

# WRITING A POWERFUL AND COMPELLING STATEMENT OF PURPOSE.

This statement is your chance to add some color to your application. It's brief — about 500 words or a single page — but it's important as it helps put the “why” into your story.

## The introduction.

**Start with an opening narrative.** Where are you from? What has shaped your interest in accounting or finance? What are you doing now? Give us a little context that helps us understand your story.

## The reason you're applying.

**Next, make a connection with us.** Explain how a Master of Accounting (MAC) degree can enrich your life. And, why do you think you'd be a good fit for the UNC MAC Program? Let's get to know each other.

## Your goals and aspirations.

**Tell us where you're going.** Why are you ready NOW? How have you prepared yourself for this challenge? Outline your short-term and long-term career goals. Show us that you mean business!

## The difference you'll make.

**What's in it for us?** Building a diverse community of motivated students is important to us. How will you contribute? Tell us about any volunteer, leadership, or student ambassador positions you've held.

## The conclusion.

**Finally, wrap it up.** Reiterate your key points and tie everything together. What's the one thing we really need to remember? Be interesting and leave us with a good reason to get excited about you!

Introduce yourself.

Tell us why you're here.

Share your goals.

Demonstrate your impact.

Wrap it in a bow.

**We're here to help.** Our admissions and career specialists can answer any questions you have about the Statement of Purpose, other parts of the application, or the UNC Master of Accounting Program. Simply contact us at [mac\\_info@unc.edu](mailto:mac_info@unc.edu) or 919-962-3209.

**START your application**



KENAN-FLAGLER  
BUSINESS SCHOOL

MASTER OF ACCOUNTING

[www.mac.unc.edu](http://www.mac.unc.edu)