

The Apprentice: improved spelling and punctuation for an impressionable outcome

Submitted by: Simply Words Editing Services

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Three hours considering an apostrophe; spelling mistakes in a job application – the right impression for getting hired? Simply Words Editing Services (<http://www.simplywords.co.uk>) could come to the rescue. The aim of this new business is to improve the standard of English, and CVs and job applications are amongst the documents checked and corrected, at a reasonable cost.

Thousands of job applications are discarded every day because of incorrect spelling, punctuation and/or grammar. The proprietor of this new business, Dallas Willcox, says: "In many years employment as a manager, the biggest reason for applicants failing to obtain interviews was the poor quality of their English within their application forms or CVs.

"First impressions are so important when applying for employment. The job application or CV, sometimes with an accompanying letter, is usually all that a prospective employer has on which to form his or her first impressions.

"The standard of English is deteriorating – not helped by the increased use of abbreviated text messages conveyed via mobiles. The objective of Simply Words Editing Services is to help reverse this trend."

'Ten Simple Spelling Rules' is a spelling aid also provided by Simply Words Editing Services and can be downloaded from the website.

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Editors' Notes:

Simply Words Editing Services is a newly-established business offering quality proofreading and editing services to both individuals and businesses. Its proprietor, Dallas Willcox, has over 30 years' experience in a communications/editorial environment.

A photograph showing the relevant screen of the Simply Words Editing Services' website is available upon request.

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