10 tips for looking at your own copy:

1. Know and look for Common Writing Mistakes (& have a good list).

2. Define your purpose and audience before you start. Be consistent.

3. Don't try to be a !@#$!@#$. (Be consistent.)

4. Begin with problem/solution, end with a CTA (web/ad copy).

5. Use "you" instead of "I" when you can, which is nearly always.

6. Waste no words. (Use strong verbs, ditch adverbs (-ly words).)

7. Keep it simple, genius.

8. Read the first and last versions out loud.

9. Have (marry?) a first editor who reads before you publish.

10.   All things in moderation, please.

11.   When in doubt, cite it.

12.   Hire an *accountant* to count things.

"I write astronaut banter for NASA."

Composed

Some Common Writing Mistakes (a good list):

Homophones:

You **hear** with your ear. You can listen **here**, **there**, or **anywhere**.

There aren't many client repellants like homophone mistakes. They won't repel *all* clients, but **they're** bad for all of **their** businesses (and ours).

Too has an <u>extra</u> letter O (*too* much; I'll go *too*)

Two has a W (double U = 2 Us)

To is the beginning of *toward*.

Possessives:

Apostrophes only give possession or replace missing letters.

Exception: Pronouns

It's crazy how it eats **its** young.

Who's going to care **whose** car we're in if nobody survives?

The apostrophe goes after the S/ES in a plural noun (the babies' cries).

Add an apostrophe *and* an S when a singular ends in S (Bess's bell).

Numbers:

Fewer = countable items (crayons, meetings, boogers, patients…)

Less = uncountable (Scotch, enjoyment, snot, patience…)

Match your pronouns to the correct number:

Someone, everyone, each = *one* (someone is, everyone is, each one is…).

They = plural (they are…). Argue this point to start an English nerd fight.

If you're not sure: Strunk & White, Grammarly, and the style guides are. Or: *Google it.*