

[HEADLINE – WHAT YOU OFFER/CREATE INTEREST]

[Why we are meant to be] about your motivation for this exact position

Instruction: In the first paragraph, you should get right to the point. *E.g.:* In order to achieve greater impact with your social media, you need a digital strategy and a core story about [Company]. If you hire me as your marketing coordinator you will get an enthusiastic and experienced SoMe-geek who can solve this and many other tasks for you – and thereby help you [refer to a concrete company goal].

Instruction: Also, mention why you are motivated to work with *this* exact company, and not just any company. *E.g.:* [Company's] product [or story] is super interesting, and through the research I have done on your social media I already have some ideas to improve your online presence. I have a passion for achieving goals through strategic communication/stories online – I really get a kick when I see the numbers rise and I can't help but work towards continuous improvement.

[How I will help you reach your goals] why/how you can make them “win”

Instruction: In the second paragraph you could give concrete examples about how you will help the company, what they will gain by choosing you, or serve them other arguments on a silver platter as to how/why you have the competencies to solve their “problems” and reach their goals. You might use bullet points:

- Bullets as well as subheadings (the light blue ones in this template) make your selling points easy to skim.
- Remember, recruiters often have very few minutes to read your material.
- So make sure you make your selling points are short, clear, front and centre.

[How I will help ease/erase your pain] why/how you solve their problems]

Instruction: In the third paragraph, you could give another concrete example as to how you will help the company, what they will gain by choosing you, what you will bring to the table, where you have done it before. Do not assume they have the time to figure out for themselves what you can do for them. Be as concrete as possible and preferably give examples/paint a picture of what it would be like for them to have you on their team/in their company.

[How I work alone and in teams] how you work/contribute as a person

Instruction: In the last paragraph, you should mention something about your personal characteristics at work. If you list adjectives, give concrete examples as to *how* you are e.g. “determined” or “ambitious” (this sets you apart from all the other determined and ambitious candidates you are up against. You could also mention *how* you typically go about solving a task by yourself or with a team – maybe add a description of how you often contribute in teamwork.)

Instruction: In the last sentence, you give a call to action (without “hoping”, you have just given them a great offer. Believe in yourself!) *E.g.* I look forward to meeting you and telling you more about how I can help. (Maybe make a reference to your headline at the end.)

Best regards,

Name Nameson