

What to consider when writing your application letter:

What is an application letter (also known as cover letter or letter of motivation)?

The application letter demonstrates your interest and motivation for the advertised position and the company. The application letter is part of your complete application file, along with your CV and certificates. The application letter should be short and precise. No more than one A4 page.

Applying for an unadvertised job

With the unsolicited application (also called spontaneous application), the CV is sent without certificates. It is noted in the application letter that you will bring your complete file to the interview or, if requested, you will send it before the interview.

This type of application letter is not a response to a job advertisement, but a query about a desired vacancy. With this particular form of application, it is very important to invest a lot of time in your letter. The letter is considered your business card and must relate to the company. So please do not just use the same letter every time, only changing the address of the company, because experience has proven that this rarely achieves the goal. Be sure to adjust the content of the letter (especially the opening) to the new company. Think carefully: Why do you want to apply to this company, this business, this institution, this place? What do you like about the company website, what appeals to you specifically? The design, content, or images on the website? Feel free to mention this in your application letter - and please write only what you sincerely mean.

If you don't find a contact name on the company website, call the company and ask whom you may send the application to. Who is the person in charge of HR?

What should my application letter look like?

- It should be no longer than one A4 page
- Use a common font (for example Arial), and a size of at least 11 pt.
- Use the same layout as your CV (color, header, and footer)
- Structure your letter into "introduction, main part, and conclusion"

How do I write the application letter?

Be sure to keep your letter short and concise.

Avoid clichés, empty phrases and repetition of words such as:

«I saw your advertisement on jobs.ch and am very interested in your open vacancy. I am glad to apply for your advertised position. Also, I would be pleased to support you in the described tasks.»

To ensure that the letter is written correctly in terms of spelling and grammar, it is essential for someone to proofread and, if necessary, correct it.

The content and structure of your application letter

The application letter consists of seven elements: your contact information, recipient, subject, salutation, introduction, main part*, conclusion and signature.

*The main part is composed of two sections: professional and social skills.

You can download a letter template on our homepage.

Contact information → from whom?	The header contains the contact information of the applicant: first name, last name, address, telephone number and e-mail address.
Recipient → to whom?	Write the complete address of the recipient and the name of the person responsible.
Date → when?	The current date.
Subject → for which position?	The exact job title is entered in the subject line. This can be based on the job advertisement. For example, "Application as cleaning employee 60%" The font of the subject line can be bold.
Salutation → personal greeting	The common salutation «To whom it may concern» should be avoided because this has an impersonal effect. The person responsible can be found online or via telephone. If no name can be found, use the salutation "Dear Sir or Madam" or "Dear HR Manager".
Introduction → reference to the company?	<p>If you have already had personal phone contact, refer to this conversation. For example, "Thank you for the pleasant telephone call we had the day before yesterday and for the time you took to answer my questions. I am pleased to send my documents to you now."</p> <p>The first lines of your letter demonstrate that you have researched the company and the advertised position. Look at the organization's website: What is their philosophy, guidelines, offers, etc.? What appeals to you?</p>
Main part → why you?	<p>Describe your skills and professional experience as well as your personal and social skills in the main part. Demonstrate why you are the right person for the advertised position.</p> <p>It is essential that the requirements listed in the job advertisement match your experience, education and professional skills to a great extent. There are «must» and «can» criteria. Read more about this here: (link).</p>

Conclusion

A confident conclusion paragraph belongs at the end of the application letter. This should indicate the motivation for a personal interview or a possible trial day. For example, «I would be happy to come in for a trial day. I am looking forward to a personal interview, during which I will be able to tell you more about myself and my motivation.»

Closing and signature

Your first name, last name and signature are written underneath the closing (for example, kind regards, or sincerely). The signature is placed above the name.

Example sentences for introduction, main part and conclusion**Introductory sentences**

Begin by explaining why you would like to work for this company. It is not necessary to indicate where you found the advertisement unless you are explicitly asked to do so in the advertisement.

