

MOTIVATION LETTER

More than a cover letter

The motivation letter is a key part of any application – not just an accessory. While the CV outlines your career in tables, the motivation letter explains why you're applying. It highlights relevant experiences tailored to the specific job. Think of it not as a prose version of your résumé, but as a custom-made offer – much like a proposal in sales. Those who treat it as a formality miss a great opportunity.

What makes a strong motivation letter

A great letter shows: I am interested in this job – and here's why. Instead of generic phrases («I'm looking for a new challenge...»), it offers genuine reasons for your interest and fit. Motivation is just as important as skills when it comes to long-term success. Lack of enthusiasm often leads to early turnover – costly for employers. That's why copy-paste won't do. A compelling letter is always based on true engagement with the company and role.

