



What You Don't See Can Hurt You

by Becky Maginn

Did you know that today is National Proofreading Day?

Errors slip so easily into our writing. This may be truer than ever now, when we have so much technology that is supposed to make life simpler. Recently I texted someone to comment on her excellent discernment, and autocorrect changed "You must be psychic!" to "You must be psycho!" Glad I looked before I sent.

Of course, everyone expects these mistakes in texts and we may even appreciate the comic relief they bring. But it's no longer fun and games when a significant error creeps into professional communications, whether it be a misplaced comma in a financial report, an important name misspelled, or a statement that just doesn't come across as intended.

Okay, maybe an unfortunate oversight can still be funny, as in the case of the thank-you note packaging seen above (brand names cropped out to protect the innocent), but perhaps not so much when it is your business that has posted content for all the world to read or gone to the expense of having marketing materials printed.

So on this day in particular, let's all be careful out there! (And if you should feel inclined to take a professional proofreader/editor/writer out to lunch, by all means look me up.)