

# Cover Letter

Excellent Submissions Meet All of the Following Criteria

	Criteria	Comments
<b>Deadline</b>	<input type="checkbox"/> Deadline Met	
<b>Size and Style of Text</b>	<input type="checkbox"/> Text is ideal size for the space <input type="checkbox"/> Font style captures an ideal persona <input type="checkbox"/> Consistent/Appropriate font changes	
<b>Return Address</b>	<input type="checkbox"/> Return address is complete & accurate	
<b>Date</b>	<input type="checkbox"/> Date is complete <input type="checkbox"/> Date is formatted appropriately <input type="checkbox"/> Date is positioned correctly	
<b>Length</b>	<input type="checkbox"/> Letter is of an appropriate length to fill the page	
<b>Formatting</b>	<input type="checkbox"/> Letter follows full block letter format	
<b>Inside Address</b>	<input type="checkbox"/> Inside Address is complete <input type="checkbox"/> Inside Address is formatted appropriately <input type="checkbox"/> Inside Address is positioned correctly	
<b>Salutation</b>	<input type="checkbox"/> Salutation is complete <input type="checkbox"/> Salutation is formatted appropriately <input type="checkbox"/> Salutation is positioned correctly	
<b>Spelling, Grammar, and Punctuation</b>	<input type="checkbox"/> There are no spelling, punctuation, or grammar errors.	
<b>Content</b>	<input type="checkbox"/> Letter includes location of advertisement <input type="checkbox"/> Letter includes introduction of self <input type="checkbox"/> Letter includes additional information not on your resume	
<b>Word Choice</b>	<input type="checkbox"/> Word choice is appropriate for the purpose <input type="checkbox"/> Action verbs are used <input type="checkbox"/> No use of passive voice	
<b>Mechanics / Organization</b>	<input type="checkbox"/> Complete sentences of varying length <input type="checkbox"/> Paragraph divisions are effective <input type="checkbox"/> Sentences and Paragraphs logically connect <input type="checkbox"/> Organization is appropriate to the purpose	
<b>Design</b>	<input type="checkbox"/> Original design <input type="checkbox"/> Clearly aesthetically connected to personal marketing plan	
<b>Drafts Included</b>	<input type="checkbox"/> All previously graded drafts and rubrics included <input type="checkbox"/> All previous notes addressed	
<b>Print and Graphic Element Quality</b>	<input type="checkbox"/> Quality of print elements is crystal clear. <input type="checkbox"/> Quality of graphic elements is crystal clear.	

Grade: \_\_\_\_\_