

- Are there any spelling, grammar, punctuation, or mechanics errors in either the cover letter or résumé?

ORGANIZATION

- Does the cover letter use the [AIDA persuasive approach \[content page\]](#)?
 1. Attention: Does the first paragraph grab the reader's attention by indicating the job and primary reason(s) the writer should be hired (the main idea)?
 2. Interest: How is interest in hiring the writer built or how can it be better built?
 3. Desire: How is desire to hire the writer built or how can it be better built?
 4. Action: What desired action is indicated or what desired action should be indicated (e.g., review the résumé, contact the writer for an interview)?
- Does the résumé use an organization (chronological, functional, or combination) that is best suited to the writer's experience and the