

LECTURE -02

Letter of Motivation

Course Instructor: Laiq Hasan

What is a Letter of Motivation?

- A *Letter of Motivation (LoM)* is a one-page letter that is used to describe why you are the perfect candidate for a certain position.
- Personal Statement or Statement of Purpose (SoP) is similar (sample annexed).
- It is where you introduce yourself, your story, and show your interest in the position and the organization you are applying to.
- It is usually attached to your resume.

Where is it required?

- LoM is usually required when
 - You are applying to get admitted to an educational program at a college or university.
 - You are applying for a job or internship at some company.
 - You are applying as a volunteer in an organization.

Why does it matter?

- All organizations look for people who genuinely want to be there and are excited about what they do.
- A good LoM can be an absolute game-changer.
- It can provide a real boost to your resume.

Structure of LOM

- Typically, a LoM has the following structure
 - Opening.
 - Body.
 - Conclusion.
- Certain guidelines must be kept in mind for the content that goes into each of these sections to write an effective LoM.

I. Opening

- The introduction of LoM must address the following questions.
 - What are you applying for? Where?
 - Who are you and what do you do?
- Make a brief pitch here by talking about your academic performance and the relevance of your qualification.

Opening Sample

The HR Manager,
Pakistan Tobacco Company Limited

Subject: **Application for PTC Summer Internship Program 2018**

Dear Sir,

I am writing to express my interest in securing a position as a Finance intern in the PTC summer internship program 2018. I am currently pursuing an Accounting and Finance degree from Lahore University of Management Sciences and have maintained a GPA of 3.6 through a well-balanced program of study, which is not only very analytical and technical by nature but also helps to build leadership and team building qualities.

2. Body

This is the main part of your motivational letter. Here you should

- Talk about stories behind your achievements, skills, and passion for whatever you are applying for.
- Emphasize on your understanding of your prospective employer.
- Tell the reader about what you bring to the table.

Body Sample

Pakistan Tobacco Company is one of the market leaders in tobacco industry and has sustained its unassailable reputation over the years. Further, I am driven by the company's continuous investment in sustainable and environment-friendly endeavors as depicted by the Sustainability Initiative Awards that it has received over the years.

Moreover, I am attracted to roles that could make a holistic impact on the lives of the stakeholders and Finance is a perfect encapsulation of that. My passion for finance can be illustrated from the fact that that I have taken a diverse range of Finance courses ranging from something as theoretical as "Intermediate Finance" to as practical and relevant as "Corporate Governance". I have managed a hypothetical insurance company's portfolio worth 20,000,000 for an investment project which included real time trading and up-to-date technical analysis. I believe that this internship can provide me with an opportunity to polish my skills while offering PTC with an intern who is drenched in passion and is not afraid to think out of the box.

Body Sample Sentences

- Some sample sentences that can be used in the body
 - My passion for _____ started when _____.
 - I want to _____ because _____.
 - I have been part of _____ for ____ months/years. It is the best thing for me because _____.
 - I remember once when I _____, which made me realize that I _____.
 - _____ resonates with me because _____.
 - What distinguishes me from my peers is _____.

3. Conclusion

- In concluding paragraph of the letter, you should
 - Briefly summarize your main points - “I believe I would be a good fit for the program because of _____.
 - Mention your overarching goal - “I would love to be a part of _____, as it would allow me to _____.
 - Thank the reader and conclude the motivational letter.
 - Mention your contact details if you did not mention them at the start of the letter.

Conclusion Sample

Thus, I would appreciate the opportunity to work with Pakistan Tobacco Company Limited. Please find enclosed my resume for your review. I would be happy to send you any additional materials. Further, I can be reached via email at ahmed.afzaal97@gmail.com or by phone at (+92)331-9945567.

Thank you so much for your consideration; I look forward to hearing from you.

Putting it all Together

The HR Manager,

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Pakistan Tobacco Company is one of the market leaders in tobacco industry and has sustained its unassailable reputation over the years. Further, I am driven by the company's continuous investment in sustainable and environment-friendly endeavors as depicted by the Sustainability Initiative Awards that it has received over the years. Moreover, I am attracted to roles that could make a holistic impact on the lives of the stakeholders and Finance is a perfect encapsulation of that. My passion for finance can be illustrated from the fact that I have taken a diverse range of Finance courses ranging from something as theoretical as "Intermediate Finance" to as practical and relevant as "Corporate Governance". I have managed a hypothetical insurance company's portfolio worth 20,000,000 for an investment project which included real time trading and up-to-date technical analysis. I believe that this internship can provide me with an opportunity to polish my skills while offering PTC with an intern who is drenched in passion and is not afraid to think out of the box.

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Assignment

- Write a LoM for a position in a company or Masters program in a university of your choice.
- Elaborate the difference between LoM and SoP.
- Submission deadline: Next Tuesday.

Acknowledgment

The content presented in this lecture is inspired by miscellaneous sources.

- [what-is-a-motivational-letter-and-why-it-matters](#)
- [Writing a successful motivation letter](#)