

Your name

Address line 1 (ideally this is your German address)

Address line 2

A phone number where you can be reached (ex: mobile number)

Your @edu.escp.eu email address

(Mr. or Ms.) Name of Recruiter

Company's name

Company's address line 1

Company's address line 2

Today's date

Subject: Application for [insert position's name] at [company's name]

Dear (Mr. or Ms.) Name of Recruiter or Dear Hiring Manager,

Introduction

Your first sentence should get the recruiter's attention. Write how you learned about the position (ex: did you talk with a recruiter at an event or an employee?) and which position you are applying for. Next, briefly tell the recruiter who you are (study program, university, relevant previous experiences). Write out any ESCP-specific or French terms; German employers are not familiar with the French *Grand Ecole* system. Be sure to include why you are interested in this organization (common values, interest in industry). In the last sentence tell the recruiter why you are a good fit for the position and organization. Include three relevant skills that make you a great fit. This sentence is your thesis sentence and you will use the rest of the letter to support these skills.

Body

Your middle one or two paragraphs will expand on the three skills you mention above and how they make you a great fit for the position and organization. Mention relevant examples from previous positions, projects or activities that illustrate how you've applied these skills. Don't repeat the information on your CV – expand on it. Include relevant numbers, language/IT skills and additional details. Always connect each example back to the position's tasks and responsibilities. Show how this example makes you qualified to do these tasks or responsibilities. Make those connections very clear for the organizations so they can see the added value you bring. Imagine you are the recruiter; what information do you need from a great candidate? Does your cover letter highlight this information?

In the middle paragraphs highlight your interest in the specific position and company. Why are you interested in their industry, type of organization and location? What previous experiences do you have in these areas? For internship applications include your long-term career plans and how this internship will help you reach these plans. Research the company so you can make a stronger case for these interests.

Conclusion

Your last paragraph starts with a one-sentence summary of your fit for and interest in the position and organization. Express your interest in further discussing the position but don't ask for an interview – if you're a good fit they will contact you. End your letter by thanking the organization for considering your application.

Sincerely,

(Optional signature)

Your name

Your cover letter should be no more than 1 page long. Check that you don't have a second blank page. Send a PDF version of your cover letter to employers.