

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson  
author, *Guerrilla Marketing*

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Roger C. Parker's  
**Guerrilla Marketing  
& Design**

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## **Proofreading for profits**

### **How to avoid mistakes that undermine your credibility**

You're probably already familiar with the spell checker built into your software.

Some work automatically as you type, others only run when you activate them.

*But, spell checkers are not infallible!*

Know what your's checks—and what it *doesn't* check. Does it check text imported from other programs? Does it flag words containing numbers?

### **Spell check limitations**

*Monitor your spell checker's recommendations.* Make sure each suggested replacement is a correctly spelled version of the original word, and not an inappropriate substitution.

Double-check the spelling of proper nouns, industry-specific terms, and web site addresses. Use care adding often used words to your spell check dictionary, or they will always be misspelled.

### **Grammatical errors**

Watch for *homonyms*—words that are correctly spelled, but misused—such as *to*, *two*, and *too*, or *affect* and *effect*.

Most spell checkers are not context sensitive. Watch for singular nouns paired with plural verbs, and vice versa.

Make sure you have used correct punctuation, like Em dashes (—) to indicate duration, instead of two hyphens (- -).

### **Check all dates, times, prices**

*Have someone else verify dates, times, and prices.* It's both costly and embarrassing to send out information that you have to immediately correct.

Pay particular attention to numbers. Transposed numbers, i.e., 1,324 instead of 1,234, etc., are very difficult to notice.

Before submitting a proposal, posting web content, or distributing a newsletter, call telephone numbers, visit web sites, and send e-mails and faxes requesting return confirmation.

Make sure you have included *all* ordering information necessary for recipients to respond. Order your own product, to check autoresponder performance.

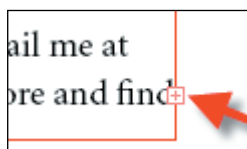
### **Widows and orphans**

Check for subheads and the first lines of new paragraphs, isolated at the bottom of a column or page. Ideally, at least two

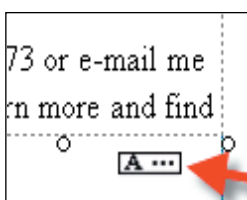
*Spell checking  
is just the  
start of your  
proofreading  
tasks*

Don't let simple grammatical errors, or text omissions, sabotage your message.

Here are some things to check for that go beyond the capabilities of your software program's spell checker.



A plus sign in an Adobe InDesign text frame warns of text overflow.



Three dots indicate text overflow with Microsoft Publisher.



**Roger C. Parker**  
*Profit Builder*

- **\$32,000,000** author
  - 35 books, 37 languages
  - 1.6 million copies sold
  - NY Times* recommended
  - **Speaker, consultant**
    - **Design educator**
  - **Training, workshops**
    - **Marketing coach**
- ©2005 Roger C. Parker  
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lines of a new paragraph should appear together at the bottom of a column.

Likewise, edit or rewrite to eliminate word or sentence fragments isolated at the top of a new column or page.

### **Hyphenation**

*Check that you have not hyphenated headlines and subheads.* These look awkward and are hard to read.

*Make sure body copy has been hyphenated.* In justified text—i.e., lines of equal length—hyphenation eliminates awkward word spacing. In flush-left/ragged-right text, i.e., lines of unequal length, hyphenation prevents long lines alternating with short lines.

Double-check hyphenation to make sure that words like “therapist” have not been split into “the rapist.” Use non-breaking hyphens to keep proper nouns from hyphenating.

### **Word breaks**

Check that you have used non-breaking spaces to keep first names and last names, or dates, together on one line.

### **Working links**

When creating Adobe Acrobat PDF files, check that all links perform properly. *Just because URL's and e-mail addresses appear in blue and are underlined doesn't mean that the links are working properly!*

Recheck links if you edit your original publication file and create a new PDF.

### **Updating information**

When publishing a newsletter, check that you have updated the issue date and/or issue number. Always check for updated headers, footers, and pull quotes.

### **Formatting and spacing**

Check for correct headline, subhead and body copy text styles. Watch out for short paragraphs that should be formatted as subheads. It's easy to unintentionally change text styles during editing.

Watch for extra spaces between words and sentences. It is also easy to inadvertently add unwanted space when copying and pasting text. Use Find and Replace to replace two spaces with one.

### **Duplicate or missing text**

Read text out loud to locate awkward phrases, redundant words, or text your mind inserts because it “knows what you meant.”

*Check for missing text at the ends of articles.* Make sure all text is visible. Watch for the small icons (shown at left) that indicate hidden, or overflow, text.

### **Get started today**

Contact 603-742-9673 or e-mail me at [rcpcom@aol.com](mailto:rcpcom@aol.com) for more low-cost, high-impact, marketing ideas.