

Business Letter Evaluation

Checklist

Use the checklist below to verify that the author has a complete letter.

Description	(Check if present)
Author's name	
Author's address	
Author's phone number	
Author's e-mail	
Recipient's name and address	
Date	
Greeting/salutation	
Brief introductory paragraph identifying author and purpose	
One or more body paragraphs	
Conclusion paragraph	
Goodbye/Closing ("Sincerely," "Respectfully," etc.)	
Signature (with printed name below)	
Notations, if applicable ("Encl," "Cc.")	

Comments:

(Use the space below to comment on any missing or checked items.)

Evaluation (Use the rubrics below to evaluate the author's letter.)

Heading (Author's and recipient's name, address, phone number, author's e-mail, date.)

	1	2	3	4	5	Score
Completeness	Heading absent or missing key elements.		Heading clearly identifies author and recipient, including all key elements.		Heading clearly identifies author and recipient, including all key elements AND <i>easy to identify and use</i> .	
Appearance	Heading messy or absent.		Heading is neat and organized.		Heading is neat and organized AND <i>attractive, including letterhead and/or artwork</i> .	

Greeting ("Dear Dr./Ms. Smith," "Dear Fred," etc.)

	1	2	3	4	5	Score
Appropriateness and Tone	Greeting is inappropriate for recipient, either too casual or too formal, or wrong tonally.		Greeting is appropriate for the recipient and sets a proper tone for the letter's purpose.		Greeting is appropriate for the recipient and sets a proper tone for the letter's purpose AND <i>grabs the reader's attention</i> .	

Body paragraphs (Introduction, main paragraphs, conclusion)

	1	2	3	4	5	Score
Introduction	Introduction absent or fails to identify author and/or purpose of letter.		Introduction clearly identifies author and purpose of letter.		Introduction clearly identifies author and purpose of letter AND <i>compels the reader to continue reading with an excellent transition</i> .	
Main Paragraph(s)	Main paragraphs missing, or fail to explain letter's purpose and provide key details.		Main paragraphs explain letter's purpose and provide key details.		Main paragraphs <i>convincingly and compellingly</i> explain letter's purpose while providing key details.	
Conclusion	Conclusion absent or fails to sum up main points.		Conclusion sums up main points and encourages action by recipient..		Conclusion <i>expertly</i> sums up main points and <i>compellingly</i> encourages action by recipient..	

Overall Impression (circle one): poor below average above average excellent