



Welcome to **WRITE IT RIGHT**, a monthly e-newsletter from Julie Pagliai.

Read on to receive powerful tips for writing success!

WRITING TIPS

Are you guilty of using Gobbledygook?

gob·ble·dy·gook n. [Slang] pompous, wordy talk or writing that is meaningless

Gobbledygook refers to tired expressions that tend to be used in business writing.

Replace the following Gobbledygook with these better examples:

- | | |
|--|-------------------------|
| ■ Replace: At the present time | with: Now |
| ■ Replace: As a matter of fact | with: It is true |
| ■ Replace: In my opinion, I believe | with: I believe |
| ■ Replace: In the event of | with: If |
| ■ Replace: In the majority of instances | with: Usually |
| ■ Replace: Made the statement that | with: Said |
| ■ Replace: In view of the fact that | with: Because |
| ■ Replace: Make contact with | with: Call |

A good test to see if you might be using gobbledygook is to speak your written phrases aloud. If you would feel awkward saying any phrases to another person, then you might be using gobbledygook.

Try to write in a similar way to how you speak in a business meeting.

WHY WRITE IT RIGHT?

The Story of the Missing Comma

Can a comma really be that important? Picture this...

Two engineering groups, on first and second shift, were working to pass a part to be included in customer systems.

Emails flew back and forth reporting the status of this part. A final email from second shift asked if the part could be released from engineering hold. The responding email from first

shift was:

No tests are needed.

So that night, second shift engineering released the part, and it was placed in several systems to ship out.

The next day, the first shift engineers asked why the part had been released when **clearly** they had indicated that more tests were needed. The second shift engineers asked,

"Then, where was the comma?"

It turns out the email should have said:

No, tests are needed.

Fortunately, the error was caught and addressed before thousands of systems were shipped out.

Can you imagine how much this missing comma could have cost?

If you have a grammar question, conundrum, or, dare I say, joke, send it to jpagliai@ATCtraining.com.

Until next time, WRITE IT RIGHT!

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