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| **Cover Letter Grade Components**  **1=Incomplete/Unprofessional 5-9.=Errors for sections missing, spelling, capitalization, no details 10=Distinguished** | |
| **Item** | **Points** |
| Contact information provided using personal **letterhead** and attractively and professionally formatted to include:   * Name * Address (home) and (college) – if applicable * Phone or cell phone * Email address | **1-10** |
| Format includes   * Inside address and salutation * First Paragraph –   + Gain reader attention   + Introduce yourself   + Explain purpose of letter   + Why you are interested – position, culture, area | **1-10** |
| Format includes   * Second Paragraph –   + Tell about strongest, relevant skills to position   + Provide concrete evidence, examples   + Emphasize interest in position due to above   + Insert a statement to include your resume that is enclosed | **1-10** |
| Format includes   * Third Paragraph –   + What do you know about the company and how do you fit     - My experience with …. can boost sales in … | **1-10** |
| Format includes   * Last Paragraph –   + Next step – I will contact you or leave your contact information   + Thank you     - I would like to discuss these qualifications with you to further explain how I can contribute to the mission of Ashford University’s College of Business and Professional Studies. | **1-10** |
| **Total Points Earned** | **50** |

**Remember to . . .**

* Appeal to company values, attitudes, goals, projects, etc.
* Explain how you will help organization
* Elaborate on the information in your resume
* Provide evidence of your qualifications
* Proofread carefully for grammatical and typographical errors