusion

Below are some steps as a draft to help you write a good statement of purpose. Please note that these are only guidelines and are not intended to be exhaustive or creative. Our purpose of these guidelines is to give you a sense of direction in terms of the required content.

### **Introduction**

**In the first** paragraph you will introduce yourself and the reason of your SOP. You will need to include your name, a personal philosophy/motto that you like, a little about your personality, your areas of strength and finally your personal interests (hobbies/sports).





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You could also use this as an opportunity to acknowledge your family to be the source of motivation, encouragement and tremendous support. If you plan to take your spouse and/or your children along or for that matter, leave them behind ensure that you provide convincing explanations for the same.

### **Academic Background**

Explain why you are suitable. In chronological order, mention all of your academic achievements with the respective dates. Talk about your school career, any employment experience, what you learned or gained, your personal areas of interests (hobbies, sport, social or leisure), your skills and achievements; include examples of what you have done, experienced or even read that have helped you in your choice of degree and boosted your knowledge of the subject area. Mention the medium of instruction in school and in college and also your academic strengths, highlighting achievements and receipt of any awards, rank and scholarships in the relevant field if applicable.

If there is a similar course available in your home country, you will have to elaborate your reasons for not wanting to enrol there. Concrete and substantial links must be established, between your previous academic background and your proposed course of study.

### **Employment History**

In case of relevant work experience, a connection must be established with the proposed course of study. In the event of break/s in employment, mention and provide an explanation for the same. If you are working with the family business, highlight the scope and application of the proposed course of study in relation to the family's business interests.

### **Why I chose the UK**

Mention the reason why you chose the UK as study destination and not another country; why you decided not to study in your home country, which are the benefits that you will have in the UK that you cannot have elsewhere.

What is the UK famous for, what attracted you to come to this country.

### **Why I chose this course and this University**

Mention the actual reasons for choosing the proposed course, properly indicating your wish to specialize in the particular field as applicable.





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Check the university website and include at least 3 reasons why you have chosen that University (location/personal reasons/students satisfaction/awards/teaching excellence, etc.)

### **My Future Career Goals**

Explain the how this course can help you achieve your goals and the benefits for your future job career. The most successful applicants ensure that the information they include is relevant to their course in order to highlight their suitability;

You will have to explain why you want to pursue your chosen course of study in the Institution in the UK and after its completion, how it will help you in your career pathways. This point is absolutely essential and it must be explained very clearly. Mention your career aspirations, both short-term and long-term and how the UK qualification will help you achieve them. Also mention your plans of returning back to your home country or settling in the UK, and why. Please remember that your goals should be concrete and realistic and based on sound inferences.

### **Conclusion**

Lastly, you can mention how did you find about the programme at the university you are applying for and any special reasons in choosing the same. A good conclusion will create lasting impact and may express how studying your chosen course will allow you to pursue a career or achieve any other plans. It can also underline your motivation and determination.

Conclude by requesting the Institution to admit you into the program of your choice.

**Name:**

**Date:**

**Signature:**

