



**WRITING  
MOTIVATIONAL LETTER**



# Writing a Motivational Letter

## Module 1: Introduction to Motivational Letters

- Understanding the purpose of a motivational letter
- Differences between a motivational letter and a cover letter
- Analyzing the target audience

### Homework:

For this assignment, you will be creating a short introduction to a hypothetical motivational letter, focusing on the key concepts and principles of motivational letters. Use the following prompts to guide your thinking:

#### 1. Purpose of Motivational Letters (25%)

- Explain the purpose of a motivational letter.
- Identify the key differences between a motivational letter and a cover letter.
- Analyze the target audience for your hypothetical motivational letter.

#### 2. Key Elements of a Motivational Letter (25%)

- Identify the key elements that should be included in a motivational letter.
- Explain the importance of research and personalization.
- Discuss how to highlight relevant skills and experiences.

#### 3. Writing Style and Tone (25%)

- Discuss the appropriate tone and language for a motivational letter.
- Identify common formatting and structure guidelines for a motivational letter.
- Explain the importance of avoiding common mistakes in motivational letter writing.

#### 4. Personalization and Tailoring (25%)

- Discuss the importance of tailoring your motivational letter to the specific requirements of the target audience.
- Explain how to incorporate keywords and phrases to make your motivational letter stand out.
- Discuss how to incorporate the company's culture and values into your motivational letter.

## Evaluation Criteria:

### 1. Purpose of Motivational Letters (25%)

- The purpose of motivational letters is accurately explained.
- The differences between motivational letters and cover letters are effectively identified.
- The target audience is accurately analyzed.

### 2. Key Elements of a Motivational Letter (25%)

- The key elements of motivational letters are accurately identified.
- The importance of research and personalization is effectively explained.
- How to highlight relevant skills and experiences is effectively discussed.

### 3. Writing Style and Tone (25%)

- The appropriate tone and language for motivational letters is accurately discussed.
- Common formatting and structure guidelines for motivational letters are accurately identified.
- The importance of avoiding common mistakes in motivational letter writing is effectively explained.

### 4. Personalization and Tailoring (25%)

- The importance of tailoring motivational letters to the specific requirements of the target audience is effectively discussed.
- How to incorporate keywords and phrases to make motivational letters stand out is effectively explained.
- How to incorporate the company's culture and values into motivational letters is effectively discussed.

Total: 100%

## Module 2: Key Elements of a Motivational Letter

- Identifying and conveying your motivation
- The importance of research and personalization
- Highlighting relevant skills and experiences
- Using storytelling to make your letter stand out

### Homework:

For this assignment, you will be creating a draft of a motivational letter, focusing on the key elements that should be included. Use the following prompts to guide your thinking:

#### 1. Identifying Your Motivation (25%)

- Explain your motivation for applying to the position or opportunity.
- Describe your interest in the company or organization.

#### 2. Highlighting Relevant Skills and Experiences (25%)

- Discuss your relevant skills and experiences that align with the position or opportunity.
- Use specific examples and evidence to support your claims.

#### 3. Incorporating Personalization and Research (25%)

- Explain how you have researched the company or organization and incorporated that into your motivational letter.
- Demonstrate personalization and connection to the company or organization.

#### 4. Using Storytelling Techniques (25%)

- Use storytelling techniques to make your motivational letter stand out.
- Engage the reader with a compelling narrative that supports your motivation and skills.

### Evaluation Criteria:

#### 1. Identifying Your Motivation (25%)

- Your motivation for applying to the position or opportunity is clearly explained.
- Your interest in the company or organization is effectively described.

#### 2. Highlighting Relevant Skills and Experiences (25%)

- Your relevant skills and experiences are effectively discussed and aligned with the position or opportunity.
- Specific examples and evidence are used to support your claims.

#### 3. Incorporating Personalization and Research (25%)

- Your research on the company or organization is effectively demonstrated and incorporated into your motivational letter.
- Personalization and connection to the company or organization is effectively shown.

#### **4. Using Storytelling Techniques (25%)**

- Storytelling techniques are effectively used to engage the reader and make your motivational letter stand out.
- The narrative is compelling and effectively supports your motivation and skills.

Total: 100%

### **Module 3: Writing Style and Formatting**

- Tone and language used in motivational letters
- Formatting and structure of the letter
- Common mistakes to avoid

#### **Homework:**

For this assignment, you will be refining the writing style and formatting of your motivational letter. Use the following prompts to guide your thinking:

##### **1. Tone and Language (30%)**

- Review the tone and language used in your motivational letter.
- Identify areas where the tone or language could be improved.
- Edit the letter to improve tone and language.

##### **2. Formatting and Structure (30%)**

- Review the formatting and structure of your motivational letter.
- Identify areas where the formatting or structure could be improved.
- Edit the letter to improve formatting and structure.

##### **3. Common Mistakes to Avoid (20%)**

- Identify common mistakes that are often made in motivational letter writing.
- Review your letter to ensure that these mistakes are avoided.

##### **4. Personalization and Attention to Detail (20%)**

- Demonstrate attention to detail by ensuring that your motivational letter is personalized to the company or organization.
- Use appropriate contact information and ensure that the letter is addressed to the correct person.

## Evaluation Criteria:

### 1. Tone and Language (30%)

- The tone and language used in the motivational letter is effectively reviewed.
- The letter is effectively edited to improve tone and language.
- The final version of the letter demonstrates an appropriate tone and language.

### 2. Formatting and Structure (30%)

- The formatting and structure of the motivational letter is effectively reviewed.
- The letter is effectively edited to improve formatting and structure.
- The final version of the letter demonstrates an appropriate formatting and structure.

