

‘SEUN AJAYI’S TOP-NOTCH MOTIVATION SAMPLE: AWARDS INCLUDED

FIRST PARAGRAPH

- i. *Why are you the best applicant/Why should you be selected? Answer this with your:*
 - a. Past Academic (results)
 - b. Professional Certifications
 - c. Skills (ensure the specific skills align with the programme/scholarship; talk about how you have translated your skill (skill must be relevant to the opportunity/scholarship) to solve a crucial challenge – university/company, country, year)

SECOND PARAGRAPH

- ii. *How will the programme/scholarship/opportunity shape the direction of your career? Answer this by doing the following:*
 - a. Identify a specific problem in your location (city/country); make about 2 or 3 references to back up your claim/assertion – this should be in 2 or 3 sentences!
 - b. Motivate a strong need to solve that specific problem in a sentence! If the problem is not solved, what are the literature backed consequences and how does it limit the vision of any of the SDG areas. Connect this with other points below
 - c. Identify the specific values/philosophies (on their website) that align with your interest (career)
 - d. Talk about your **SPECIFIC** plans (with dates) for the next five (5) years; an example is to talk about a certain journal – *Journal of Real Estate Finance* – *Identify some of their staff profile on ResearchGate and Google Scholar* – See if a certain cutting-edge methodology has been adopted for a study similar to your research interests. Remember, you are trying to motivate to be trained in a bid to solve that problem in the next 3, 5, 7, 11 years etc
 - e. Tell them you are confident of the benefits accruing from that particular staff in their school/department.
 - f. BE SPECIFIC!

THIRD PARAGRAPH – PhD Specific!!!

- iii. *Why the Professor/Host/Supervisor? Answer this by:*
 - a. Identifying his or her specific research interests – mention the link between his/her interests and yours
 - b. Noting his or her abilities to attract grants – tell them it would be a life-changing experience to be under him or her
 - c. Noting his or her specially recognized projects – Best paper award, Impact factor on ResearchGate, Citations etc

FOURTH PARAGRAPH

- iv. *Why the University? You need to be innovative when you are answering this.*
 - a. Search for their graduates on LinkedIn and identify about 2 or 3
 - b. Filter in those who are performing well – perhaps they now hold top positions in multinationals or conglomerates or even top-ranked universities
 - c. Tell them you wish to secure the type of exposure and experience they (alumni) had while at the University.

- d. You also need to also mention the fact that a place at the university will expose you to more networking opportunities to help land top jobs around the world
- e. You may check their website for a particular prestigious event they hold annually; tell them you want to be part of it – if you have a skill that can make you volunteer to help them improve, mention it; advise also on where you have used same skills and the outcome(s).

FIFTH PARAGRAPH

- v. *Why the country?* Answer this by looking at the Human Development Index
 - a. What is their post-schooling policy like?
 - b. Do they have good economic skills to enhance skills of foreigners?
 - c. How do they rank in education in the world?
 - d. Do they have a special annual event that attracts foreigners?
 - e. Tell them you will like to be part of e.

This is how to write a compelling Letter of Motivation. Your reviewers will put your application in the box of WINNERS.

Thank you.

Some of the Awards I have won and by God's grace:

2017: Best Lecturer Award, Obafemi Awolowo University, Nigeria
 2017: TETFund Award, Nigeria - \$24,000
 2018: International Real Estate Business School Research Grant, Germany - \$1,200
 2019: Postgraduate Conference Research Grant, Wits University South Africa
 2019: DAAD Scholarship, Germany – 10,000 Euros
 2020: James Webb Doctoral Research Grant, USA - \$600 + Free Registration and Accommodation (postponed/CoronaVirus)
 2020: Postgraduate Conference Research Grant, South Africa - \$1500 (postponed/CoronaVirus)

Seun Ajayi
 Lecturer and Researcher.