

**What do THEY EXPECT from
your Motivation Letter**

**And how to LIVE UP to those
expectations**



Cases when you need to write this stuff

I University Application

II Scholarship Application

III Internship Application

IV Job Application



ATTENTION!

- **"Statement of Purpose"** is meant to focus on the purpose of your intended studies. "Purpose" = goals, plans, and actions taken as a result of the completion of your studies. In other words what do you plan to do in your studies and most importantly afterward. So you should link the intended studies with career goals be they professional in industry or in academia.
- **"Letter of Motivation"** - one must assume that the reader is more interested in "why": why come here and study this? This phrasing predisposes a more complex answer. What is your interest and what motivated you to want to do this?



- **"Personal Statement"** - really just gives the applicant an opportunity to say whatever they want in regard to their application for admission. In that way the applicant can create their own reasoning to persuade the reader to give

General Advice



1. ***The earlier the better.*** The letter of motivation is a crucial document in your application. Never try to write it down in one evening.
2. ***Average is not enough.*** Your motivation letter has to be different than that of others. So don't copy your motivation letter from others.
3. ***Stick to the point.*** Be as concrete as possible. Leave flowery language to poets.
4. ***Don't let your motivation letter and your CV „echo“.*** Don't list all the items of your CV in the motivation letter.
5. ***Don't exaggerate.*** Make sure that you don't mention new items which are not mentioned in your CV.

6. ***Be positive and dynamic.*** Tell how you got inspired.

Basic Structure

PUNCH
Y
openin
g

GET EXCITED!
Tell what flows
your boat

paragra
CHUNK
Y
middle
paragra

**TRANSFERABLE
SKILLS**
Nobody knows you
better
than yourself

ph
PERSON
AL
end
bit

**STAY POSITIVE
TO
THE VERY END**



Tricks of Organization

I A "hook" that demonstrates your passion for the field

II Segué to your background in the field

III Description of your academic background in the field (Specific classes you have taken + professors)

IV Extracurricular activities in the field

V Publications or other professional accomplishments in the field

VI Explanation of why you have chosen the specific grad school (one or two professors in that school and what you know of and appreciate about their work + Specific features of the grad program which attract you)



Definite NOes

WHAT PART OF
NO
DON'T YOU UNDERSTAND?

1. NO to general and boring starters.
2. NO to clichés.
3. NO to breaking rules.
4. NO to arrogance.
5. NO to words 'things', 'stuff', 'aspects' and so on.



PUNCHY STARTERS

I WORK EXPERIENCE

II ACADEMIC BACKGROUND

III NEWS on the matter

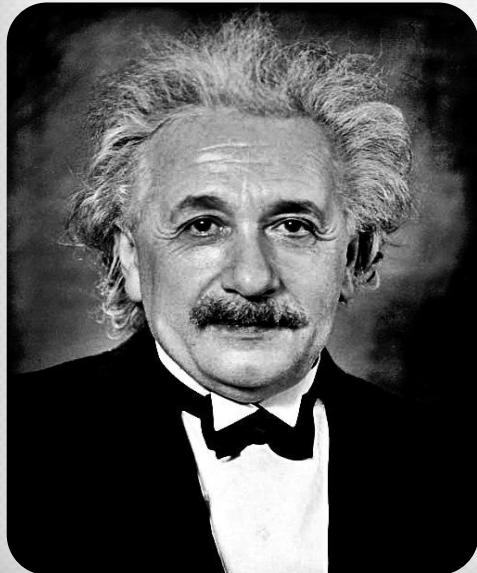
IV Sentence or question that SUMMARIZES THE PROGRAMME

V Anything that shows your COMMITMENT TO THE FIELD

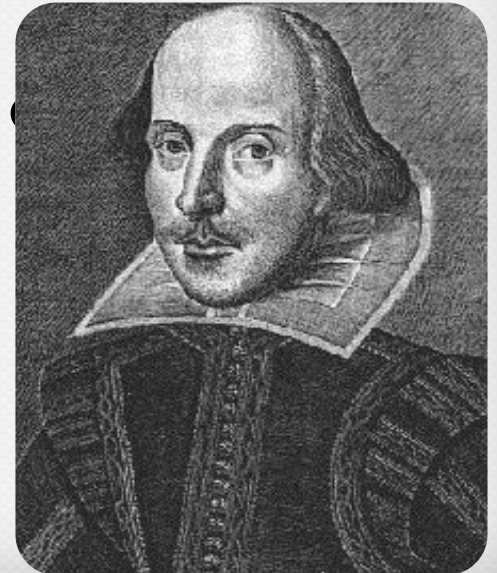


Rules of using QUOTES:

1. NEVER open with a quote with no mentioning of it again.
2. ALWAYS check the quotation so it's 100% accurate.



Quote yourself as an example



To check before sending your letter....

- Did I mention clearly the programme I want to apply for?
- Did I motivate clearly why I'm applying?
- Did I mention why I fit this place?
- Am I as concrete as possible with the examples where relevant?
- Did I give an impression of who I am?
- Did I check my letter for errors?
- Did I have my letter proofread?



VEEERY USEFUL LINKS

- <https://www.youtube.com/watch?v=5jQ3MJgdkJY>
- <http://www.uni.edu/~gotera/gradapp/stmtpurpose.htm>
- <https://teamup.com/ks3b72ce4ac6f9c6bd/>





KEEP
CALM
AND
APPLY FOR
GRAD SCHOOL

**Thank you for your
attention!**

*And keep in mind that your letter of
motivation may be discussed with you
during pre-selection interviews!*

