



The application letter

Date + your address details

Addressee

Salutation: Dear + name,

If you do not know to whom you need to address the letter, contact the company or organisation to find out the name of the right person. Do not forget to ask how the name is spelled.

Opening paragraph

This is where you state the reason for your letter and why you are writing it. If you are applying for a vacancy, clearly indicate which position it concerns and where you saw the advert or how you found out that there was a vacancy. If you have already had contact with someone (by telephone), refer to that conversation.

Motivation: why this employer?

Your interest in and suitability for the position constitute your motivation. In this paragraph, you show your enthusiasm and you explain why you would like to work for this employer in particular. You can demonstrate here what you already know about the employer, why you would like to start working for this employer and based on which factors. Explain what you can do for the employer and not what the organisation can do for you. You can also reveal your vision on the field.

Suitability: why should the employer take a chance on you?

This is the part of your letter in which you can arouse the curiosity of an employer in such a way that they decide to examine your CV in (greater) detail and ultimately invite you for an interview. You should mention your main selling points here and provide concrete information about your education and experience in relation to the job requirements that are stated in the vacancy. Illustrate your main selling points with examples.

Conclusion

Don't allow your letter to fizzle out like a damp squib, but end with strong and proactive wording. Indicate that you would like to explain your letter and CV in person.

Closing the letter

Use the official 'Yours sincerely, or 'Kind regards' to close your letter, and state your name under your signature.

Tips

- Ensure that your letter is no longer than 1 A4. Cut things out if it is longer.
- Have someone else read your letter.
- Check for spelling and writing errors.
- Adapt your writing style to the organisation you are writing for.
- Send your letter as a PDF.
- Use active formulations and use the imperfect tense.
- Give your letter a clear name, for example Applicationletter-firstname-surname-position.pdf

Look on [BeroepKunstenaar.nl](https://www.beroepkunstenaar.nl) for a step-by-step plan on applying for jobs and for more information about drawing up a CV.

The information in this example comes from the 'Applying for a job' page of the Student Careers Centre (SCC) of the University of Amsterdam.