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| **Introduction**  Demonstrate your excitement and enthusiasm about the course |  |
| **Subject knowledge**  Evidence your interest about the subject/ course you’ve applied for including wider reading, taster days attended, special projects. Discuss transferable skills and how they will help you in your university studies |  |
| **Work Experience**  Build a picture of you as a person and demonstrate how unique you are |  |
| **Conclusion**  Why you will be an asset to a university and the course. Where you expect your studies to take you and why they are important to your future |  |