

# How to show you really don't care

**"Your sport is reserved."**

That was the headline in an email I got from a marketing agency confirming my attendance at an event it was hosting. Obviously, it should have read "your spot is reserved." Is this an egregious mistake? Not really, but it is careless. It shows nobody bothered to proofread this email. And remember, this is coming from a marketing agency, which presumably creates accurate copy for its clients.

More careless yet was a letter I received from my HOA's management company regarding board elections. The letter stated that the elections would be held on February 7. The accompanying ballot said the elections would take place on February 28. Every homeowner was welcomed to attend (if only we knew which the correct date was).

## Mistakes are everywhere

I've been noticing these types of mistakes more and more. Yesterday, a tweet from a leading women's organization talked about principals instead of principles. Another letter from my HOA referenced the wrong community.

I am sure you've noticed it too because it has become rampant. I am not sure what's causing this but I believe it has to do with the expectations of instant communication and the ongoing rush we are experiencing. We've seen news organizations that rush to be first instead of taking the time to ensure accuracy.

## **Avoiding mistakes takes a bit of effort**

It takes time to proofread documents. It takes time to ensure all information (dates, times, locations) is accurate. It involves an extra step and perhaps another person.

## **And not making the effort communicates lack of care**

Remember, not taking the appropriate steps to make sure your communications are clear and accurate shows that you don't care about your reader.

**What do you do to make sure your communications materials are accurate? Do you follow a checklist? Enlist a proofreader? Please let me know in the comments.**