

## Market Yourself-Business Letter (25 points)

### Background:

Marketing yourself is much like marketing any other product. You have to find ways to make yourself stand out from the competition. The purpose of this letter is to reflect on your unique qualities, explain your strengths, and use your experiences to make you stand out from the crowd.

### Task:

Write a letter to me (Ms. Katon) explaining why you are an exemplary BMIT magnet member. Your goal is to **creatively communicate** who you are and why the BMIT magnet needs YOU! Think of this as a written sales pitch.

Some things you may want to include are:

- Personality characteristics (how they make you unique/stand out)
- Your background
- Past accomplishments/goals for the future
- What you can bring to the class/magnet
- Extra-curricular activities (how they help you as a business student)

This letter should be written in a professional manner (proper grammar, spelling, and mechanics), but still FUN! It is a marketing letter, so be creative and grab my attention!

\*Use the Business Letter example as a formatting guide & review the rubric.

\*\*Use Skyline HS school address

Name: \_\_\_\_\_

**Market Yourself-Business Letter  
Grading Rubric (25 points)**

	<b>Target (5pts)</b>	<b>Acceptable (3pts)</b>	<b>Unacceptable (1pt)</b>
<b>Ideas</b>	Ideas were expressed in a clear and organized way.	Ideas were expressed in a clear manner, but organization could have been better.	Ideas were somewhat organized, but lack clarity.
<b>Creative Communication</b>	Captured reader's attention through creative thoughts/writing.	Some creativity was used throughout letter.	Lack of creativity throughout letter.
<b>Business Letter Format</b>	Complies with all requirements for a business letter.	Does not comply with 1-3 requirements for a business letter.	Does not comply with more than 3 requirements for a business letter.
<b>Sentences, Paragraphs, Spelling &amp; Grammar</b>	Sentences and paragraphs are complete and well constructed. No errors in spelling or grammar.	Sentences are complete and well constructed. Paragraphing is generally well done. 1-3 errors in spelling or grammar.	Most sentences are complete and well constructed. Paragraphing needs work. More than 3 errors in spelling or grammar.
<b>Length</b>	1 page in length, 12 pt. Times New Roman or Ariel font	3/4 page in length, 12 pt. Times New Roman or Ariel font	Less than 3/4 page in length, font is not 12 pt. Times New Roman or Ariel font