

APPLICATION LETTER

The CV is the product brochure. The application letter is the individual proposal.

The application letter – also referred to as a motivation letter – is often underestimated. Many see it as a formal attachment to the CV. In reality, it is a standalone communication tool: while the CV summarises a professional track record in factual terms, the application letter explains why someone is interested in this specific role – and what makes them particularly well suited to it. It is not about repeating the CV in prose.

Motivation is crucial – not only for selection, but also for long-term job satisfaction. Yet many application letters lack genuine reasons. Phrases such as “I am looking for a new challenge” say nothing. Those who make a convincing case show that they have engaged with the role and the organisation – and explain concretely why they want to work there.

An application letter is no place for copy and paste. It takes time – but it is worth it: a well-crafted letter can significantly improve the chances of securing an interview.

Articles on application letters (all articles)

- Why motivation makes the difference in job applications
- Is the motivation letter an obsolescent model?