### 3. Common Mistakes to Avoid (20%)

- Common mistakes in motivational letter writing are effectively identified.
- The final version of the letter demonstrates the avoidance of these common mistakes.

### 4. Personalization and Attention to Detail (20%)

- The motivational letter is effectively personalized to the company or organization.
- Appropriate contact information is used and the letter is addressed to the correct person.
- The final version of the letter demonstrates attention to detail.

Total: 100%

## Module 4: Tailoring Your Motivational Letter

- Addressing the specific requirements of the target audience
- Using keywords and phrases
- Incorporating the company's culture and values

### Homework:

For this assignment, you will be refining your motivational letter to tailor it to the specific requirements of the target audience. Use the following prompts to guide your thinking:

#### 1. Addressing Specific Requirements (30%)

- Identify the specific requirements of the target audience.
- Review your motivational letter to ensure that it addresses those requirements.
- Make appropriate edits to the letter to better align with those requirements.

#### 2. Incorporating Keywords and Phrases (30%)

- Identify the keywords and phrases that are relevant to the position or opportunity.

- Ensure that those keywords and phrases are effectively incorporated into your motivational letter.
- Use appropriate context and don't overuse the keywords and phrases.

### **3. Incorporating Company Culture and Values (30%)**

- Demonstrate an understanding of the company culture and values.
- Incorporate those values and culture into your motivational letter.
- Provide examples of how your personal values align with the company's values.

### **4. Clarity and Organization (10%)**

- Ensure that your motivational letter is clear and organized.
- Use appropriate formatting and spacing to ensure that the letter is easy to read.

## **Evaluation Criteria:**

### **1. Addressing Specific Requirements (30%)**

- The specific requirements of the target audience are effectively identified.
- The motivational letter is effectively edited to better align with those requirements.
- The final version of the letter demonstrates alignment with the specific requirements of the target audience.

### **2. Incorporating Keywords and Phrases (30%)**

- The relevant keywords and phrases are effectively identified.
- The motivational letter effectively incorporates those keywords and phrases.
- The final version of the letter uses appropriate context and effectively incorporates the keywords and phrases.

### **3. Incorporating Company Culture and Values (30%)**

- Understanding of the company culture and values is effectively demonstrated.
- The motivational letter effectively incorporates those values and culture.
- The final version of the letter provides effective examples of how personal values align with the company's values.

### **4. Clarity and Organization (10%)**

- The motivational letter is effectively edited for clarity and organization.
- Appropriate formatting and spacing is used to ensure that the letter is easy to read.
- The final version of the letter is clear and well-organized.

Total: 100%

## Module 5: Review and Refinement

- The importance of proofreading and editing
- Seeking feedback from peers or mentors
- Finalizing and submitting the motivational letter

### Homework:

For this assignment, you will be refining and finalizing your motivational letter, and seeking feedback from your peers and instructor. Use the following prompts to guide your thinking:

#### 1. Proofreading and Editing (40%)

- Thoroughly proofread and edit your motivational letter for any errors or mistakes.
- Make appropriate edits to improve clarity, tone, and language.

#### 2. Seeking Feedback (40%)

- Share your motivational letter with your peers or instructor.
- Solicit feedback on areas for improvement and make appropriate edits.
- Provide feedback to your peers to help them improve their letters.

#### 3. Finalizing and Submitting (20%)

- Finalize your motivational letter based on the feedback received.
- Ensure that your motivational letter meets all of the requirements and guidelines.
- Submit your motivational letter according to the instructions provided.

### Evaluation Criteria:

#### 1. Proofreading and Editing (40%)

- The motivational letter is effectively proofread and edited for any errors or mistakes.
- Appropriate edits are made to improve clarity, tone, and language.
- The final version of the letter demonstrates effective proofreading and editing.

#### 2. Seeking Feedback (40%)

- The motivational letter is effectively shared with peers or the instructor.
- Effective feedback is solicited on areas for improvement and appropriate edits are made.
- Effective feedback is provided to peers to help them improve their letters.

#### 3. Finalizing and Submitting (20%)

- The motivational letter is effectively finalized based on the feedback received.
- The letter meets all of the requirements and guidelines.
- The letter is effectively submitted according to the instructions provided.

Total: 100%



## Module 6: Follow-up and Next Steps

- Strategies for following up after submitting a motivational letter
- Preparing for potential interviews or further communication
- Continuing to improve your motivational letter writing skills

### Homework:

For this assignment, you will be developing a plan for following up on your motivational letter and next steps to continue pursuing the position or opportunity. Use the following prompts to guide your thinking:

#### 1. Follow-up Plan (40%)

- Develop a plan for following up on your motivational letter.
- Identify appropriate methods and timing for following up.
- Ensure that your plan is professional and respectful.

#### 2. Networking and Professional Development (40%)

- Identify networking opportunities and professional development activities that can help you pursue the position or opportunity.
- Develop a plan for participating in those activities.
- Ensure that your plan is realistic and actionable.

#### 3. Reflection and Feedback (20%)

- Reflect on the process of writing and refining your motivational letter.
- Solicit feedback from peers and the instructor on areas for improvement.
- Use that feedback to inform future writing and career development.

### Evaluation Criteria:

#### 1. Follow-up Plan (40%)

- A plan for following up on the motivational letter is effectively developed.
- Appropriate methods and timing for following up are identified.
- The plan is professional and respectful.

#### 2. Networking and Professional Development (40%)

- Networking opportunities and professional development activities are effectively identified.
- A plan for participating in those activities is effectively developed.
- The plan is realistic and actionable.

**3. Reflection and Feedback (20%)**

- Reflection on the process of writing and refining the motivational letter is effectively demonstrated.
- Effective feedback is solicited from peers and the instructor on areas for improvement.
- The feedback is effectively used to inform future writing and career development.

Total: 100%