

Hear, they're and every wear

an extract from **The Writing Formula** By Tony Hetherington
(www.TheWritingFormula.com)

How to avoid common errors when writing in the real world

A commonsense approach for...



Businessmen with reports and presentations to write.

Students creating essays and personal statements.



Website owners building content.

And would be authors.



Tony Hetherington www.TheWritingFormula.com

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Don't try and memorise! Look it up and get on with your life.

- “They” tell you that you have to learn and memorise every possible grammatical rule and variation and become a strange mix of a punctuation fascist and spelling bore when correcting your friends, family and colleagues.
- “They” are those pedantic academics and grammarians that insist on the use of archaic English.
- “They” say that “most of us are getting it wrong most of the time”.
- “They” love to point out when we are in the wrong with a bureaucratic glee.
- “They” fill book shops with guides to English that only they would enjoy or find useful.
- “They” don't want you to understand.

“They” are wrong.

I believe that...

- It is the 21st century and English has evolved since the 14th century.
- It is more important to get your message across than worry about the odd stray apostrophe.
- Businessmen with reports and presentations to write, students creating essays and personal statements and website owners building pages for their websites would prefer a commonsense, no nonsense approach.

This short report is a taste of just one of the chapters in **The Writing Formula**. This is my ebook that aims to show you in clear and simple ways how to write in the real world.

Please feel free to pass this report on to anyone who may find it useful.

Stop listening to them and concentrate on getting your message across.

The Writing Formula is what “they don't want you to know”! [Click here](#) to find out who “they” are and why they want to keep you in the dark (and **why it's not your fault!**).

An important term used in this short book

Contraction – This is when two words are shortened or contracted into one with an apostrophe inserted to show something was missing. Words such as they're, you're, we're and it's cause so much trouble to everyone. The people to blame for all this are sign writers who introduced these contractions so words would fit on the sign!

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Common errors and how to avoid them

Forget the text books, lectures and grammatical rules. I know you haven't got the time for them. Instead do it the Writing Formula way.

Print out these pages and keep them close. Whenever you're unsure about a word look it up. There's no need to learn or memorise them – you have much better things to do.

To look up a common mistake first find it in the pages below and look for the meaning that you want to use. Then read across for the correct version to use. That's it. You'll also find some notes and tips but "look it up and use it" is the way to go.

This free report includes a sample of the full offering that you'll find in The Writing Formula at www.thewritingformula.com.

Its and it's

This causes so much trouble and it is really simple. There are **ONLY** two possible meanings.

1. Find the meaning you want	2. Find the one to use
It is	Then use it's . This is a contraction or shortening of two words into one so "it is" becomes it's. Tip. If you can use "he is" in the same sentence instead of the it's then this is the one you want.
Belongs to	Then use its . As in "the robot waved its arms".

Whether, Weather and Wether

1. Find the meaning you want	2. Find the one to use
The climate – as in rain and sunshine	Then use weather .
Goes with "depends on" in a condition	Then use whether . As in "whether we go or not depends on whether we are ready in time".
A castrated sheep (unlikely this one)	Then use wether .

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Their, There and They're

1. Find the meaning you want	2. Find the one to use
Belongs to	Then use their . As in "their coat".
The place or location	Then use there . As in "we have to go over there".
A contraction of "they are"	Then use they're .

Affect / Effect

These can be really confusing so we'll start with the most common meanings and misunderstandings and move on to the rest.

1. Find the meaning you want	2. Find the one to use
The most common ones are...	
Have an influence on	Then use affect . As in "the donation and no affect on the policy"
As a noun to show something happened.	Then use effect . "The storm had an effect on the whole town. It caused a flood"
When you affect something you have an effect on it.	
To make a display	Then use affect . This is when someone puts on a fake accent or wears over the top jewellery.
An emotion	Then use affect . This is usually only used by psychiatrists etc.
The verb meaning "to create"	Then use effect . Confusing I know but it should be "trying to effect a change and not affect a change".
Your stuff	Then use effects . As in "your personal effects".

The Writing Formula works. I'm the living proof of it. [Click here](#) if you're all curious and want to know how someone who failed school English twice became a writer, editor and communications consultant!

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Where, wear and we're

1. Find the meaning you want	2. Find the one to use
The place or location	Then use where . As in "where are we going?".
What is worn	Then use wear . As in "what not to wear".
A contraction of "we are"	Then use we're .

For more of these see The Writing Formula at www.thewritingformula.com.

The Writing Formula will help you write headlines in seconds and articles, news stories, presentations, press releases, articles and more. [Click here](#) to find out more (look into my eyes, you are under my control... now click!).

The Writing Formula includes an expanded version of this report and so much more.
If you found this report helpful then you **NEED The Writing Formula**.

When to use an apostrophe

Apostrophes are pesky little things these that drive people nuts.

In theory they are simple and indicate possession and contractions only. That's that same theory that created its and it's and we all know how much trouble we have with those!

