

## Motivation letter

Your motivation or cover letter is 'part two' of your application. Your CV is a fact sheet with facts, such as your education and work experience. Your motivation letter gives you the opportunity to show your personality and express why you are the best candidate for the job. Make sure your motivation letter supports your CV and emphasize relevant information about your competencies and experience. Analyse, before you start, the vacancy and make sure you receive the information you need to write a good and catchy motivation letter. LinkedIn can be of help.

### General tips

- Use short sentences and active language, get 'to the point';
- Let your letter connect to your CV, but avoid literal overlap. In your CV you can identify things that you then explains in your letter;
- Avoid negative words;
- Check the name and function of the reader;
- Be convincing, but never intrusive. Do not put conclusions in your text, but express your arguments so that the recipient can draw a (positive) conclusion;
- Put yourself in the shoes of the reader. He wants to know "what's in it for me?" Do not focus on what the company and / or the function can do for you;
- Customize your CV for every application, add, remove or emphasize relevant competencies or experience;
- Avoid abbreviations and specialized language;
- Be aware of spelling mistakes;
- No more than one page and fill only two-thirds of the page with text;
- Send your CV as a PDF file and put your name in the subject of the document and email;
- Get someone else to proof-read your letter before you send it.

### Structure of the letter

Your name and address

Company's address and name of the contact person

Location and date

Relating to (including: vacancy number)

Dear Madam/Sir X, (make sure you know the name and position of the contact person and do not just send a letter to 'dear sir/madam' or 'to whom this may concern')

### Paragraph 1: Grab their attention

You draw attention to your letter by showing that you have conducted research on the company beforehand. This can be shown by knowing what the working atmosphere is like (formal or informal), and by knowing which tone to use while addressing the recruiter. You can for instance refer to a pleasant phone conversation you have had with someone from within the organization, or indicate any other already existing connections you have established.

### **Paragraph(s) regarding your motivation**

These paragraphs should include your main reasons for wanting to work for organization X. Try to be original instead of naming all the obvious reasons. Have you been an intern at a similar organization? To strengthen your motivation you can use this internship as an example to illustrate your experience in this field.

You should convince the reader that you are the perfect candidate for the job. For positions in the Netherlands you do not literally write down why you think you are the perfect candidate, but you convey these points by referring to your experience (academic or professional), your qualities and your skills. You link these aspects to your desired position, so that the reader will be convinced as to how you will be the solution to any issues an organization may have.

### **Conclusion**

Make sure that the language of the final paragraph matches the content of the letter and your personality.

*Example:*

I welcome the opportunity to further elaborate on my CV and motivation during a personal interview. I look forward to your reply.

Kind regards,

X X

Attachment: curriculum vitae