



The Exact Expertise to
Ignite and Sustain Performance™

LSA Global | White Paper



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Foolproof Emails: Watching Out for the Look-Alikes and Sound- Alikes

If you are responsible for monitoring the quality of your center's written communications, you have to constantly be on the lookout for grammar, punctuation, and spelling problems. Can you find all the errors in the paragraph below? (Hint: There are twelve of them.)

Thank you for your inquiry about the pare of read shoes featured in our recent add. We are certain you will love the knew shoes and get many years of ware from them. The shoes are currently on sail and if you would like to by them, we can take your order via phone or email. However, I do sea in your record that you're account is passed due. Once you pay the overdo amount, you will be aloud to add the item to your account.

As seen in the paragraph above, there are numerous mistakes that a Spell-Check function would not have marked in error, since the words are actually spelled correctly. Be careful about relying solely on your Spell-Check function to catch all your spelling and word usage mistakes.

Below are some of the most commonly mis-used words in written business communications. You may want to have a session with your email agents to review these and other commonly mis-used words.

Affect: to influence. Your payment history will affect your credit rating.
Effect: the result of an action. The advertisement had a huge effect on incoming calls.

Aid. The act of helping (verb). Our handbook will aid you after the training.
Aide. An assistant (noun). The candidate brought his aide to the meeting.

Complement. To complete (verb). Those shoes really complement the outfit.
Compliment. Words of praise (noun). He gave you a nice compliment after the call.

Ensure. To make certain. We will do everything to ensure your satisfaction.
Insure. To protect against financial loss. You can insure your house for flood damage.

Overdo: To do too much. Don't overdo your workout at the gym.
Overdue: Beyond the expected time. The payment is 30 days overdue.

Passed: Overtook or went beyond. The student passed all the tests.
Past: An earlier time. The product problems are all in the past.





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Principal: Head of a school or business, a sum of money, or main. A principal's signature is required on the contract. The principal reason was due to price.

Principle: A rule or standard. He believes in the principle of fairness.

Stationary: Not movable. The roadside signs were stationary.

Stationery: Writing paper. The stationery had a dark background.

Their: Belonging to them. Customers are calling about their warranties.

There: In that place. We will see you there tomorrow.

They're: Contraction for "they are". They're going to call us Monday.

We're: Contraction for "we are". We're the leading company in this market.

Were: Form of verb to be. Both companies were founded in 1995.

Your: Belonging to you. Bring in your signed forms.

You're: Contraction for "you are". You're welcome to call us anytime.

There are numerous other examples of these mis-used words. Encourage your staff to make a list of pairs of words that confuse them and make a reference sheet to keep as a handy guide so they're sure to select the right words in their next email or letter to customers.

About LSA Global

Since 1995, LSA has helped organizations create and maintain competitive advantages through people. Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to experts across many areas

Our Leadership and Management clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.

Our Sales clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

Our Project Management clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.

