

# [your name]

## Contact information

[Your address\*]

[Zip code and city]

[Email address]

[Phone number]

\* You can leave out your name and address and those of the company when you apply by e-mail. You then start your letter with the city and date.

## To

[Name of company\*]

[Name of contact]

[Company address]

[Zip code and city]

[City, date]

[Subject:...]

**Dear Ms. [insert last name] or Dear Mr. [insert last name]**

### 1st paragraph: Introduction & motivation for the job and organization

*Include the vacancy it concerns, where you have found the advertisement and (if applicable) whom you spoke with. Include why the vacancy at this company appeals to you and why you wish to work there.*

### 2nd paragraph: Motivation why you're a suitable candidate.

*Write down what you have to offer. Choose from your education, work experience, specific knowledge and personal qualities and link these to the job requirements in the vacancy.*

### 3rd paragraph: Express your Unique Selling Points.

*Make sure you back up your qualities with relevant examples. Describe a maximum of six selling points, from which at least one or two should be substituted.*

### Closing paragraph: Sentence related to the follow up.

*Keep this brief! For instance: I would like to elaborate on my motivation and suitability in a personal interview.*

Yours sincerely/ With kind regards,

[insert signature]

[Insert your full name]

**Enclosed: Curriculum Vitae**