

General Comments

Overall, this is a very good answer to the question. You narrate several arresting and important experiences from your work and academic life, and convey a sense of how driven to succeed you are that will make you stand out from the other applicants. You are very good at laying out the details of your accomplishments, and you have some excellent in-depth descriptions that give your reader a good sense of what you have been through and achieved.

Here are some strategies for improvement:

- Organization – It is always a good idea to sign-post at the beginning of an essay, letting the reader know the kinds of experiences and personal qualities that you will be discussing.

- Description and context – It is helpful to try to think of your essay from the point of view of the reader. You may know the company names and easily grasp numerical data, abbreviations, and project-specific terminology, but a reader who does not know you will always need more context in order to understand your narrative.

- Irrelevant or extraneous information – Since this is a personal essay, all of the information you include should be about you. While in a general interest essay it would be useful to include a brief summary of what a financial analyst is and why such a profession is important in the world, in this case, your reader already knows the answer to both of those questions. Instead, spend the words you have dealing specifically with yourself and your experiences.

INITIAL DRAFT with specific comments

Currently the senior student majoring in financial management, I hereby submit my application to your prestigious university so as to improve myself in-depth and reach a new height in accounting. I want to earn a Master's in Accounting because I am strongly interested in money matter and concerned about social work, financial analyst may be an appropriate choice after my graduation.

Accounting is footstone for the whole financial market. Boss needs financial reports to adjust investment strategy, CFO needs financial analysis to predict future development, and government officer needs financial affairs to regulate capital. Accountants provide solutions with professional judgment, the work attracts me intensively by its variety, dynamo, and challenge. Based on sound logic, I could disclose efficiently and effectively to the stakeholders and help organizations to remain healthy and grow.

In 2008, I fought for a chance to Hong Kong University (HKU) and Mass Mutual Asia Ltd. In the Business Elite Internship Program, I gave a specific presentation to establish financial planning and strategy for clients in his 60s. I recommended people to put money into global equity fund and bond fund whose yield rate is higher than the inflation rate as portfolio to decrease the risk besides refund and interest from long-term investment. Further research in the fund portfolio assisted me in manipulating PES system to project investment compounding consulted past performance of funds, balanced risk among Geographical, Sector, Index, finally got convincing report with return rate of 37.76%, adjusted portfolio ratio at 1.70. I managed to evaluate cost with Portfolio theory of financial management and control the budget effectively for my client. This achievement accumulated hands-on experience in financial analysis, and let me find out that to be a financial analyst, I could not only participate in business decision but also help customers indirectly. Confidentiality, unbiased decision-making, and giving the best possible service and advice were part of the charm of accounting I felt personally.

I deem myself a qualified candidate. Persisted in keeping accounts for 4 years incessantly, quitted all leagues and fought for my overall GPA that added 0.5 score finally, mailed worldwide postcards to 15 countries to read a dream of traveling, and took TOEFL 3 times to get satisfying mark. In PricewaterhouseCoopers (PwC), I overworked to pack up the databases and customer materials of 31 provinces for audit samples related in syndicated loans, commercial financing, loan reserve and bad debt, called each enterprise to notify the bank confirmation 6 hours continually every day for 5 days. "Win or Go home" direct me along the life path.

In the process of preparing myself for advanced study, I obtained a solid academic background in financial management that is the core course in accounting. To dig deeper, I initiated a research program to analyze Chinese list companies in international cross-listings. We calculated the cost of capital using Stepwise and found out 3 main factors. Stock price and PE were in direct proportion to the cost of capital and the dividend rate inversely. We suggested list companies to disclose financial information in the notes of financial statement, when shareholders got comprehensive acquisition, they may invest more. We published the final paper on that is

Audit firm is a good start for me in the accounting field. When sophomore vacation came, I took an intern in Audit department in PwC at the Bank of China. I read support documents such as the contracts, audit evidence, accounting vouchers to ensure the Existence, Validity, and Completeness in the loan audit disclosure. I checked up fax copies sent by companies, noted audit working papers and soon found out plenty of information were out-of-date or inaccurate, it lead to bad quantity of the audit samplings. I self-studied

Comment [AW1]: You do not need to give this kind of explanation of your personal statement – it is better to use the small word count they allow you to expand on information about yourself.

