

# "Motivation Video" Guide

This section is important for us to understand who you are not only as a potential student but most importantly as a person. This offers you the opportunity to **showcase your uniqueness and creativity** (personality, skills, experiences & attributes).

## Here are some tips:

- Cover the 3 pillars on the right
- Be authentic: the video should reflect your personality
- Be creative : you can use online montage tools, voice over, etc
- Be concise: 2 minutes is the maximum
- Speak smoothly, clearly and confidently
- Rehearse your speech



## SELF-PRESENTATION

Who you are (brief recap of background)  
Focus on what makes you special? Why should we select you?



## MOTIVATION

Why do you want to join SMU? Why is it the place where you'd like to spend the next 3 years?



## PERSONAL GROWTH

How do you see your future? What is your mid-term objective? What drives you?

