

SPECULATIVE APPLICATION

A speculative application comes in handy when you want to contact the employers to make them aware of your qualifications and skills as a potential employee. It is normally one A4-page long marketing letter, in which you offer your knowledge and skills for employer and / or to solve a problem for them. Therefore you need to tell clearly what you would want to and what you could do in their organization. Whilst doing that always keep in mind employers' perspective: why and how could they benefit from your input? In a nutshell: you offer a package consisting of your knowledge and interests.

Speculative applications are always employer-specific, because they are initiated to respond to a certain need or demand. In practice, when you begin to write one, construct first a general application, in which you convey "everything" you could offer. It can be then modified and completed to fit for a need in hand i.e. employer-specific application letters (this doesn't only apply for motivation letters but also CVs). Being employer- or work-specific can mean big differences in layout and way of expressions in application letters.

The method of applying for "non-existing" job offers requires different demands from the content of your cover letter, unlike if applying for a specific job advertisement. Instead of using position information, you should focus on broader occupational and/or organizational dimensions to describe how your qualifications match the work environment.

Content

Formalities such as

- Your contact information, date, and headline "speculative application" etc.
- If possible name of the recipient
- Complimentary close and signature
- Enclosures (CV, other possible required documents)

Motivation towards the employer/company (Paragraphs 1-2):

Tell why are you interested in the particular company/employer, and why do you want to work for them? Employer-motivation is even more important to mention here, because there aren't an obvious vacancy to apply for.

The task itself (Paragraphs 1-2):

Which task or alternative tasks could you take over in the company or organization? What is the product, you are marketing for them? This can be a difficult part to construct, but take time with it: concrete offers will quicken the process. Besides, vagueness herein is from reader's viewpoint very irritating.

Motivation towards the task (Paragraph 3):

What interests you in the position and work tasks? How does it interlink with your life or career plans?

Qualifications (Paragraph 3):

Why do you possess the necessary qualifications for the job? What education, experience, know how, which evidence, hobbies or other activities back up your application?

Follow-up (Paragraph 4):

Indicate also in your application the point in time when you are going to contact the recipient, for instance in one or two week's time. This will make the reader to consider the offer and prepare him/herself for your contact. In addition it is customary to express your interest towards meeting in person, so that you can discuss your employment opportunities within the organization.