

# Client Presentation Judging Checklist

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Rankings: E = Excellent, VG = Very Good, G = Good, F = Fair

| <b>Criteria</b> | <b>E</b> | <b>VG</b> | <b>G</b> | <b>F</b> |
|-----------------|----------|-----------|----------|----------|
| Persuasiveness  |          |           |          |          |
| Ethos           |          |           |          |          |
| Logos           |          |           |          |          |
| Pathos          |          |           |          |          |
| Mythos          |          |           |          |          |