**Is Good Grammar Really Important?**

What’s so important about using correct grammar? So what if there are a few grammar errors in my writing? Well, here are 6 reasons why grammar matters.

1. A simple typo, misspelling, or improperly phrased sentence may convey a different message from what was intended. Whether printed or on screen, it can even change the whole meaning of what you want to say. This can have drastic consequences.

|  |  |  |
| --- | --- | --- |
| http://1.bp.blogspot.com/_E-2iOC9hoPg/TP6w9l2hHoI/AAAAAAAAAHM/6WwLQKeu5K0/s1600/desk.jpg | **For sale: an antique desk suitable for lady with thick legs and large drawers.** | http://us.cdn2.123rf.com/168nwm/caraman/caraman0607/caraman060700037/481852-woman-holding-a-dinner-plate.jpg |

1. People who make spelling or grammar mistakes are often labelled careless, sloppy, unreliable, ignorant, incompetent and the list goes on.
2. One of the surest ways to look unprofessional and miss out on opportunities is to neglect to proofread your work. Your professionalism is often judged not only on the design of your work but more importantly, on the way you express yourself through written words. In fact, language errors in business documents convey a very amateur impression of the business in question.

|  |  |
| --- | --- |
| 1. Did you know that many readers find it very annoying to read a piece with grammar errors in it? It’s like eating rice with small stones in it, or driving on a road full of potholes. A poorly written piece can cause irritated readers to flip the page or hit the ‘back’ button. It’s a sure way to get a poor grade, lose your readers or customers.
2. Language errors can also give rise to ambiguity or more than one meaning. English is particularly notorious for ambiguous phrases.
 | http://2.bp.blogspot.com/_6iifp1LS9ng/TUjdo0QIcvI/AAAAAAAAAa4/qLkDWfzqWgo/s1600/very+angry+man+cartoon+google+images.png |

|  |
| --- |
| **An English professor wrote the words, "A woman without her man is nothing" on the blackboard and directed the students to punctuate it correctly.** |
| http://2.bp.blogspot.com/-h4THyJlyw94/TduSsUef-oI/AAAAAAAACP0/stmGSUZcUfE/s1600/p_confused_m.gif | **The men wrote: "A woman, without her man, is nothing."The women wrote: "A woman: without her, man is nothing.”** |

1. Typos, faulty grammar and improper punctuation when found in documents and web sites are all serious errors that damage your credibility. In fact, if your business is on the web, poor grammar may turn off potential clients and actually make you lose traffic and customers.

|  |  |
| --- | --- |
| **In an ad - It takes many ingredients to make XXX Burger great but, the secret ingredient is our people**. | http://us.cdn4.123rf.com/168nwm/prawny/prawny0510/prawny051000111/247770-man-squashed-inside-a-burger.jpg |

Don’t’ become a laughing stock. Check your work or get it checked and proofread by someone else.