# Søknad - layout and content suggestions

**Heading: Application for ... (repeat the name of the position)**
***NOTE: heading is not necessary if you are applying through a job portal***

**Opening sentences**

• State that you are applying for the job – short, with reference to where you have seen the ad. Mention who you have talked with if you have called the company or met some of their representatives.

**Introduction**

• Brief presentation of education, relevant experience and motivation.
• What is your motivation for applying to this job?
• What are the most important relevant competencies of yours to this employer?

**ARGUMENTATION: (the employer wants to know that you can do the job)**

Based on what you claim in the introduction, show why you are a good candidate by pointing out the relevance and coherence between

• your education
• your experience and skills
• results you have achieved
• your personal qualities
• your motivation

...AND the job you are applying for!

Make links between job tasks, role, challenges, field and the organization itself.

Consider addressing: language issues, how long you are

**ENDING:**

• Avoid clichés
• Specify when you can start working and that your work permit is ok
• Specify your motivation for applying
• Look ahead, see the position and the company in a bigger picture

Best regards