

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Those Telltale Typos**

**By Marcia Yudkin**

**Those Telltale Typos by Marcia Yudkin**

"To be or to be." That's how one of the most famous sentences in the English language began several years ago in a new edition of Shakespeare's "Hamlet." Six professional proofreaders failed to catch the mistake, which received national publicity and gave the publishing company a red face.

Similarly, the Wall Street Journal once devoted eight column inches to ridiculing a conference on critical thinking that sent out a press release referring to the conference's "world renown" researchers "in field of thinking" such as our former surgeon general "C. Everett Coop." (He spells it "Koop.")

And more than bad publicity was at stake when L.L. Bean's back-to-school catalog invited people to call a phone number held by a Virginia company instead of the Maine-based mega-retailer. L.L. Bean paid the Virginia company an unnamed sum of money (surely six figures) to immediately take over that misprinted phone number. The cause: someone in the production department who "knew" that a toll-free number starting with "877" should really have started with "800."

Typographical errors can have serious repercussions for your organization. Misspellings and grammatical flubs damage your credibility, omitted words cause confusion for customers and numbers that get printed wrongly can prevent buyers from reaching you. Here are some tips for making certain that your materials are letter-perfect.

## Those Telltale Typos

\* Let your printouts sit at least overnight before finalizing them. Rereading after even half a day has lapsed helps you spot errors you can't find when you've just typed them in.

\* Actually dial all phone or fax numbers to make sure you haven't transposed digits or worse. It's common for people to confuse their own phone and fax numbers, for instance. Test URLs in the same way, and carefully examine ZIP codes and street numbers.

\* In a recurrent publication, like a newsletter, or a letter you're adapting for a new recipient, make sure you've appropriately changed all dates and no-longer-relevant information deep in the piece.

\* Confirm the spelling of all place names, company names and proper names. Often the reference desk of a public library will check atlases and business encyclopedias for you over the phone.

\* Take another look at stated prices. Missing decimal points, switched numbers, shipping costs updated in one spot and not another all bollix up the ordering process.

\* Double-check your headlines and any corrections or additional copy inserted at the last minute. Mistakes there are hardest to see.

Not convinced that misspellings make a difference? Recently in Wellesley, Massachusetts, a man handed a bank teller a note that read: "Give me your 10s and 20s and no die pack." Distracted by the misspelling of "die" for "dye," the teller had to reread the note to realize that this was an attempted stickup. Indignant, she crumpled up the note and told the guy, "I'm not going to give you any money. Now get the hell out of here." He obeyed, his message having failed to get across.

Marcia Yudkin is the author of the classic guide to comprehensive PR, "6 Steps to Free Publicity," now for sale in an updated edition at Amazon.com and in bookstores everywhere. She also spills the secrets on advanced tactics for today's publicity seekers in "Powerful, Painless Online Publicity," available from [www.yudkin.com/powerpr.htm](http://www.yudkin.com/powerpr.htm) .

## **Is She Cheating? – Many Unsuspecting Husbands Find Out Too Late**

**By Ruth Houston**

### **Is She Cheating? – Many Unsuspecting Husbands Find Out Too Late**

by: **Ruth Houston**

Couples therapists report a 50% increase in female infidelity. The cover story in the current issue of Newsweek magazine is all about cheating wives: "The New Infidelity - From Office Affairs to Internet Hook-Ups, More Wives Are Cheating Too." Yet, as widespread as female infidelity has become, many unsuspecting husbands have no idea their wives are having an affair. They often find themselves in a situation like David in the Newsweek article, who found out his wife was cheating the day she told him she wanted a divorce. Unsuspecting husbands are often surprised when they learn about a cheating wife's extramarital affair. But, the stark reality is that if a husband isn't familiar with the signs of infidelity, by the time he finds out his wife is cheating, it's usually too late.

#### Women Don't Become Cheaters Overnight

Yet many of the signs may have been there all along. A woman doesn't become a cheating wife overnight. Infidelity develops in stages. In almost every case, there are numerous telltale signs along the way. In fact, many of the warning signs of impending infidelity are evident long before the physical act of infidelity actually takes place.

#### Know How to Spot the Telltale Signs

The husband who knows how to spot the signs of infidelity has a fighting chance to save his marriage. He won't end up like John LeSage in the Newsweek article who was devastated when he came home one day and found that his wife of 24 years had disappeared. John said, "I would have done a lot things differently, but I never got the chance." This loving, but unsuspecting husband never knew his marriage was in jeopardy because he was unfamiliar with the warning signs.

#### Identifying the Problem

The first step in solving a problem is knowing that the problem exists. There are certain telltale signs that serve as a wake-up call that a marriage is in trouble. A husband doesn't need to hire a private detective or invest in sophisticated surveillance equipment to find out if his wife is having an affair. If he knows what to look for, all he needs are his eyes, his ears and his personal knowledge of his wife. Knowing what to look for is the key.

#### 21 Categories of Telltale Signs

There are 21 categories of telltale signs, with numerous signs in each category. Of course, no can be expected to know them all. That's why it makes sense to invest in a relationship reference book like *Is He Cheating on You?* in order to become more knowledgeable about the warning signs. After all, most families have a medical reference book in their home to alert them to the signs and symptoms of health and medical problems. The same thing applies to marital problems like infidelity.

## Universal Telltale Signs

Some of the signs of infidelity documented in *Is He Cheating on You? - 829 Telltale Signs* apply exclusively to cheating men. But many of the signs are universal and apply to both cheating husbands and cheating wives. Additional information about infidelity can be found at

. Although the website is primarily directed to women, about a third of the e-mails received come from men seeking advice about various telltale signs.

### So What Should a Husband Do?

With infidelity affecting 80% of all marriages, the husband who values his marriage would do well to become familiar with the warning signs. He should always strive to be aware of his wife's feelings and keep abreast of the things that are going on in her life. It's not about being overly suspicious. It's about keeping a finger on the pulse of his marriage. Forewarned is forearmed. This way, he'll be equipped to recognize even the most subtle telltale signs. The future of his marriage may well depend on his ability to spot those telltale signs in time.

# # #

© Ruth Houston 2004 All rights reserved.

Ruth Houston is the author of *"Is He Cheating on You? - 829 Telltale Signs"*. Her lifestyle and relationship articles have appeared in major magazines for the past 20 years. For more information about the book, infidelity or cheating spouses, visit



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**