**MOTIVATIONAL COVER LETTER**

**Opening**

**Dear Sir,** *Formal, male recipient, name unknown*

**Dear Madam**, *Formal, female recipient, name unknown*

**Dear Sir / Madam,** *Formal, recipient name and gender unknown*

**Dear Ms. Smith,** *Formal, female recipient, name known, marital status unknown*

**To whom it may concern**, *Formal, recipient/s name and gender completely unknown*

**I wish to apply for the post of/ position of… (which you) advertised in…on… .**

*Standard formula for applying for a job whose advertisement you saw in a newspaper or magazine*

**I am writing in response to your advertisement posted on…**

*Standard formula used when responding to an advertisement posted online*

**I refer to your advertisement in…dated… .**

*Standard formula used to explain where you found the advertisement for a job*

**I read your advertisement for an experienced…in the…issue of…with great interest.**

*Formula used when applying for a job having seen the advertisement in a magazine or periodical*

**I have pleasure in applying for the advertised position, as…**

*Standard formula for applying for a job*

**I would like to apply for the position of…**

*Standard formula for applying for a job*

**Currently I am working for… and my responsibilities include…**

*Used as an opening sentence to describe your current occupational status and what it involves*

**I am writing in connection with regard to the vacancy in your Sale Department**

Motivational Cover Letter - Reasoning

**I am particularly interested in this job, as…**

*Used to explain why you would like a certain job*

**I would like to work for you, in order to…**

*Used to explain why you would like a certain job*

**My strengths are…**

*Used to show what your key attributes are*

**I would say that my only weakness / weaknesses are… . But I am looking to improve in this / these area/s.**

*Used to reflect upon your weaknesses, but show that you are determined to improve in those areas*

**I would be well suited to the position because…**

*Used to explain what makes you a good candidate for the job*

**Although I have no previous experience in…, I have had…**

*Used if you have never had the chance to work in a certain business field, but can demonstrate qualities from other experiences you have had*

**My professional qualifications / skills appear to be well suited to your company's requirements.**

*Used to explain what skills make you good candidate for the job*

**During my time as ..., I improved / furthered / extended / my knowledge of…**

*Used to demonstrate your experience in a certain field and ability to aquire new skills*

**My area of expertise is…**

*Used to show in which field of work your main attributes and experiences are*

**Whilst working at… I became highly competent in…**

*Used to demonstrate your experience in a certain field and ability to aquire new skills*

**Even when working at high speed, I do not neglect accuracy and would therefore be particularly suitable for the demands of working as ….**

*Used to explain why you would be good at the job using the experience gained from your previous employment history*

**Even under pressure I can maintain high standards.**

*Used to show that you can work in a demanding business environment*

**And thus I would have the opportunity to combine my interests with this placement.**

*Used to show that you have a personal interest in the job*

**I have a lively interest in … and would appreciate the opportunity / chance to broaden my knowledge by working with you.**

*Used to show that you have a personal interest in the job*

**As you can see from my enclosed résumé, my experience and qualifications match this position's requirements.**

*Used to highlight your résumé and show how well the job would suit you*

**My current position as…for...has provided me with the opportunity to work in a high-pressure, team environment, where it is essential to be able to work closely with my colleagues in order to meet deadlines.**

*Used to display what skills you have gained from you current job*

**In addition to my responsibilities as..., I also developed…skills.**

*Used to show additional skills gained from your current job. Skills that may not normally be associated with your occupational title*

**Motivational Cover Letter - Skills**

**My native language is…, but I can also speak…**

*Used to show your native language, and also other languages in which you have fluency*

**I have an excellent command of…**

*Used to show non-native languages that you can communicate to a high level in*

**I have a working knowledge of…**

*Used to show non-native languages that you can communicate to an intermediate level in*

**I have …years experience of working…**

*Used to show your experience in a certain business area*

**I am an experienced user of…**

*Used to show what computer software you can use*

**I believe I possess the right combination of...and… .**

*Used to show how balanced your skills are*

**Excellent communication skills**

*The ability to share information with and explain things to your colleagues*

**Deductive reasoning**

*The ability to understand and explain things quick and effectively*

**Logical thinking**

*The ability to construct one's ideas in a precise, well thought-out manner*

**Analytical skills**

*The ability to assess things in detail*

**Good interpersonal skills**

*The ability to manage and communicate with colleagues effectively*

**Negotiation skills**

*The ability to do business deals with other companies effectively*

**Presentation skills**

*The ability to communicate ideas effectively in front of a large group*

**Motivational Cover Letter - Closing**

**I am highly motivated and look forward to the varied work which a position in your company would offer me.**

*Used when closing to reiterate one's desire to work for the company*

**I see new tasks / this position as a welcome challenge, which I look forward to.**

*Used when closing to reiterate one's desire to work for the company*

**I would welcome the opportunity to discuss further details of the position with you personally.**

*Used when closing to hint at the possibility of an interview*

**Please find my résumé / CV attached.**

*Standard formula used to tell the employer that your résumé / CV is included with the cover letter*

**I can supply references from…if required.**

*Standard formula used to tell the employer that you are willing to provide references*

**References can be requested from…**

*Used to tell the employer that you are willing to provide references and who they can contact for these*

**I am available for interview on…**

*Used to indicate when you are free for an interview*

**Thank you for your time and consideration. I look forward to the opportunity to personally discuss why I am particularly suited to this position. Please contact me via…**

*Used to give one's position*

**Yours faithfully,** *Formal, recipient name unknown*

**Yours sincerely**, *Formal, widely used, recipient known*

**Respectfully yours,** *Formal, not widely used, recipient name known*

**Kind/Best regards,** *Informal, between business*