

Instant Hook Brainstorm Worksheet

Draft your personal statement hook in under 10 minutes.

Step 1: Choose Your Approach

Select one style you'll experiment with (circle one):

- Scene – vivid, in-the-moment description
 - Dialogue – something you or someone else actually said
 - Turning Point – the moment something changed for you
 - Quiet Emotion – a still, powerful moment that stuck with you
-

Step 2: Mine Your Memories

Write down 3–5 moments from your journey to becoming a PA that still feel emotionally charged.

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Step 3: Zoom In on One Moment

Answer these questions about your chosen moment:

- Where exactly was I? _____
- Who else was there? _____
- What could I see? _____
- What could I hear? _____
- What could I feel/smell? _____
- What single detail tells the whole story? _____

Step 4: Draft Three Openings

Keep each under 25 words. Don't overthink.

1. _____
 2. _____
 3. _____
-

Step 5: Gut Check

Read your lines out loud. Check the boxes if true:

- Sounds like my real voice
- Would make me keep reading if I were on the admissions committee
- Raises a question the reader will want answered