

Template for the design of the cover letter

Sender (can be placed left, right or in the header)
Your address with e-mail address and telephone number

Address of the company
(Name of the company, department
Contact person, address)

Place, date

Subject line (e.g. application for an internship in marketing, reference number)

Dear Mrs. XX, Dear Mr. XX,
(If possible, determine a specific contact person)

Introduction

Start your cover letter with a strong argument that motivates the reader to read on, e. g:

- Name a qualification/competence that qualifies you for the position
- Describe, in relation to the advertised position, the benefits you offer the employer
- Refer to a recommendation or refer to a telephone call you have made with the employer/internship provider
- Name your motivation and to what extent the employer benefits from it

Main part

The main part serves to present your qualifications, competences and abilities according to the job profile and thus to show that you are the right person for the advertised position. Select the knowledge required in the advertisement and/or relevant to the position. Put yourself in the reader's perspective and consider which information is relevant and important for him.

Present your professional qualifications and describe where and how you have acquired, applied and deepened them (studies, internships, projects).

Also mention (if required) interdisciplinary knowledge, key competences and foreign language skills. Don't just enumerate key qualifications, but describe examples of where you have shown or practiced them.

Reason for your application/Motivation

Write why you are applying for this job/internship at this company/institution. For example, describe which task you are looking forward to do, and why you consider yourself suitable to solve it; or which project/ which part of the company's philosophy speaks to you.

Organizational

When can you start? What's your preferred duration of the internship? Which salary do you have in mind?

Conclusion

E.g. I am looking forward to a personal conversation.

Yours sincerely

Signature (handwritten)

Enclosure (the enclosures are not listed in detail)