Writer's Name _____ B 220 Business Communication Evaluator's Code _____

Letter Evaluation Form

		(check one) **Needs Attention**	**OK**
1.	**Letterhead/Heading** [X]–Company business letter contains logo, address, telephone centered or aligned at left (see p. A13). Personal business letter contains return address at left margin. Date is located 2 inches from top edge of page; street address, city, state, ZIP, e-mail address, and/or telephone and fax numbers are located immediately above the date (no space). No name typed above the address. (see p. A13)	[ ]	[ ]
2.	**Date** [DATE]–at least one blank line below letterhead. Position against the left margin 2 to 2 ½ inches from top edge of page.	[ ]	[ ]
3.	**Inside Address** [X]--one to nine blank lines below date, no abbreviations, complete address starting at smallest unit and moving to largest (i.e. a department is smaller than a building, so the department comes first). Title/s precede names, if used. (see p. A4)	[ ]	[ ]
4.	**Salutation** [X]--matches inside address, must start with *Dear* if first line of inside address starts with a name or position. Ladies, or Gentlemen, Ladies and Gentlemen if inside address starts with company name. (see p. A7)	[ ]	[ ]
5.	**Body of Letter** [FORMAT]--body is centered, one blank line only between salutation and first paragraph, no indented paragraphs (use full block), one blank line between paragraphs (see p. A7)	[ ]	[ ]
6.	**Complimentary Close--**one blank line below body of letter; use Sincerely or Cordially. (see p. A7) Place three blank lines between complimentary close and name.	[ ]	[ ]
7.	**Organization Plan** (ORG)--Direct Request, Good News, Goodwill--main idea first, then explanation, then specific request or resale; Bad News--buffer, explanation, bad news, resale; Persuasive--AIDA.	[ ]	[ ]
8.	**Sentence Effectiveness** [SS]--uses clear (CL), concise, effective Sentences. Uses active voice unless passive voice is needed to avoid focusing on a person's weaknesses or errors.	[ ]	[ ]
9.	**Sentence Structure** [SS]--avoids fragments (FRAG), comma splices (CS), run-on sentences (ROS), and excessive use of prepositional phrases (FW).	[ ]	[ ]
10.	**Coherence** (COH or PARA)--uses effective coherence devices within and between paragraphs. Paragraphs are introduced with a topic sentence and are connected with appropriate related content and transitional words. One idea is used per sentence or paragraph. (see pp. 128-130)	[ ]	[ ]
11.	**Unity** [PARA]--all paragraphs are connected together effectively and communicate as one unified document.	[ ]	[ ]
12.	**You Attitude** [UA]--avoids starting paragraph with "we," "I," or company name. Main idea of sentence is used as the subject. Emphasizes reader by using "you" when appropriate. (see p. 92)	[ ]	[ ]
13.	**Overall Tone** [TONE or NEG]--positive, generates goodwill; (For bad news letters only) if negative ideas are used, no more than one negative word is used in the letter. (see p. 93)	[ ]	[ ]
14.	**Word Choice** [WC or UAW]--uses words correctly and effectively. Avoids awkward constructions (K)—expletives [EXP] (sentences starting with "There" or "It"), trite phrases, overly obvious in condescending statements which may offend the reader, slang or idioms. (see pp. 123-126)	[ ]	[ ]
15.	**Spelling** [SP]--uses correct spelling	[ ]	[ ]
16.	**Mechanical Problems**--avoids inappropriate abbreviations [ABB], capitalization [CAPS] , typographical errors [X]; paper wrinkles [X]; bubble-jet printer ink smears [X]; pen or pencil corrections [X]	[ ]	[ ]
17.	**Grammar**--uses correct grammar–subject/verb agreement [S/V], number, parts of speech, shifts in tense [TENSE], etc.	[ ]	[ ]
18.	**Punctuation** [P]--semicolons or commas with coordinate conjunctions are used to separate independent clauses. Commas follow introductory dependent clauses and verbal phrases. Uses commas appropriately with nonrestrictive phrases. Quotes are always used outside commas and periods. Other miscellaneous punctuation is used correctly--dashes, hyphens, ellipses, exclamation points, etc.	[ ]	[ ]