

Endorsement Letter Peer Review Questions

1. Does the letter begin with a salutation and end with a signature block? Is the letter addressed to the correct audience? If not, who would you suggest that the letter is addressed to?
2. What product or service is the letter writer discussing? What is the specific name of the product or service? Where is it named in the letter?
3. Why does the writer recommend the product or service? What position does the letter writer take?
4. What specific points does the letter writer use to support the endorsement? List specific details from the letter.
5. What advice would you give the author of this letter?
6. What did you like the most about this letter? Why?