

**APSU Writing Center**  
Application Essay

## **Application Essays**

- Application essays vary depending on the opportunity. This handout provides general guidance that can be adapted to different types of application essays.

## **Types of Application Essays**

- **Personal Statement:** Explains how your life experiences have shaped who you are and how they have prepared you for the opportunity.
- **Letter of Intent:** Emphasizes your academic or professional goals and explains why you are a strong fit for a specific program or opportunity.
- **Scholarship Essay:** Highlights your achievements and explains why you deserve financial support and how it would help you succeed.

## **Before You Write**

### **1. Understand the Prompt**

- Review the essay instructions for format, length, and requirements.

### **2. Answer Key Questions**

- Why are you applying? How will it benefit you?
- Why this program? How will it help your career?
- What makes you stand out? Do you have leadership skills or unique experiences?
- What motivates or interests you?

## **While Writing**

### **1. Brainstorm (10–15 minutes)**

- Write freely about the topic.
- Highlight ideas or stories that stand out.
  - **Examples:** leadership roles, personal growth, and challenges you've overcome

**APSU Writing Center**  
Application Essay

**2. Give Details**

- Focus on specific examples.
- Stick to a theme or topic for clarity.
- Be creative, but professional.

**3. Capture the Audience**

- Start with a story from your experience.
- Show your passion, motivation, and drive.
- Make the reader see the value you bring to the program.

**After Writing**

**1. Take a Break**

- Take a break from your essay before proofreading to read it with a fresh perspective.

**2. Proofread and Edit**

- Read your essay aloud to check for errors.
- Cut or revise anything that doesn't strengthen your essay.

**3. Peer Review**

- Get feedback from a tutor at the APSU Writing Center or a trusted peer.

**Common Mistakes to Avoid**

- Ignoring the prompt and going off topic.
- Repeating your résumé instead of adding depth and personal insight.
- Trying to cover everything rather than developing one or two strong themes.
- Submitting without proofreading for grammar, clarity, and organization.

**APSU Writing Center**  
Application Essay

**Sample Scholarship Essay Questions & Tips**

- Use the questions below to guide your writing.
- Give specific examples and show what makes you stand out from other applicants.

**1. What are your career goals, and how will earning a degree or certificate from APSU help you achieve them?**

- Briefly introduce your career goals.
- Expand on your short and long-term goals.
- Connect your goals back to APSU by explaining how the programs, resources, and opportunities will help you succeed.

**2. What is the most challenging aspect of attending college for you? What have you done to overcome it?**

- Clearly state your biggest challenge.
- Describe how it affects your college experience.
- Explain the steps you've taken to address and overcome it.

**3. Why should you be selected for this scholarship?**

- Highlight your personal qualities and strengths.
- Include academic achievements and accomplishments.
- Explain how you will contribute to the APSU community.

**4. Please describe any academic achievements, community service, leadership, or other personal characteristics that make you deserving of this scholarship.**

- List key academic accomplishments.
- Detail community involvement and leadership roles.
- Highlight personal traits that make you stand out.

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Application Essay Outline

**1. What are your career goals, and how will earning a degree or certificate from APSU help you achieve them?**

**2. What is the most challenging aspect of attending college for you? What have you done to overcome it?**

**3. Why should you be selected for this scholarship?**

**4. Please describe any academic achievements, community service, leadership, or other personal characteristics that make you deserving of this scholarship.**



## APSU Writing Center

### References

Kennesaw State University Writing Center. (n.d.). *Scholarship application essays*.

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