

Greetings!

Does Spelling Count?

Remember the kid who asked that every time there was a test? But we don't want to be too hard on him; English spelling is not always so straightforward. This installment of *KB CommEntary* will discuss some commonly misspelled words and good ways to remember how to spell them correctly.

What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us busy. Recent and ongoing projects include:

- Formatting and revising periodically reviewed manufacturing standard operating procedures and work instructions for a pharmaceutical company
- Developing technical documentation for a provider of web-based transaction-processing products and services
- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including communications to employees from the CEO and executive leadership team, customer presentations and letters, product marketing brochures and data sheets, and training materials
- Writing customer case studies for an IT consulting firm
- Reviewing and editing for consistency and accuracy response documents and associated modules for electronic submission to FDA and other health authorities on behalf of a medical device manufacturing company

KB COMM LLC is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

Tips and Tales

I Put a Spell on You

Most of us haven't had a spelling class since elementary school, and thanks to technology, most of us don't need one. Nowadays we can get a quick and easy spell(ing) check right on-screen, and hey, there's always the dictionary (for the old-school folk). But spelling words correctly the first time is a mark of a rich vocabulary, and a rich vocabulary is a mark of a good communicator.

So, for your convenience, here are a few commonly misspelled words and some mnemonic tricks for remembering how to spell them correctly:

Accommodate: Save room to accommodate two Cs and two Ms, because that's what the word would want. And if you can't remember if it's an *a*, *e*, *i*, or *o* before the "date," then note how the double Ms are bookended by double Os.

Beautiful: Remember Jim Carrey in *Bruce Almighty*: "B-E-A-yootiful."

Business: *Busi*-ness because the workers are busy, as opposed to *buisness* ("bweez-ness"), which makes them sound French.

Conscience: If you can remember that the word "science" is spelled out completely, then you should be fine with this word and its derivatives (including *conscious* and *consciousness*, for both of which it's easy to forget the *s*).

Definitely: One of the easiest to mangle (we've all seen *definitly*, *definatly*, and, sometimes, *defiantly*), this word becomes less difficult if you can remember to always spell out *finite* in its entirety.

Liaison: If you tend to forget the second *i*, remember that the first one needs a liaison (a helper, a buddy, a compatriot). It helps that the *i*'s look a little bit like tiny people.

Loneliness: If you're inclined to drop the first *e*, remember that the word *one* is spelled out ("one" is the loneliest number, after all).

Misspell: Ironic, isn't it? But it helps if you can spot the complete word "miss"—as in, I don't want to "miss" the opportunity to spell this pesky word correctly.

Succeed: Remember that you want *more* if you want to succeed—in this case, more Cs and Es (two of each).

Weird: This word is weird because it doesn't follow the "i before e" rule.

Of course there are many, many more, and everyone's trip-up words are different. Fortunately, we're geeky about mnemonics here at KB COMM, so feel free to drop us a line and we'll gladly drop you a hint for remembering how to spell your problem word.

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

Kathy

Kathy Breuninger

KB COMM

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