**Application guide**

The overarching structure of your application can look like this (continue reading for more details on the specific parts).

Be aware that your application should be **maximum one page.** *If it is difficult to fit it on one page, consider editing down the part on your background (section 3).*

1. Title—informative and attention-grabbing
2. Motivational section—Why *this workplace* and why *this task*
3. Professional section—The challenge and criteria for success—your plan—your background
4. Personal section—You as a colleague and how you collaborate
5. Conclusion—What happens now

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Title — should say something about you *or* your approach to the position to which you are applying. Get the employer’s attention with some new information. For example:

Something about you: **”*Thorough and analytic employee with an understanding of people”***

*Or*

Your approach: ***”Good marketing motivates the target group to act”***

**Motivational section**

This section has two fundamental goals: To show that you are motivated by the *work of the position* and to show that you are motivated by the *workplace.* The employer should hopefully have the feeling that you don’t just want to do the work but that you want to do it *specifically for them*. It can therefore be a good idea to begin by writing what you like about the place you’re applying to and the way they work.

For example: ”XX is a place in rapid development, with a special interest in the customer base and new ways of targeting it. This speaks to me, and I believe that your approach is the right one. With my background in yy, I have worked precisely with that approach and therefore can see myself motivated to come to work every day to contribute to the project.”

**Professional section**—preferably with a summarizing subtitle—for example:

***”Inclusion of the target group through high-level surveys”***

This section should be forward-lookingand speak directly to the employer’s reality. It’s about showing them what you can do rather than tellingthem. For example, by showing them how you yourself use the very approach you praise the employer for in your motivational section. You can use this model to your advantage:

1. **Show an understanding of what the challenge/criteria for success is:**

If you showed up at this job on Monday, what would you get started with? If you can’t answer this clearly yourself, you should look more closely. Potentially call the employer and ask about the job responsibilities.

For example:

”As a marketing consultant, it is first and foremost important that you understand the target group and manage to direct your communication (*challenge*). We should reach people where they are, so they feel like using the products (*criteria for success).* I can do that.”

1. **Present your plan for how you will approach the work/challenge**

Now you have shown the employer that you understand the work/criteria for success. Next you should show the employer your plan to complete these tasks (note that it is not expected that you can ”discover new approaches”, you should just show that you know what it requires).

For example (continuation of the earlier section):

”Through thorough target group analyses, where we don’t just speak *to* the target group but *with* them, I will help you by providing an overview and understanding of what sells more products at the end of the day. I also believe that such an understanding can help predict the need for future products, so that you are first on the market.” (note that you speak *directly to the employer*).

1. **Make your plan credible by showing your background and skills**

After you have presented a suggestion for a plan, you can, to your advantage, support it with concrete work experience/knowledge from your studies. Many start with this part, but it should ideally first come at this point.

For example (again in continuation):

Work experience: ”As a marketing consultant at XX, I have previously been involved in executing such a process, which led to higher sales and customer satisfaction. I would draw on this in my work for you.”

Knowledge from your studies: ”My thesis dealt with how companies include their target groups in product development, soI’d be able to help you with that and, as such, create satisfaction among customers.

**Personal section—**preferably with a summarizing subtitle—for example:

***”Cooperation across the board and a communal approach to the work”***

This section should give your future colleagues an idea that you, apart from your professional skills, would also be a good fit in the workplace community. Especially if the position you are applying for involves cooperation. A hiring committee will typically include at least one future colleague. Be wary of falling for clichés (avoid ”good at working independently, but also in teams”). Use examples.

For example: ”As a colleague, I am interested in all skills being included in the best possible completion of the projects and appreciate professional sparring with smart co-workers. At my previous workplace, I was part of multiple inter-departmental groups,an initiative I hope I could continue with you.

**Conclusion**

The conclusion should be short, precise, and preferably forward-looking. For example:

”I look forward to hearing from you”

Or just

”Sincerely**”**