Comment [AW2]: It is always best to make each application specifically tailored to each university. Even if you are planning to reuse the essay (which is completely fine, of course), you should still include the actual name of the institution you are applying to here.

Comment [AW3]: An excellent way to summarize what is to come in the essay. I will restructure the way you present your experience in the essay to correspond to these two interests. I will also add to the introductory paragraph a quick description of your qualification – your passion for ..

Comment [AW4]: Although this speaks to your deep interest in this field, this description of accounting is not necessary. This is a personal ..

Comment [AW5]: This paragraph is only about your time at MassMutual Asia, so I will move the information about HKU to the next paragraph and ..

Comment [AW6]: It is best not to use abbreviations that your reader might be unfamiliar with. What is PES?

Comment [AW7]: In formal writing, it is standard practice to write out all numbers less than twenty.

Comment [AW8]: This is a little unclear. Did you quit sports leagues? Other kinds of activities?

Comment [AW9]: This is also a little unclear. Did you keep up correspondence with people in 15 countries? Or collect postcards from those countries? ..

Comment [AW10]: I will move this section into the paragraph where you describe your time at PwC, and I will continue the discussion of your academic ..

Comment [AW11]: Great summary of your attitude! I will move this to the beginning to clarify what you are like as a person and as a worker.

Comment [AW12]: Again, please spell out what this abbreviation stands for.

Comment [AW13]: Please add in the missing details here!

CPA materials, realized one of the responsibility of external auditor is to guarantee audit test accord with standard auditing process and report opinion. I called each client to ask for latest information and updated them on the working paper. Practical work let me experience the gap between school knowledge and firm case, I have to explore more gradually by myself.

Comment [AW14]: This is an excellent description of a very important experience.

When interned in China Merchants Bank, I read financial reports audited by the credit Dept. As a potential accountant, I looked through cash flow statements case by case, found out Huayi Bros. Media Group, the biggest civil film corporation I paid attention for a long time, borrowed 5000 million Yuan from Merchants Bank to change financing channel, and propaganda by itself. With bank regulation stepped into, a civil corporation may clarify its financial process, and decreased unnecessary cost. Furthermore, Huayi Bros. Media Group could standardize its financing activities without uncertain investment. This is the first case I analyzed personally and recognized by the manager. Financial analysis based on financial reports adjusts business operation efficiently and generally. I admire work with objectivity, profession and duty to society when provide specific and convincing advices for clients.

I am passionate and social. I enjoy life from various angles. I lied on the grass in Huhehaote watching galaxy stretching to the horizon, filling the heart with admiration; I stood on the relics of earthquake in Sichuan Province, reconsidered the life meaning; I decided to go abroad, misunderstanding never defeats me, graduation application to me is as the preparation for a evening party in the school committee in the first two years in my college life, I plan, design, administrate, solve the problems, cooperate with teammates, when someone rings down the curtain, all hardship deserves, I achieve to handle the high strength and reach a higher start.

Comment [AW15]: Because you have not talked about this part of your work experience, the introduction of it here is a little unclear. The rest of this paragraph is an excellent way to reveal some other shadings of yourself and make yourself stand out in the eyes of the reader!

Masters of Professional Accountancy degree program directs an international orientation with strong empirical content. I really appreciate your internship to help students decide whether they should begin their professional career in public accounting. And I would like to follow diverse faculty who with significant business experience. I firmly believe that I will benefit a lot from your master program.

On the whole, as a sincere candidate who has passion and critical thinking in the financial field with mature management skills, I believe I will be a valuable candidate for your master program.

EDITOR'S FIRST REVISION

With my unflagging perseverance and my passion for the dynamic, varied, and socially conscious challenge of being a financial analyst, I am eager to earn a Masters in Accounting from **[insert university name here]**. From my academic and professional experiences, I have learned that I have a deep interest in pursuing a career in such a universally important line of work. I have also discovered, as someone whose mantra has been “Win or Go Home,” that my strong determination to succeed is an excellent match for the intensive research skills, logical approach, and discretion required by this demanding field.

