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| [Cover Letter](http://kelli.ninja/1301/coverletter/essaycoverletters.pdf)  Your cover letters will be graded based on this rubric. Remember that the grades you receive for them will be averaged and count the same as one essay. | |
| **Grading Standards** | |
| **Format, Design, and Professionalism** [*Writing down the Basics*](https://kelli.ninja/Writing_down_the_Basics.pdf)*,* p. 139-140 or ([Video](https://youtu.be/n7UTItVrG-g)) | |
| Is the letter turned in/uploaded in the correct format? (Word, doc/docx) |  |
| Is the letter laid out in a standard business format? |  |
| Is the letter [centered vertically on the page](https://www.youtube.com/watch?v=n7UTItVrG-g&t=365s)? |  |
| Is the font used a business-like font? |  |
| **Content and Development** [Cover Letter Assignment](http://kelli.ninja/1301/coverletter/essaycoverletters.pdf) | |
| Do you have the required 4 paragraphs? |  |
| Do you give a *specific* example of things you like about YOUR writing? |  |
| Do you ask for specific advice or feedback about the content of your essay? |  |
| Does your writing reflect thoughtful thinking about your writing in the essay presented? |  |
| **Style:** A professional voice with a [conversational](https://www.dummies.com/article/business-careers-money/business/business-communication/achieve-conversational-tone-business-writing-243329/) tone and [style](https://pressbooks.bccampus.ca/businesswritingessentials/chapter/ch-4-style-and-tone/). | |
| Does the style—voice, [tone](https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/tone_in_business_writing.html), sentence style, and word choice—reflect the type of writing expected in this letter? Professional but friendly tone and approach. |  |
| **Clarity** [*Writing down the Basics*](https://kelli.ninja/Writing_down_the_Basics.pdf) *p,* 8-41; Purdue OWL [Grammar](https://owl.purdue.edu/owl/general_writing/grammar/index.html) & [Mechanics,](https://owl.purdue.edu/owl/general_writing/mechanics/index.html)  [Writing in Plain Style](https://owl.purdue.edu/owl/general_writing/writing_style/plain_style%20.html), and [Grammarly](https://app.grammarly.com/) ([Video](https://youtu.be/IKYypauYe10)) | |
| Does the writing reflect grammatical and mechanical correctness expected at this level? |  |