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** |
| Salutation  Salutation 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 punctuation  no 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:** | | | | | |