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HOW TO WRITE A MOTIVATION LETTER?

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What is a Motivation Letter?

Motivation letter is a document which explains why you are the best candidate for the position you apply for and it distinguishes you from other candidates. It should not exceed one page and should be sent to the organization with your CV.



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Why Do We Write Motivation Letter?



1. To apply for bachelor's degree, master's degree and PhD programmes.
2. To volunteer in a non-governmental organization.
3. To train in an company.
4. To work in a company.



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Purpose of Motivation Letter

CV, diploma and certificates document your success.
Why is there a need for a motivation letter?

Institutions, companies, universities and NGOs demand motivation letter from the candidates to find the most appropriate person that will work diligently for a position. You can express your motivation and intention with motivation letter. While CV shows your competence, motivation letter shows your eagerness.





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Before Starting the Letter:

It is wise to have a general understanding about the the organization you are applying to and research it beforehand. After having a general idea, you should focus on the specific department you would like to be a part of and the people in charge of that department.



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How to Write Motivation Letter?

First Part:

- Your contact information, the contact information of the organization and date should be written at the top of the page. Your contact info should include your name and surname, email address, phone number and relevant social media links (LinkedIn, Youtube vb.). Similarly the name and address of the organization should be included.



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Introduction Paragraph

Write the name of the person in charge at the organization that you apply for. It is important to include the name of the person in charge so that your application can reach the right person. If you can't find the person in charge, you can contact the organization to find out. Even after contacting the organization you don't know the name, you can start with a Dear Madam/ Sir.



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Introduction Paragraph:

- It should catch the attention of the reader.
- It should be precise.
- You should introduce yourself shortly. You should include your personal information such as your educational background and professional experiences.
- Why are you applying to the organization? (to work, to train, to volunteer)
- Which position are you applying for?
- Why are you interested in the organization?



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Body Paragraph:

- You should indicate why you are applying for the organization. It might be wise to avoid cliché sentences such as: “I would like to work for X since it is a highly respectable institution.” Rather than that, you might express how your educational background and your traineeship are related to the activities of the organization or if you are applying to study, it is advisable to mention the professors you would like to work with and some of their work.



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Body Paragraph:

- You should list your academic and professional experiences, the projects that you participated and voluntary work you did. Elaborate your prior experiences **in line with the position and required qualities**. How does your experience correspond to the required specifications of the position? How can you respond to the needs of the organization? How can you contribute to the organization?
- If they are relevant, you can also talk about personal achievements such as workshops and extracurricular activities participated and your high GPA.



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Body Paragraph:

- You can express that you share the values of the organization. For example, you are applying to undergo traineeship at a firm that specializes in producing renewable energies. You can say:

“Since preservation of the environment is an important issue for me, I want to focus on working in this field, therefore training at X is a great opportunity for me.”



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Body Paragraph:

- Why do you want to study, train or work in a different country? Why did you choose that country specifically? You can express your interest in the culture of the country you want to go.
- If you have a disability, if you belong to a minority group, in short if you think that you can contribute to the diversity of the organization, you can add that. Because that will be beneficial to the organization as well.



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Body Paragraph:

- Elaborate on what it means to be chosen for the position you applied to. What will training in that organization mean to you for your objectives and your future?
- How will this opportunity shape your academic and professional life?



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Conclusion Paragraph:

- Last paragraph should include closing sentences.
- You can express again shortly why you are the most appropriate candidate for the position.
- You can express your ambition: *“I wish to be a part of your institution since it will pave the way for my future studies and objectives.”*
- You should thank the reader and add that you are looking forward to hearing from the organization.



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Important Points

- Motivation letter shows that you really want to be a part of this organization, however there is a fine line between expressing your eagerness, showing that you are a good candidate and exaggerating. Students should pay attention to find a suitable tone while writing and avoid boasting. The easiest way of doing that is using facts.
- Be concise. Don't include irrelevant information. For example mentioning your hobbies in a motivation letter, isn't considered relevant.



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Important Points

- Do not include unrealistic information.
- Use verifiable and measurable facts to make sure you use a realistic tone.
- Do not plagiarize.
- Do not use colloquialism. Use a formal tone.
- After finishing writing the letter, proofread and make sure there are no grammatical errors.
- Getting a second opinion may be helpful.



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Useful Links

- To prepare documents in line with Europass format (CV and motivation letter):
<https://europass.cedefop.europa.eu/documents/curriculum-vitae>
- European Voluntary Service:
https://europa.eu/youth/EU/voluntary-activities/european-voluntary-service_en
- To write a motivational letter:
<https://novoresume.com/career-blog/how-to-write-a-motivation-letter>



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Motivation Letter examples will be shown shortly.

Thank you.

