

DoRight Enterprises--Client Recommendation Letter Rubric

There is only one acceptable level of accomplishment for your letter: “Proficient.”

A proficient letter will have everything described in the rubric below. In the business world, anything less than proficient is failure, because you will not accomplish your goal, and your competition will take over.

Content

- All components of the content checklist are INCLUDED in your letter.
- All components of the content checklist are factually ACCURATE.

Organization

- Introduction: Bring the reader in with a warm thank you. Express your appreciation for being allowed to conduct the audit.
- Present ideas in a logical order.
- Use topic sentences at the beginning of paragraphs to make smooth transitions between paragraphs.
- Use strong transition words within paragraphs.
- Your conclusion should tie all the ideas together, and provide a big picture view of the importance of the work.

Idea Development

- Ideas are presented logically
- Explanations for why a client should adopt your recommendations use sound reasoning.
- All ideas in the letter address the letter’s purpose and topic.

Language Use

- Use strong descriptive words throughout your letter—be as specific and vivid as possible at all times with your word choice.
- Use different sentence lengths and types to keep the interest of the reader.

Language Conventions

- All sentences must contain correct punctuation such as commas, quotation marks and apostrophes, etc.
- Use appropriate capitalization in all sentences.
- All words must be spelled correctly.
- Eliminate run-on sentences and fragments.