To overcome the initial difficulties of my studies at Hong Kong University, I threw myself into my four years as a financial management major. I was completely dedicated to improving my GPA – and eventually, through my hard work, my overall score went up half a point. Similarly, because I was committed to pursuing my advanced studies abroad, I took the TOEFL exam three times until I was able to earn a satisfying result. One of my most interesting undergraduate projects was the research program I designed to analyze Chinese companies in international cross-listings, which are **[a brief explanation of what cross-listings are]**. This research was eventually published as **[citation of your paper]**. To get a full sense of **[brief explanation of why you researched these companies]**, my project team and I calculated the cost of capital using Stepwise Regression, a statistical tool. We determined that each company’s stock price and its price-earnings ratio were in direct proportion to the cost of capital and in inverse proportion to the dividend rate. Using these findings, we suggested that list companies should disclose this financial information in their financial statements, arguing that when shareholders understand comprehensive acquisition strategy, they may invest more.

The critical thinking and attention to detail that led to the publication of my research was also invaluable when I worked in the Pricewaterhouse Coopers Audit department on assignment at the Bank of China during my sophomore year. I was responsible for packing up the audit sample databases and customer materials related to syndicated loans, commercial financing, loan reserves, and bad debts, for 31 provinces. Because of the overwhelming nature of this task, I did not hesitate to work overtime to make sure that I could complete it. In addition, I used my internship’s opportunities to read and learn from accounting support documents, such as contracts, audit evidence, and the accounting vouchers used ensure the existence, validity, and completeness of loan audit disclosures. By checking audit working papers, I noticed that much of the information being used by the audit sampling was either out of date or inaccurate. Taking the initiative, in order to remedy the situation, I called each of the firm’s clients to ask for the latest information and to update them on the working paper. Through this experience, I learned the important lesson that there is frequently a gap between school knowledge and its practical application in the real world.

To further my understanding of the way financial management works in a non-school setting, in the summer of 2008 I won a spot in the Business Elite Internship Program at MassMutual Asia Ltd. This program was an excellent opportunity to learn about personal financial planning, and the way in which as a financial analyst, I could not only participate in macro business decisions, but also to help individual customers directly. During my time at MassMutual, I established a financial planning strategy for older clients nearing retirement. In a specially prepared presentation, I recommended that people in this demographic should invest in global equity funds and bond funds whose yield rate is higher than the inflation rate in order to decrease portfolio risk and to maximize interest. Using the **[spell out what PES stands for]** system, I projected the future performance of such investments, incorporating my research into the past performance of the funds and balancing the funds’ risk between geographical and sector indexes. My calculations allowed me to generate

a fund mix with a return rate of 37.76%, with an adjusted portfolio ratio of 1.70. At the same time, I evaluated any future costs with the portfolio theory of financial management, and was thus able to control my clients' budget effectively. Overall, this internship gave me an indelible hands-on experience in personal financial analysis, where tact, confidentiality, and unbiased decision-making are key.

These skills were crucial to my success as an intern at China Merchants Bank in the summer of 2009. As an accountant in training, I read financial reports audited by the credit Department. Looking through cash flow statements case by case, I discovered that Huayi Brothers Media Group, a large privately owned film company, had borrowed 5000 million yuan from Merchants Bank in order to change its financing channel and propaganda by itself. I realized that because of recent bank regulation, Huayi Brothers, as a private corporation, could clarify its financial processes, decrease costs, and standardize its financing activities by **[clarify what the company would need to do to accomplish this]**. Although this was only my first time analyzing a cash flow case, the manager of my division recognized and complimented my achievement. I was fascinated to learn that conducting investigations based on financial reports can be used to increase efficiency in any business model, relying on the objectivity and general savvy of the analyst to provide specific advice for clients.

I would be thrilled at the chance to study with your diverse faculty and to benefit from your impressive preparation program. I also believe that I would bring a positive energy to **[name of institution]**. I have laid on the grass in Huhehaote, watching our galaxy stretching to the horizon; I stood on the relics of the earthquake in Sichuan Province, considering what is truly important in life. With my optimistic outlook, my genuine enjoyment of life, my thoughtfulness and introspection, and my upbeat and cooperative relations with colleagues and teammates, I am sincere and enthusiastic, and an excellent critical thinker with mature management skills.