

Kimberly Davis, founder of Sarsaparilla Marketing, discusses how important language is in business

# GOOD COMMUNICATION, GOOD BUSINESS

One of my favourite Facebook memes reads, "I like cooking my family and my pets. Use commas. Don't be a psycho."

It cracks me up every time. But to be honest, it's not really funny.

I used to think that text speak and grammatical errors were just a generational thing. I thought I was just getting old and out of fashion. But it turns out there's an epidemic that is just as popular with baby boomers and generation x-ers, as it is with teens and millennials.

I knew there was a real problem when men started telling me they wanted to date me because I write out full words and sentences. Call me crazy, but I don't think liking a woman because she can put together a sentence should be a "thing". It should be the norm.

I started asking around and found that the problem isn't just limited to texting. Grammar, punctuation, and spelling errors are rife in business emails, collateral, social media profiles and more.

How can you possibly expect anyone to take you seriously if you don't take yourself and

“ How can you possibly expect anyone to take you seriously if you don't take yourself and your business seriously? ”

your business seriously? Why would anyone believe you work hard if you are too lazy to press spell check? Who would ever invest their money or trust you when you can't even communicate at a basic level?

If you're guilty of these mistakes, then you are most likely chasing business away on a regular basis.

To help protect you, here are three of my biggest grammar, punctuation, and spelling pet peeves and fun facts.

## A LOT VS. ALOT

"A lot" is two words, not one. There is a very talented artist named, Allie Brosh who wrote and illustrated a hysterical blog where she proposes that an ALOT is a furry fictional monster. I highly recommend you Google it. It's very funny.

## COMMAS IN A LIST

Many people think that there is no comma before the "and" at the end of a list. Using the example above, they may write, "I like cooking, my family and my pets." This has become commonly acceptable, however, the correct punctuation is, "I like cooking, my family, and my pets." The reason the comma

was deleted and accepted goes back to the war. Newspapers had to find a way to cut back on costs, so they saved on ink by deleting this comma. These printing problems are no longer relevant, so there's no excuse not to use this comma.

## TXT SPK

Communication skills are critical to run a successful biz. If you can't get your message across, you will fail. If people need a translator to interpret your messages, you will fail. It's frustrating for the reader & you do not make a look kewl or trendy, you just look illiterate.

It's simple. Learn to communicate well and you'll gain respect and get more business. ■



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## ALOT

