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	
Extra-curricular activities 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	