

PERSUASIVE BUSINESS LETTER

Refer to Rubric on reverse for specific assessment guidelines.

ORGANIZATION	Block style business letter Minimum of 3 body paragraphs (see PP) Introduction Reasons (to include chart/graph/spreadsheet) Financial graphic/spreadsheet Conclusion
IDEAS & CONTENT	Persuade your parents that you are making a logical, reasoned choice for your post-secondary plan Be able to identify your examples of persuasive support
VOICE	Minimum of 3 Smiley Face Tricks
CONVENTIONS	Check for spelling, grammar, punctuation, etc.
TURNITIN.COM	Your letter must be submitted to turnitin.com Friday, midnight
PARENT SIGNATURE	Part of the assignment is to share your letter with your parent or guardian. Your parent must complete the form stating that he/she has read your letter.
EXTRA CREDIT	If your parent writes a letter of response to you, and you bring me a copy of the letter, you will receive 10 extra credit points.

Name _____ Period _____ / 100 pts.

PERSUASIVE BUSINESS LETTER RUBRIC

	POINTS	SCORE	COMMENT
FORMAT Block (no indentations) Double space between each section and body paragraphs Single space within each section	5		
HEADING No name Complete return address City, AZ zip Month date, Year 1 empty space after	5		
INSIDE ADDRESS Addressee (Mr. & Mrs.) Street Address City, AZ zip 1 empty space after	5		
SALUTATION Dear... Formal name of addressee Colon 1 empty space after	5		
Paragraph 1 INTRODUCTION Single spaced Attention getter Background information Thesis statement 1 empty space after	15		
Paragraph 2 SUPPORTING REASONS Single spaced Reason #3 (least important reason) Concrete Detail/Commentary/commentary Reason #2 Inserted graphs/charts/spreadsheets – must explain the significance of this information Reason #1 (most important reason) Concrete Detail/Commentary/commentary 1 empty space after	20		
Paragraph 3 CONCLUSION Single spaced Restate thesis/plan of action Summary of reasons Appeal for support 1 empty space after	15		
CLOSING Professional closing Comma 3 empty spaces Signature – cursive / ink Typed formal signature	5		
VOICE Smiley Face Tricks 1 2 3	15		
CONVENTIONS Spelling, grammar, punctuation	10		