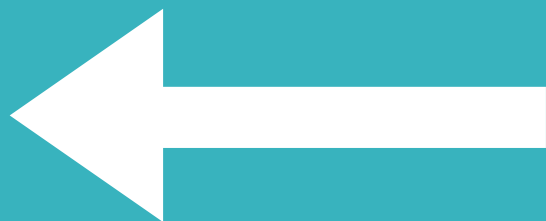


3 WAYS TO CATCH MISTAKES IN YOUR CONTENT

(beyond spell check)

Spell check can help your content developers catch typos...but not awkward phrasing, misused words, overused words, or bad transitions. Here's how to make your content shine.



READ IT BACKWARD

That's right: Start at the end and read the piece of content backward. This will help you catch misspellings and misused words you didn't notice before.



READ IT OUT LOUD

When you read your content out loud, any awkward sentences, grammatical errors, or poor transitions will jump out at you. (Maybe don't do this in public.)



CHANGE THE FONT

Ever notice how, after you proofread content, you spot yet more errors once you paste the content into an email? Changing the font in your doc before the final proofread can have the same effect.

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