Sparkling clean objects and satisfied customers, this is what your company is famous for! Of course, I would be glad to join your experienced, thorough and reliable team.

I am very impressed by the philosophy and branding of your company. I would be honored to be a part of your team.

I am very motivated to work at your company because as a customer, I am familiar with your products and appreciate them very much. Due to my extensive skills in sales, I can provide your team with competent support.

Through a conversation with an acquaintance, I have heard that your company is looking for new employees. Because he had so many good things to say, I am applying for your vacancy as a cleaning specialist.

I consider your company's guiding principle of promoting and challenging employees to be innovative, and I would be very excited to join your team.

Introduction in an unsolicited application

Unlike applying for an advertised job, the unsolicited application is even more about «promoting» yourself and presenting clear arguments as to why the company should be interested in you.

I have been a customer of your company for years and really like your products, especially your newest brands. I would love to be part of your team soon! As a trained retail assistant, I am very professional and have many years of experience.

I work quickly, thoroughly and cheerfully. Am I your new cleaning employee?

Am I the missing splash of color on your palette? As a trained painter and upholsterer, I will gladly bring color into the everyday lives of your customers.

Flowers bring joy to the world! I am happy to apply for the job as florist and gladly present my bouquet of skills and experience below.

Everything in its right place and on time. Do you desire satisfied customers? I am eager to support you with my friendly personality and my experience as a messenger.

Main part

Describe your skills as well as professional and life experience.

Professional skills

When cutting fabric, I work very precisely. I reuse leftover pieces creatively, which has always been appreciated.

My patients are the most important thing for me. Even in a hectic daily practice it is important to me to uphold personal contact, which is easy thanks to my organized and structured work habits.

Due to the increased use of digital communication, I have continuously improved and expanded my computer knowledge. As of March 2021, I have been attending an Excel-course and I look forward to using the skills in your open position.

When coaching apprentices, it is essential for me to work in a structured and goal-oriented manner. To me, the joy of learning is highly important.

Presenting products is one of my strengths, and I use harmony as well as contrasts in my work. I understand how important it is to be advised professionally in a specialty store, so I strive to fulfill my customers every need. I make sure they leave the store with at least a smile and at best a shopping bag under their arm.

Thanks to my many years of experience, I can contribute the best of old and new to your business. My grandmother taught me tips and tricks to get windows squeaky-clean, and I still use these today. The inspection of my work and the customary rules of hygiene are of utmost importance to me.

In my experience as a cab driver, I have learned to recognize when a customer would like to talk or would prefer silence. In addition, I know the streets of the city as well as the back of my hand, and I've been accident-free since I got my driver's license.

My signature dish is well loved by all my guests. In the kitchen, I work closely with the team and always help wherever I'm needed. Up front with the guests, I am calm and friendly and

like to explain the menu of the day and take orders efficiently. I speak German fluently and understand Swiss German well.

I am very flexible when it comes to my work schedule. I share the childcare with my husband and our children are in daycare, which allows me to also cover shifts during the holidays.

Social skills

Connecting with people has always been close to my heart and an essential aspect of my career.

In my work at the front desk, I'm used to calmly navigating hectic situations, where it is important to always remain friendly and courteous to customers.

It is important to me to always maintain respectful interactions with people in private as well as professional settings.

I am a good team player, but I am also used to working independently.

I can address everyday difficult situations in my team easily and can constructively participate in finding a solution.

Final sentences

I will gladly tell you more about myself in a personal interview. I look forward to your invitation.

I look forward to the opportunity to present my experience and skills in person.

I would be happy to answer any further questions about myself and my career in a personal interview. I look forward to your answer.

I will be pleased to get to know you and your team better in a personal meeting.

I will be glad to answer your questions during a personal interview. I am also available for a trial day to demonstrate my motivation. I look forward to your invitation.

Are you interested? I certainly am! I would be excited to be a part of your kitchen team. I look forward to an interview and to demonstrating my skills during a trial day.

The TRiiO-team hopes you enjoy creating your application letter and wishes you a lot of success!