

## **MOTIVATION LETTER**

The CV is the product brochure. The motivation letter is the tailored proposal.

The motivation letter – also known as application letter – is often underestimated. Many see it as a formal add-on to the CV. In reality, it is a communication tool in its own right: while the CV summarises a professional track record in a factual way, the motivation letter explains why someone is interested in this specific role – and what makes them particularly well suited to it. It is not about retelling the CV in prose.

Motivation is decisive – not only for selection, but also for long-term job satisfaction. Yet many motivation letters lack genuine reasons. Phrases such as “I am looking for a new challenge” say very little. Those who stand out show that they have engaged with the role and the organisation – and explain clearly why they want to work there.

A motivation letter is not the place for copy and paste. It takes time – but it pays off: a well-crafted letter can significantly increase the chances of securing an interview.

### **Articles on motivation letters (all articles)**

- Is the motivation letter becoming obsolete?
- Motivation letters written by ChatGPT – seriously?