

HOW TO 'SELL' YOURSELF ON A C.V OR JOB APPLICATION FORM

What is a personal statement?

The personal statement is your chance to show off your strengths, shout about your achievements and share your career aspirations. Your personal statement should be a small, bite-sized representation of who you are as a professional, and what you have to offer in terms of experience and ambition.

First step

What job are you applying for? – make the personal statement relevant to the job vacancy.

If it is a Health Care Assistant, start by saying you are caring individual. Put that you have had work experience in the Caring Profession and the skills you learnt.

Second step – sell yourself

Your personal statement should include a brief overview of who you are, your strengths and any work experience and/or education you've got. Be sure to include skills you've gained, such as time management, customer service, teamwork, computer skills etc.

“Enthusiastic school leaver with five GCSEs looking for an apprenticeship in the engineering field. Possessing good written and verbal communication and an interest in engineering which has spanned my lifetime with a particular passion for electrics. For my GCSE Design & Technology project, I built a working calculator and was awarded an A*. Looking for a start in the exciting world of electrical engineering where I can learn a trade and realise a lifetime ambition.”

How long should a personal statement be?

A personal statement should be a short and snappy description, ranging from 50 to 150 words. Remember, this isn't a personal essay or a cover letter. It's simply a summary of who you are as a professional. Recruiters and employers take mere seconds to look over your CV, so you want to be sure to grab their attention from the get-go.

How should I end my personal statement?

Your personal statement should end with your objective. It's a chance to wrap up your statement with an explanation of why you want the role and why you're the best candidate.

Examples:

- "Looking for a start in the exciting world of electrical engineering where I can learn a trade and realise a lifetime ambition."
- "Hoping to find my next challenge in the world of marketing, and to grow my digital portfolio within an innovative, exciting company."
- "Looking to start my career in Journalism in a role where I can build on the skills gained at University and work experience."

Personal Statement Do's and Don'ts

We've compiled a list of our key Do's and Don'ts to help you create the perfect personal statement.

DO

- Hook the reader's attention by adopting a polite, professional and positive tone
- Keep it short, precise and within the recommended length. It's important to be concise and to the point otherwise you'll sound muddled and lose the attention of your potential employer.
- Include a brief overview of your career history. Where have you worked

previously? What did you learn from the experience you have had?

- Highlight key areas of expertise. What do you excel at? What can you bring to the company?
- Include key skills. How do your skills match up the job description? What sets you apart from other applicants?
- Indicate the type of role you are seeking. Why does the role you're applying for appeal to you?
- Avoid cliches. Filling your personal statement with cliches makes your application impersonal and dull, and can also sound cringeworthy.
- Use the language of the job description. This show that you have read the job description thoroughly and have a comprehensive understanding of what the role requires.

DON'T

- Include unnecessary personal information e.g. if you are married, recently divorced or how many children you have. This will have no bearing on your potential employer's decision on whether you are competent for the role.
- Include anything negative – do not talk about your flaws! You need to present yourself in the best possible light so remain positive.
- Try not to be flamboyant or over the top – 9 times out of 10 this will not impress anyone.
- Be vague or regurgitate generic things. Your personal statement needs to be tailored to your specific skills and achievements. Simply copying an example you found online will make you appear lazy and disinterested and will NOT impress a potential employer
- Do not lie or exaggerate – you will be found out.

