**BUSINESS COMMUNICATIONS 1**

**SALES LETTER**

**Standard 5**

Students will produce effective written communication documents.

*Objective 3*

*Compose and produce a variety of e-mails and letters in each of the following areas: everyday/routine/good news, sales/persuasive, and bad news.*

**RUBRIC**

|  |  |  |  |
| --- | --- | --- | --- |
| **Checks** | **Possible Points** | **Student Self Assess** | **Graded** |
| Typed | 10 |  |  |
| Spelling | 5 |  |  |
| Grammar | 5 |  |  |
| Letter Format | 5 |  |  |
| 4 Paragraphs  Get Readers Attention  Introduce the Product  Give Evidence  Motivate Action | 20 |  |  |
| Letter is Signed | 5 |  |  |
| **TOTAL** | **50** |  |  |
| AIDA  (Attention, Interest, Desire, Action) |  |  |  |
| Comments: |  |  |  |

*Please staple this form to your letter.*