

# Cover Letter



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Fachbereich Wirtschafts- und  
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## THE GENERAL RULE

- Each application requires an individual cover letter
- No longer than one page in total (including the letterhead) → the actual cover letter is only about half a page!
- Continuation of the design from the CV (font, colors, etc.)
- Do not use the subjunctive!
- No empty phrases
- Do not repeat the CV → each sentence should contain new information/ offer added value
- Have your cover letter proofread! Spelling and comma errors are an absolute no-go!

## STRUCTURE OF A COVER LETTER

- The cover letter begins with a typical letterhead, i.e. own data + company data (see example)
- Subject line according to job posting, if available: also list the job ID
- The next parts include: Greeting, motivation to work for the company, justification of your own qualifications (professional suitability + soft skills), final motivation & organizational information

## GREETING

- Respectful greeting, e.g. Dear...
- Always use the name of the contact person: 'Sir or Madam' only in exceptional cases
- Tip: adapt to company etiquette when gendering (see company website)
- Never start with sentences like 'I hereby apply for...', 'I found out about you through XY...', 'Your job has aroused my interest...'

## MOTIVATION FOR THE COMPANY

- This is about finding a personal motivation and explaining why you want to work for this specific company. Show that you did your research on the company!
- Scope: approx. 2-4 sentences
- Possibilities: Personal conversation at a company fair/ event/ telephone call; interest in occupational field; corporate values; innovations; company news;...
- Browse the company's homepage and find something that speaks to you personally. Write that down!

## JUSTIFICATION OF OWN QUALIFICATIONS

- The point here is to take up the requirements from the job description and to justify with examples why you meet them.
- For professional knowledge: studies, further training, practical experience, ...
- For soft skills: studies, practical experiences, voluntary work, ...
- It is possible to use several 'live stations' to prove a competence
- Never use phrases like: I am a communicative, highly motivated and performance-oriented person who is always ready for new challenges

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## FINAL MOTIVATION & ORGANIZATIONAL INFORMATION

- Briefly summarize your skills and abilities and explain how you can/would like to contribute them to the company
- If necessary, refer to the basic values (mission statement) of the company again
- Earliest entry point
- Unless already specified in the position: possible duration of an internship
- In general: any information required in the job description must also be mentioned – this also applies to salary expectations
- Salary expectations (only if requested!) as an annual gross amount with a range ('in the range from...'; 'from X to Y';...)

## FINAL SENTENCE / END

- „I look forward to meeting you in person!” and every variation of it
- Greeting
- Handwritten signature

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## SAMPLE COVER LETER

Manuela Musterfrau  
Musterstraße 1a  
54321 Musterhausen

Muster GmbH  
Frau Maria Muster  
Musterweg 75  
12345 Musterstadt

## Application as an intern in the field of “Logistics” (Job-ID: 12345)

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Nürnberg, 2020/10/01

Dear Ms. Muster,

even as a teenager I was intensively involved with the topics of ecology and sustainability, which is why I buy from local farms or predominantly used furniture. Because of this attitude, what I particularly like about Muster GmbH is that it relies on regional suppliers, all internal transport routes are covered by e-mobility and it is involved in the "Sustainable Business" project.

During my studies in economics, I have already successfully taken several courses on the topics of "Logistics" and "Procurement". In these and other courses, I often worked in large, student project groups, where my organizational skills helped us to complete projects in a structured manner and in compliance with deadlines.

During my volunteer year, I was in charge of maintaining the green space and guiding touristic tours. Despite my young age, I told visitors clearly when one or another behavior was not tolerable. At the basis of this experience, I am sure to have the required communication skills and also possess the necessary assertiveness for the advertised position.

During an internship at Muster GmbH, I am not only looking forward to applying my expertise in the field of logistics and project management, but also to supporting a sustainably operating company. I am available for the internship for three months starting August 1.

I am happy to convince you of my motivation in a personal interview!

Kind regards  
*Manuela Musterfrau*