

Letter of Intent

Operational definition. Argumentative discursive genre whose purpose is to explain, in a maximum of 300 words, the applicant's reasons to consider him/herself as the ideal candidate for a job or an academic scholarship. This document is an opportunity to highlight your candidacy among the other candidates. Therefore, it should include different information from what was mentioned on the CV.

Structure elements

- *Attention caller* (the WOW factor). Include up to 100 words with a background story to attract attention. The aim of the WOW factor is to serve as a hook for the reader. The narrative should include skills such as level of commitment, resilience, problem solving, among others.
- *Them.* We all love having our names mentioned. So, using the company's name is a great tool to exploit. When using it, you must highlight something that you
- admire within their value system or a project that you aspire to take part in.
- *You.* After talking about them, elaborate on your own skills, courses taken, or any kind of experience that makes you the best candidate.
- *Call to action.* Mention in a polite and assertive way, what you want to achieve. You can take advantage of this space to request an interview or ask about a vacancy.
- *Closing.* Write a formal closing in which you thank them for their attention. Do not forget to sign the letter with your name and surname.

To learn more

Leal Isida, R.; Barranco Ortega, P. y Flores Guajardo, M. (2016). *Expresión verbal con fines específicos*. (2nd. Ed.). Editorial Digital Tecnológico de Monterrey.



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