

Cover Letter Rubric – Do You Make the Grade?

	“A” range Cover letter should get you noticed	“B-C” Range Cover letter is very ordinary	“D-F” Range Cover letter should be started over
Business Format	This letter uses correct business format with date and addresses on top and a signature at the bottom.	There are minor issues with formatting here. Possibly the spacing is wrong.	Business formatting has major problems. Dates or addresses are in the wrong place or missing.
Paragraph 1 Introduction	This paragraph identifies who you are, the position or reason you are sending the letter, how you heard of the opening, and that you are genuinely interested. This paragraph grabs the employer’s attention.	This paragraph identifies the position or reason you are applying but does not identify who you are, does not indicate how you found the position, and vaguely indicates an interest.	This section fails to identify who you are, does not clearly identify the position or reason for contacting, does not indicate how you found the position, and does not indicate any interest. This paragraph does not grab the employer’s attention.
Paragraph 2 Identification of Skills	This paragraph identifies one or two of your strongest qualifications and clearly relates these skills to the job at hand. This paragraph clearly explains why you are interested and how you can benefit the company.	This paragraph identifies one of your skills, but it may or may not be related to the position at hand. This paragraph does little to explain your interest and vaguely connects your skill to how you can benefit the company.	This paragraph fails to identify any skills or qualifications. This paragraph does not explain your interest and does not connect any skills to how you could benefit the company.
Paragraph 3 Closing	This paragraph thanks the reader for their time. This paragraph includes your contact information and is assertive as to how you will follow up after a given period of time.	This paragraph may or may not thank the reader. This paragraph includes contact information but is not assertive, and does not leave room for follow up.	This paragraph does not thank the reader. This paragraph does not include any contact information and is not assertive about following up after a given period of time.
Overall Quality of Writing and Grammar	This letter is clear and concise. It gets right to the point. There are no spelling or grammatical errors, and the writing flows together well.	This letter is decent in content but very average writing, and does not convince an employer. There are minor spelling or grammatical errors.	This letter does not make sense. The writer has either written too much or too little, and the employer is turned off. There are multiple spelling and grammatical errors.