

Top Ten Business Grammar Blunders

- 1) Pronouns – People often confuse “I” and “me”, failing over to the ubiquitous and incorrect “myself”. Here is a chart to help you work out which pronouns should be used where.

	Nominative Case	Objective Case	Possessive Case
1st Person (Sing)	I	Me	My, mine
2 nd Person (Sing)	You	You	Your, yours
3 rd Person (Sing.)	He, she, it	Him, her, it	His, her, hers, its
1st Person (PL)	We	Us	
2 nd Person (PL)	You	You	
3 rd Person (PL)	They	them	

- 2) The **nominative case** is the case used for a noun or pronoun which is the subject of a verb. (Ex: She eats pancakes.)
- 3) The **objective case** is used for nouns and pronouns which function as objects. It can be a direct object, an indirect object, and/or an object of a preposition. (Ex. You should make pancakes for them).
- 4) The **possessive case** is used to show ownership. (Ex. Those pancakes are mine)
- 5) Companies are singular entities. (Ex: BluePoint revised its website.)
- 6) Irregardless is not a word. Regardless is correct.
- 7) Capitalization does matter. Use is judiciously. Capitalize the first letter in the first word of a sentence and capitalize proper names plus...
 - Brand names and company names
 - Days of the week and months of the year
 - Holidays
- 8) Apostrophes matter: make sure they are used correctly to represent a contraction between two words or indicate ownership.
- 9) Punctuation matters. Avoid over-using commas. (See <https://www.grammarbook.com/punctuation/commas.asp>)
- 10) Alphabetical matters: Lists of items should always be alphabetized.