

## SOP DO's AND DON'Ts - CHECKLIST

A quick checklist to review your Statement of Purpose

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### DO

- + Open with a specific, personal hook that shows real motivation.
- + Use concrete examples and numbers (rank, GPA, project impact, results).
- + Name specific courses, professors, labs or facilities of the program.
- + Show a clear link between your past, the program and your future goals.
- + Keep it to 800 to 1,000 words and tailor a fresh version for each university.
- + Proofread carefully and keep the tone honest and professional.

### DON'T

- Start with a famous quote, a dictionary definition or a cliché.
- Repeat your resume line by line without adding insight.
- Use the same SOP for every university without changes.
- Exaggerate, lie or include information you cannot back up.
- Write vague goals like 'I want to be successful' with no specifics.
- Exceed the word limit or ignore the university's prompt.

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Use this checklist before you submit your SOP for study abroad.