

How to Write a Motivation letter?

Body of a Motivation Letter

This is the main body of the letter. Describe your achievements, academic and professional journey and career aspirations. Elaborate on your skills and passions elucidating your zeal for your chosen course or job profile. Keep it factual and concise. Most of the time, the made-up stories get easily caught by the professionals who examine a variety of letters every day. It is strongly advised to maintain precision in your story. To cite the authenticity of your qualifications, you can also use metrics.

Have a quick look at some major add ons:

- My passion for _____ began when _____.
- I aspire to _____ because _____.
- I have been a part of _____ for _____ months/years. It's the best thing for me because of _____.
- I remember once when I _____ which made me realize that I _____.
- _____ resonates with me because _____.
- What distinguishes me from my peers is _____.

For Example:

My Passion for Online Marketing started to spring during my internship at _____ (Company Name). Working in a small startup provided me to get surface-level experience in most digital marketing channels. Now, I would like to delve and gain know-how by attending the _____ (University Name) program in Digital Marketing.

Conclusion

Finally, to conclude, you can wrap up your letter and read it thoroughly before sending. Here are some of the points to help you with the concluding paragraph of the Motivation letter.

- Summarize your major points: *"I believe that I would be an appropriate fit for the program because of _____"*
- Mention your long term goals: *"I would be obliged to be a part of _____, as it would allow me to _____"*
- Finally, pay regards to the reader with a 'thank you'.

Avail Your Chance to Get Free Career Counselling! [Click Here!](#)

Sample Motivation Letter for University

Once you are familiarized with the structure and elements of a motivation letter, let's provide you with a sample of this letter to help you understand the tone and style as well.

Aakriti Gupta

aakritig123@gmail.com
+919764532180
linkedin.com/aakritig123



Birmingham City University,
Admissions Committee

Dear Sir/Madam,

I am writing this letter to inform you of my interest in the MSc in Urban and Regional Planning programme at your prestigious university. I presently hold a Bachelor of Architecture degree from School of Planning and Architecture, Delhi and I have been working as an architect and interior designer for the past two years with Studio Leverage, Defence Colony, Delhi. I have always been fascinated by the impact of urbanisation in curating scintillating architectural masterpieces along with being aware of its social, economic and environmental impact. In an era where modernisation is at the forefront of every industry, I found that Birmingham City University's programme to be a meticulously designed and contemporary academic course to prepare professionally competent designers and architects that can strive to improve the quality of towns, cities and regional areas and also address incremental environmental issues at the same time. Having been brought up in a country like India, I have embraced the striking combination of modern towns and rustic village areas and how urban planning has affected them equally which further demands innovative solutions to tackle the climatic extremes while also finding a balance between the notion of urbanisation changing the presence of communities.

Working as an architect with Studio Leverage, I have led a varied number of structural and interior design projects in the last two years and I am further attracted to the prospect of enhancing my skill-set as well as design knowledge by gaining international exposure. As the stepping stone to my next goal of working with sustainable architecture involving aspects of urban and regional spaces, I wish to pursue this Master's programme to prepare me with the necessary knowledge and skills to fulfil my career objectives and propel me in this direction.

Given my education from the School of Planning and Architecture as well as work experience at Studio Leverage, I am confident that I am an excellent fit for the MSc in Urban and Regional Planning program at Birmingham City University and I intend to contribute the vibrant learning environment through my unique professional knowledge and experience of working in the Indian design space.

Enclosed with this letter are the required documents necessary for admission. Thank you for considering my application.

Sincerely,
Aakriti Gupta

Sample Motivation Letter for Internship

Dear Sir/Ma'am,

I am writing this letter to inform you of my interest in the position of a Marketing Intern with NDTV. I am a Master's student in Mass Communication at Amity University. As a student of mass communication, I believe the only way to grow as a budding journalist is to seek valuable and quality experience. As a final year Master's Student, I have acquired ample experience, skills and theoretical knowledge that I wish to apply to my work.

