

MOTIVATIONAL LETTER

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Why

- Your resume reflects academic and professional information about you but does not present your motivation and dedication

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To the rescue...

- Motivational letters lets you transmit:
 - your passion, eagerness and diligence
 - the benefits you wish to bring out to the institution or organization (whether as a student or an employee).

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Purposes

- College/University admission
- Training/Internship
- Employment
- Jobs in Social Sector especially Non-Profit Organisations

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How long?

One page

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What needs to come out

- why you are the **perfect candidate** for a certain position
- your **intent** and **excitement**

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Follow 6 steps

- Include the basics (facts about yourself)
- Write about what makes you unique
- Give concrete examples of what you have done and why it is relevant for the job

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Follow 6 steps

- Be prepared – Know the basics about the company
- Make sure you explain why you've applied for the role
- **Be interesting**

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Traditional structure

- **the introduction** – introduce yourself and your intent
- **body** – describe and highlight your experiences
- **conclusion** – thank the reader for his/her consideration

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Less traditional structure

- 5-7 paragraph structure
 - 1-3 sentences paragraphs highlighted by pointers

(more factual, easier to emphasize your achievements)

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Introduction

A short, **engaging** pitch about yourself and why you are applying. Here, you can include:

- Personal information (Name, Address, ...).
- What are you applying for? Where?
- The general reason on why you're applying, and then deep-dive in the bulk of your motivation letter.

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Introduction

A short, **engaging** pitch about yourself and why you are applying. Here, you can include:

- Personal information (Name, Address, ...).
- explain how you are the right fit
- mention how your beliefs and interests align with the organisation/university's vision and mission on top.

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Sample introduction

- Dear **[Mr ...]**,
- My name is **[XXX]** and I would like to express my interest in applying for the **[e.g. program/position]**
- I've always dreamed of advancing my knowledge of **[e.g. specific area]**, and I believe that a program/position at **[University/Company Name]** would set me miles ahead to reaching my goal.

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Body

- Describe your **achievements**, academic and professional journey and **career aspirations**.
- Explain why you are the best candidate – **based on the program/position requirements**
- Show that you **share the organization's values** or are exceptionally qualified
- **Tell stories** to elaborate on your **skills and passions**
- Keep it **factual** and **concise**.

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Some sample sentences

- My passion for ____ began when _____.
- I aspire to ____ because _____.
- I have been a part of ____ for ____ months/years. It's the best thing for me because of _____.
- I remember once when I _____ which made me realize that I _____.
- _____ resonates with me because _____.
- What distinguishes me from my peers is _____.

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Example

- I developed my passion for **XXX** during my internship at **[Company name]**. Working in a small startup allowed me to get surface-level experience in **XXX**. Now, I would like to deep-dive and gain advanced know-how by attending the program / working in the position at **[University/Company name]**

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Conclusion

- Briefly summarize your main points - *“I believe I’d be a good fit for the program/position because _____”*
- Mention your overarching goal - *“I’d love to be a part of _____, as it would allow me to _____.”*
- Say **thank you** to the reader

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Personal characteristics

- Analytical
- Self sufficient
- Organized
- Sensible
- Efficient
- Persuasive
- Responsible
- Hard working
- Reliable
- Resourceful
- Self-confident
- Messy
- Flexible
- Conscientious
- Motivated
- Punctual
- Friendly
- Ambitious
- Sociable
- Assertive

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Skills

- Team worker/player
- Common sense
- Logical thinker
- Good attention to detail
- A sense of humor
- Problem-solving
- Work on my own initiative
- Outgoing personality
- Meet deadlines
- Customer care
- Work well under pressure
- Decision-making

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