Identify whether the statements below are a “rule” you want to follow or “pitfall” you want to avoid by writing the word “rule” or “pitfall” beneath the statement. Then, explain in your own words why this is a “rule” or “pitfall”.

1. Strive for depth rather than breadth.

2. Do not use boring cliché intros or conclusions.

3. Do not discuss your minority status or disadvantaged background unless you have a compelling and unique story that relates to it.

4. Provide the reader with insight into what drives you.

5. Evaluate experiences, rather than describe them.