

TYPE Tips

Typographical errors have serious repercussions for your business. They not only cost you money, they damage your credibility. Here are some tips for making certain that your copy is letter-perfect.

- 1** Set it aside for a while. If you can, put the job away for an hour or two before revising and editing it, so you can come back to it with fresh eyes. If you're on a tight deadline, start at #2.
- 2** In a recurrent publication, like a newsletter or an annual project, make sure you've appropriately changed all times, dates and no-longer-relevant information deep in the piece.
- 3** Take another look at stated prices; missing decimal points, switched numbers, consistency in use of dollar signs, etc.
- 4** Double-check your headlines and any corrections or additional copy inserted at the last minute. Mistakes there are hardest to see.
- 5** Use a Ruler. One of the problems with trying to edit your own work is your familiarity with it. Because of this, your eyes want to get lazy and skip ahead to the next word or line and let your brain fill in the blanks. You just can't help it. A good way to combat this is to lay a straight edge below the line you're editing, whether on paper or on a computer screen. Block out all the content below and focus on just one sentence at a time.
- 6** Change the font. The concept goes back to making your work feel as unfamiliar as possible, try changing the font to something strange like Comic Sans. Or blow up the font size to 18. Or slide the margins in tight to give your work a column-like appearance.
- 7** Zoom in and out. This is a very quick and easy way of making your work seem unfamiliar.
- 8** Use Word's spell-check. We have received an astounding amount of copy from customers in Word .docs that were riddled with errors that Word's own review features readily found.
- 9** Print your work. Always read a printed copy of your work.
- 10** Have someone else proofread your copy. In the end, always, always, have someone else finalize your work.