

Before You Hit Send: A Case for Proofreading Your Emails

Written by Julie Desmond
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Business owner Jim shared an email that surprised me and made me think. We all know people who text and drive and chew gum at the same time. We are in a hurry these days, and need to accomplish important things. In a written message, typos are easily forgiven, especially if a line at the end of the message says, "Sent from my phone."

That said, professionals still have a responsibility to maintain a slightly higher standard. America is in the middle of a battle between spell check and autocorrect, and if the following email is any indication, America is not winning.

The lengthy sales email written to Jim included the following:

I am with New yrok Life. I would like the oppportunity to tell you about my company. I cna stop by at 1:15 oe 2:30 afternoon. With our company, you'll have piece of mind knowing you're backed by one of the strongest companies in the industry.

They're the strongest? Let's hope they pay more attention to my insurance needs than they did in spelling class.

I recently relocated to Detroit, where spelling is no longer taught in the schools. It isn't considered necessary. As we all rely more heavily on our software to think and write for us, the gap between those who think for themselves and those who don't will become more apparent.

Lesson of the day: proofread your messages. With a quick look back, the obvious errors will be, well, obvious. And, as Jim added in his message to me, "Just takes an extra minute!"

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