I have worked as a head of the Amity University editorial team and I have acquired two years of writing experience in a wide range of topics. Prior to this, I had the privilege to work as a content writer with Outlook during my bachelor's in 2018 which enhanced my writing skills, communication skills and research acumen. As a content writer with Outlook, I worked on different aspects of marketing content online and developed a keen interest in digital marketing. I had the opportunity to work on on-page and off-page SEO, email marketing and newsletter creation. As an intern with Outlook, I took interviews, covered news events on ground and sourced new topics for articles. This exposure to the diverse world of digital marketing and communication led to this internship with NDTV. I believe with my academic knowledge, experience and skills, I can be a valued intern, can provide well-researched content and assist in a wide range of activities through which we can increase traffic and optimize existing articles.

I am looking forward to working with NDTV and contributing to its growth and development. Thank you for your time and patience.

Yours Sincerely
Amish Kapoor

Sample Motivation Letter for Scholarship Application

Respected Sir/Ma'am,

I, Rhea Jain, a student at your esteemed institute, currently pursuing an undergraduate degree in Political Science, wish to apply for a scholarship programme to help me ease my financial burden. I have been a student at your institution since last year. I consider myself to be a worthy applicant for the scholarship program announced.

It has been a year since I have been admitted to your institution on the basis of academic merits. I have been working really hard and my grades have also been consistent over the last three semesters. I come from a lower middle class family and hence I haven't been able to clear my fees timely. Therefore, I wish to apply for the scholarship to seek for some financial assistance in the form of a scholarship.

My department has also voted for me to be a shortlisted candidate for the scholarship program. This institute has really shaped me and helped me become a better version of myself. I wish to continue studies at your reputed institute. I'd be very obliged if you consider my application for the scholarship program.

Thank you for your time and cooperation.

Sincerely,
Rhea Jain

Sample Motivation Letter for Job Application

Respected Sir/Madam,

I am writing this letter to apply for the post of marketing manager at your esteemed organisation, Leverage Marketing & Co. With prior experience in this field, I am extremely familiar with the job and role requirements. I have had the opportunity to practise in this particular field for 6 years. I was extremely delighted to know that your company is currently offering job openings.

I feel this opportunity would be ideal for me as it would allow me to utilise my skills and put them to correct use. I have previously worked with M&M Marketing, my role at this organisation was as the lead marketing manager. I fulfilled all my duties and obligations.

If given this opportunity, I would work to the best of my abilities and prove to be a valuable asset for your esteemed organisation. This opportunity would help me hone my skills and with all the prior experience in the respective field, I am confident that I will be a suitable fit for your company.

I have attached my resume below for your kind perusal. Thank you for considering my application.

Sincerely,
Rhea Jain

Dos and Don'ts

Sometimes conveying your zeal to enter an academic program or an organization could not be absolutely done by a resume as it restricts you to put forward only the facts and figures instead of the inspirations and motivation that urged you to pursue it. This is where a motivation letter comes into the view to ensure that your application should shine out from the hoard of other documents. Below mentioned are some quick tips and tricks to draft your motivation letter:

- While writing the letter, make sure you know the concerned person to whom you are applying. Research about the name and designation of the concerned individual and address them accordingly.
- Gauge the requirements of the program/profile and explain how you are the right fit for it.
- Mention how your beliefs and interests align with the organisation/university's vision and mission

Difference Between Cover Letter and Motivation Letter

Every document a university or recruiter asks for serves a special purpose. Often than not, candidates are confused between the two such documents – Cover Letter and Motivation Letter. A cover letter is a professional letter given to an employer/recruiter along with a resume or CV. Cover Letters are generally used by companies, employers and recruiters as opposed to motivation letters that are used by university admission offices, educational institutes and internships. Both letters are intended to inform the recruiter or educational officer of why you are the perfect candidate and allow candidates to explain at length about their motivation, interests, hobbies, achievements and career/academic future.