First the most common apostrophe mistake!

If you ever see words like 1970's, PC's, CD's these are NOT plurals. The correct plurals are 1970s, PCs and CDs. Even some newspapers get that one wrong so you certainly shouldn't worry if you've fallen into the same trap. An apostrophe is NEVER used to show a plural. It is ONLY used to show possession or a contraction.

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Using an apostrophe to show possession

1. Find the meaning you want	2. Find the one to use
To show possession to a SINGLE noun .	Then add an 's . As in "the manager's coat".
The only exception to this is the word "it," with which you indicate possession by adding an "s" alone (i.e., "its"), because the word "it's" is already used as the contraction of "it is."	
To show possession with a plural noun that doesn't end with an S	Then add an 's . As in "the people's coat". People is a plural that doesn't end in an s so add 's to it.
To show possession with a plural noun that already ends with an S	Then just add an apostrophe to the end. As in the "elephants' charity" Elephants is the plural of elephant and since it already ends in an s just add the ' to show possession.

Use apostrophes to form contractions

This is the ONLY other use of apostrophes to show where two words have been shortened or contracted into one. Examples include don't, can't, won't, they're etc.

The Writing Formula is my ebook that shows you **how to get more customers, make more sales** and **improve your business** through improved communications. [Click here](#) to find out more about it (go on, you know you want to!).

Has this free report helped you? – Then 1-2-3 help me!

1. If you've found this free report helpful then please email your comments to me at Tony@thewritingformula.com. Please use "hear they're testimonial" as the subject line so it doesn't get lost in the other mail.
2. Please help me to help others and pass this free report on to you friends, family and colleagues.
3. [Click here](#) to join my premier list for more and an exclusive offer to get The Writing Formula early and at a discount!

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Get over it!

This section is for those pencil heads or grammarians that insist on the use of archaic rules. They say that "most of us are getting it wrong most of the time". They are wrong.

I say that English (in all its various forms) is an evolving language and "they" need to enter the 21st Century and get a life! So here are a few examples of they say, I say... These are not mistakes these are merely the modern use of the language.

They say...	I say...
<p>"Pronouns must agree with their antecedents in number and gender, and many people are not careful enough about this. The most common error is to use the pronoun "they" to refer to a singular antecedent."</p> <p>For example, "I spoke to somebody at the office, but they couldn't help" is wrong.</p>	<p>They would have us use "he or she" or even worse (s)he. As in "I spoke to somebody at the office, but he or she couldn't help"!</p> <p>I say they should get over it and it's ok to use they in this way.</p>
<p>Don't use nouns as verbs</p>	<p>Wrong. I say as the language evolves nouns such as contact, focus and parent (and many more) are now also verbs.</p>
<p>Use "between" for only two, "among" when there are more</p>	<p>How pedantic can you get? This may have been true in Anglo-Saxon times but not now.</p>
<p>"Stop misusing hopefully"</p> <p>It is incorrect to begin sentences with "hopefully" and then state something that you hope. You really have to stop doing this. Instead, say "I am hopeful that".</p>	<p>Don't be ridiculous! Carry on using hopefully as you always have and stop listening to these people.</p>
<p>Use "thus" and "therefore" correctly</p> <p>Avoid messing these up and you'll stand out. "Thus" primarily means "like this/that" or "in this/that manner," while "therefore" primarily means "because of the foregoing, this follows."</p>	<p>When did you last use the word thus? It largely disappeared from common use decades ago. Instead, you should write so your audience understands you.</p>
<p>"Near miss" should be "near collision"</p>	<p>This expression is actually a shortened version of "a miss that came very near to being a collision". Everyone knows what is meant by it and almost everyone uses it.</p>

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Errors Caused by Spelling Checkers

The computer science axiom “Garbage in, Garbage out” or GIGO is perpetrated by spell checkers when they are used as the one and only proof reading technique.

Spell checkers are good but like any software application they have their limits.

1. A spell checker only works if the source word it is given is already close to the intended word. For example, my spell checker will easily catch and correct the misspelling “definaatly” to “definitely” but if the word supplied is “definantly,” it can only suggest “defiantly.”
2. A spell checker won't recognize a misused word that is spelled correctly, such as the examples in this report e.g. effect/affect, their/there and so on. Nor will they find errors related to specialised words or jargon not included in their lexicon.

Here are some examples of the original word that was intended, the misspelled words and either the first or only suggestion thrown up by the spell checker.

Original	Mispelling	Spell checker
definitely	definantly	defiantly
a lot	alot	allot
infinitely	infinitly	infinity
espresso	expresso	express

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2. Please help me to help others and pass this free report on to you friends, family and colleagues.
3. [Click here to join my premier list for more and an exclusive offer to get The Writing Formula early and at a discount!](#)

The Writing Formula is.... **Coming soon.** (Honestly, it's written, been proofread and everything and is ready to unleash on an unsuspecting world muhahahahah!) [Click here](#) to be the first to hear about it.

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