

Master's programme motivation letter

What is a motivation letter?

A motivation letter accompanies your application materials. It describes your fit for the master's programme and university based on your motivation, previous experiences and professional goals.

This is the most personal and crucial element of your application. Admissions staff read these letters closely to determine your commitment and intentions. A well-written and clear motivation letter is especially important if you don't have many relevant experiences or other elements of your application are weaker. It's very important to invest time and energy into your motivation letter.

Each programme, university and country has their own motivation letter requirements. It is your responsibility to match your motivation letter to these specific standards so your motivation, experiences and skillset are clear to the person reading your motivation letter.

Many programmes provide questions to answer in your motivation letter. These can include:

- What are your long-term career goals? How will this programme help you reach these goals?
- Which relevant skills and experiences do you have? How will they help you in this programme?
- Why are you applying for this specific master's programme?

Brainstorming

Before you start writing, take a minute to gather your thoughts. This will help you identify your main points and state them clearly in your motivation letter.

- Research the master's programme and university to better understand your interest in and fit for this programme. Look into courses, research areas and additional learning activities (consultancy projects, student societies, etc.).
 - Resources include the programme's website, programme events, and recruiters.
- Write down your long-term career goals. Which experiences and/or skills might you still need in order to reach these goals? How will this specific programme help you get these experiences and skills?
- Look at your previous experiences and skills. How have they prepared you for this master's programme and your career path? What can you offer the programme?

Motivation Letter Considerations

<u>Content</u>	<u>Formatting</u>
Tailor your motivation letter to the specific programme and university.	Use traditional business letter formatting. Include addresses, a salutation, etc.
Only include relevant information for the specific programme you're applying to.	Use different sentence lengths. Stick with one idea or concept per sentence.
Write clearly so the reader understands your message.	Limit your motivation letter to the length specified in the application or 2-3 pages.
Do not repeat the information on your CV.	Avoid spelling and grammar mistakes.

Motivation Letter Format

Your name

Address line 1

Address line 2

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

Your email address

(Mr. or Ms.) Name of Recruiter/Admissions Staff

University's name

University's address line 1

University's address line 2

Today's date

Subject: Application for [insert programme name]

Dear (Mr. or Ms.) Name of Recruiter or Dear [Programme Name] Selection Committee,

Introduction

Your first sentence should get the reader's attention. Write how you discovered your interest in the field or your career goals. Next, briefly tell the recruiter who you are (studies, relevant previous experiences, career goals). Write out any ESCP-specific terms or abbreviations. In the last sentence tell the admissions staff why you are a good fit for this specific programme and university. Include three relevant points 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, two or three paragraphs will expand on the three points you mention above and how they make you a great fit for the programme and university. Mention relevant examples from previous courses, internships or other experiences to demonstrate your skills and interest in a specific field. Don't repeat the information on your CV – expand on it. Always connect each example back to the master's programme and your career goals. Show how this example makes you a qualified candidate for their coursework and campus community. Make those connections very clear for the admissions staff so they can see the added value you bring. Imagine you are the admissions staff; what information do you need from a great candidate? Does your motivation letter highlight this information?

Make sure your motivation letter answers any prompts or questions provided by the application. Mention specific programme elements (course titles, faculty members, activities, etc) to show your strong interest in their programme. Go beyond the university's location and/or ranking to strengthen your reason for applying.

Conclusion

Your last paragraph starts with a one-sentence summary of your fit for and interest in the programme. End your letter by thanking the reader for considering your application.

Sincerely,

(Optional signature)

Your name