Your statement will be one of the few opportunities you get to talk about yourself. In your statement, you want to sell yourself and you want the admissions committee to know that you are a strong applicant. You may with to use these questions to get you started writing your personal statement.

Which field of study am I pursuing?

To which school am I applying?

Why am I applying to this graduate program?

What are my interests in this field?

Research:

Personal interest (How long have I been interested? Why am I interested?):

What related experience do I have? (Paid or volunteer? How long? Which program? Who was my supervisor?) What did I learn from this experience?
What are my career goals? Why?
(Here, you want to recognize your strengths and possibly mention why you believe your weaknesses are ultimately strengths.)

What are my strengths? Do I have any weaknesses to *briefly* explain? (low grades, a poor semester, an educational leave, etc.) What have I done, or what am I doing to strengthen my weaknesses?

What do I want the admissions committee to know about me?

Why should the admissions committee admit me into their program? Why should the program choose me over someone else? What is special about me and about my commitment to this field and / or this program?