

Writer's Rubric

The guidelines below intend to provide contributors with an idea of what the Small Business Concierge is looking for as a basis to publish your work. The rubric is a starting point. Your work will be vetted by several pairs of eyeballs. While tone, citations, and proper use of commas, semi-colons, and spacing between sentences is not addressed, we trust as you write you will use good judgment.

Our desire is not to reject your work, but instead to prepare you if you wish to become published in other magazines and journals. We are delighted to work with you and are equally happy to make ourselves available should you wish to confer before drafting your article. We support your success as you hone your skill as an article writer.

Jesse L. Lee, Jr.
 Editor in Chief
 Small Business Concierge

Writing Guidelines for an Assignment				
<i>Criteria</i>	<i>Starting</i>	<i>Getting There</i>	<i>Looking Great</i>	<i>Awesome!</i>
Important Information	The article does not tell who, what, when, where or why/how. The facts are incomplete or wrong. No title is given to the article..	The article tells 3 of the following: who, what, when, where or why/how. The facts are primarily correct. Title has nothing to do with the article.	The article contains all 5 W's: who, what, where, when, and why/how. The facts are complete and correct. A simple title is given to the article.	The article provides information on all five W's with descriptive language. A captivating title is given to the article.
Reporting Format: the W's	The article is more like a short story and not journalistic. Does not contain a headline.	The article contains a lead, but it is not interesting. The article contains an opinion.	The article contains an interesting/ exciting lead. The article is free of opinions and has a headline.	The article begins with an exciting lead, followed by a reasonable and purposeful argument/supporting details. The article does not conclude abruptly.
Writing Mechanics	The article is vague and unclear.	The article contains few sentences that are unclear to the reader.	The article is clear and concise.	Writing is descriptive, providing detailed information. An extensive vocabulary is used to keep the reader interested and informed.

Editing and Improving	The article was neither edited nor improved.	The article shows some improvements and edits.	The article was completely edited, and improvements were made.	The article is formatted clearly and concisely, with little room for improvement
Grammar/Spelling	The article contains many grammatical errors. The article contains many spelling errors.	The article contains few grammatical errors. The article contains few spelling errors.	The article contains only 1 or 2 grammatical errors. The article contains only 1 or 2 spelling errors.	The article contains no grammar errors. The article contains no spelling errors.
Illustrations	Illustrations are not present OR they are not original.	Original illustrations relate to the text on the page.	Original illustrations are somewhat detailed, attractive, and relate to the text on the page.	Original illustrations are detailed, attractive, creative and relate to the text on the page.
Bibliography Worksheet	Worksheet is not included or no sources (1 website, 1 book, & 1 of choice) are listed & filled out completely.	Worksheet is included and 1 sources (1 website, 1 book, & 1 of choice) are listed & filled out completely.	Worksheet is included and 2 sources (1 website, 1 book, & 1 of choice) are listed & filled out completely.	Worksheet is included and all sources (1 website, 1 book, & 1 of choice) are listed & filled out completely.

Table 1. Adapted from iRubricsm.