Create a persuasive letter to a business (a real business). Use proper address, titles, etc.

Give praise or discuss why you did/didn't like the product. Use proper grammar/spelling 2-3 paragraphs

Must be in mailable format – in other words, use proper spacing and punctuation!

Business Letter Grading Rubric

Name ______________________________ Score ______/24

Components	4	3	2	1
Return Address & Date	● Return address or letterhead is complete & accurate. ● Date is complete & positioned correctly. ● No spelling, capitalization, or punctuation errors.	● Return address or letterhead is complete & accurate. ● Date is complete & positioned correctly. ● 1-2 spelling, capitalization, or punctuation errors.	● Return address or letterhead is missing some information. ● Date is there but format is incorrect. ● 3 spelling, capitalization, or punctuation errors.	● Return address or letterhead is missing. ● Date is missing. ● 4 or more spelling, capitalization, or punctuation errors.
Inside Address & Salutation	● Inside address is complete & accurate. ● Salutation is appropriate & complete. ● A subject line needed or added correctly. ● No spelling, capitalization, or punctuation errors.	● Inside address is complete & accurate. ● Salutation is appropriate but incomplete. ● A subject line needed or added correctly. ● 1 - 2 spelling, capitalization, or punctuation errors.	● Inside address is missing information. ● Salutation is inappropriate. ● Subject line information is misleading. ● 3 spelling, capitalization, or punctuation errors.	● Inside address is missing. ● Salutation is missing. ● Subject line is missing. ● More than 3 spelling, capitalization, or punctuation errors.
Content Organization & Accuracy	● Organization is appropriate to the writer's purpose. ● Paragraph order follows the suggested model. ● Message is complete and correct.	● Organization is appropriate to the writer's purpose. ● Paragraph order is close to the suggested model. ● One piece of information is missing or incorrect.	● Organization is not appropriate to the writer's purpose. ● Paragraph order is close to the suggested model. ● Two pieces of information are missing or incorrect.	● No organization pattern is apparent. ● Paragraph order does not follow suggested format. ● Message has enough missing or incorrect information to be ineffective in meeting the writer's goal.
Closing, Signature, & other End Matter	● Closing is appropriate. ● Written & typed signatures are present. ● Reference initials & enclosure reminder are included if needed.	● One piece is missing or inaccurate.	● Two pieces are missing or inaccurate.	● More than two pieces are missing or inaccurate.
Word Choice	● Word choice is appropriate for audience. ● Writer uses action verbs. ● Use of passive voice ONLY as needed.	● Word choice is mostly appropriate for audience. ● Writer uses action verbs. ● Use of passive voice ONLY as needed.	● Word choice is inappropriate for audience. ● Writer sometimes uses action verbs. ● Too much use of passive voice.	● Word choice is unprofessional.
Sentences Fluency, Paragraphs, & Mechanics Source: http://*rubistar.4teachers.org* 7/6/03	● Complete sentences of varying length. ● Paragraph divisions are effective. ● Number of paragraphs fits suggested format. ● Main purpose of the message is clear. ● No spelling, capitalization, or punctuation errors. ● Grammar & usage are correct.	● Some variation in sentence length. One fragment. ● Paragraph divisions are somewhat effective. ● Main purpose of the message is clear. ● 1-2 spelling, capitalization, or punctuation errors. ● 1-2 grammar & usage errors.	● Two sentence fragments. ● Message is there, but underdeveloped. ● Awkward paragraph construction clouds the message. ● 3-4 spelling, capitalization, or punctuation errors. ● 3 – 4 grammar & usage errors.	● More than 2 sentence fragments. ● Message is lost in poor construction. ● Paragraphs do not follow suggested format. ● Spelling, capitalization, or punctuation errors make message unclear. ● Grammar & usage errors makes message unclear.