



Can You Find the 34 Errors?



How to **test** your English IQ, **improve** your image, and **save** some money.

34 grammer, usage & style errors--maybe more--appear in these 3 paragraphs. Each of these intentionally-placed errors were selected with regards to how common they appear, even in high end materials. The rise of software spelling & grammer tools in the 1990's has much to do with that.

The client may have no idea how weak their writing may be. Advertising & design firms, generally more orientated towards visual content, often aren't set-up to insure the written integrity of the pieces they produce. Project Managers may not miss not having a *real* writer on the project till someone that *can* write points out how much better it's quality could--or should--have been. This can make a Project Manager and/or a agency look and feel badly.

I work with ad firms & communications departments which realize the ability to string words together does not make one a writer. While on the surface, this particular self-promo piece focuses upon grammer, I simply can't over-emphasize what I can do for you in writing headlines, body copy & editorial matter. (I also happen to know a thing or two about marketing, too). Call me & see. Thank-you for your interest.

DIRECTIONS: Print this page, read the passage at left, and correct and number the errors. (Multiple occurrences count as only one.) Then, fill out the information below and mail/fax this page back to me (keep a copy for yourself). I'll send you back a corrected and annotated version, let you know how others did, and, best of all, give you a certificate for **one-third off your first ten hours** of writing, editing, quality assurance, creative, and/or communication planning services.

(Limit one per company or organization.)



The real message:
If you or your quality assurance people can't find most of the 34 errors at left, give me a call before your next important project is out the door. For even better results, call me when it hits your desk.

Please fill out the information below and mail to the address in the lower right corner of this page.

Name _____
Title _____
Company _____
Address _____
City/State/Zip _____
Phone _____ Fax _____
E-mail _____



Disturbing note:

Microsoft's grammar checker flagged only three of the errors.

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"Writers, like teeth, can be classified as incisors or grinders."