Consider your **audience**.

**U.S. Audience** – Academics from many fields

Readers are skeptical about feasibility

Readers are looking for excitement and novelty

**Host country audience \*KEY\*** – Local authorities (diplomats, government officials, etc.)

Readers share concerns about feasibility

Readers need to see (1) value of being in their country and (2) local support

Consider your **purpose**.

The purpose of your essay is to reveal who you are and what you are passionate about.  What aspects of your experience/accomplishments best reflect that?

Each essay should be united by a **thesis**.

Avoid abstractions, a general statement that anyone could write (i.e. “I want to change the world by touching the lives of others.) Use **concrete examples** that are unique to youand to your experience.

**PERSONAL STATEMENT**

Addresses **WHY?**

An authentic, passionate, and gutsy personal narrative/intellectual biography

Produces a picture of you as both a person and a potential award recipient

Emphasizes how the grant would affect your future life and goals

Tips to help grab the readers’ interest:

* Create action/movement
* Incorporate anecdotes
* Pose a question

**STATEMENT OF GRANT PURPOSE**

Addresses **HOW?**

Intellectual heart of application/guiding document

Goals in writing the statement:

* Reassure readers
* Provide a vision of your year abroad
* Provide an intellectual context
* Provide a sharp focus/research question
* Lay logistical groundwork /address practical concerns
* Explain methodology

Addresses the following questions:

* Where are you going?
* What are you doing?
* What is the central question or mission of your project or course of study?
* Why do you have to pursue it in X country?

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Writing Your Fulbright Essays

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