Name:

Date:

School:

Facilitator:

4.02 Business Letter Rubric

Total Points: 85

| **Category** | **Elements** | **Excellent** | **Good** | **Needs Improvement** | **Your Score / Comments** |
| --- | --- | --- | --- | --- | --- |
| **Margins and Spacing** | 2” top margin | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| 1” side and bottom margins | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| All lines at left margin | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| Date listed 2” from top margin | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| 3 blank lines after date | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| Name, title, and inside address single spaced | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| Blank line before salutation | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| Blank line after salutation | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| Body paragraphs are single-spaced | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| Blank line between paragraphs | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| Blank line between body and complimentary closing | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| 3 blank lines after complimentary closing | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| Writer’s name & title single spaced | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
| Blank line before ref initials | [ ]  | [ ]  | [ ]  |       **/ 2 points** |
|  |  |  |  |  |  |
| **Parts of the Letter****(each element is present and formatted correctly)** | Return address or letterhead[5 bonus points for creating a letterhead] | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
| Date | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
| Inside address; proper format: Name Street Address City, State, ZIP | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
| SalutationSalutation has “Dear”Salutation has title (Mr., Ms.)Salutation has last name only | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
| Body (at least 3 paragraphs) | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
| Complimentary closing | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
| Signature line | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
| Letter writer’s title | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
| Correct punctuationno punctuation after salutation and complimentary closing OR colon after salutation, comma after complimentary closing | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
|  |
| **Content** | Letter introduces prospective customers to the new business | [ ]  | [ ]  | [ ]  |       **/ 6 points** |
| First body paragraph introduces yourself and your business | [ ]  | [ ]  | [ ]  |       **/ 6 points** |
| Second body paragraph provides details such as hours of operation, location, services you provide, etc. | [ ]  | [ ]  | [ ]  |       **/ 6 points** |
| Third body paragraph asks the customer to visit your business and/or use your service | [ ]  | [ ]  | [ ]  |       **/ 6 points** |
|  |
| **Mechanics** | No spelling errors | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
| No grammatical errors | [ ]  | [ ]  | [ ]  |       **/ 3 points** |
|  |
| **TOTAL:** |       **/ 85 points** |
| **Overall Comments:**       |