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Dianna Booher, renowned communications expert and author of **Booher's Rules of Business Grammar: 101 Fast and Easy Ways to Correct the Most Common Errors**, (McGraw-Hill, 2008) is available for interviews by special arrangement.

## POOR GRAMMAR CAN STALL A CAREER OR RUIN A ROMANCE

### Communication Expert and Author Dianna Booher Will Explain How to Eliminate Embarrassing Errors that Can Stall a Career, Ruin a Romance, or Cost Big Bucks

Dear Producer/Interviewer:

**Bad grammar is like bad breath: Even your best friends won't tell you.** And somebody should. From professors to plumbers, anchorpersons to accountants, CEOs to systems analysts, people who should know better butcher the English language. Not only do such mistakes feel like someone scratching her fingernails across a chalk board, these mistakes and malapropisms limit your social life and stall your career.

**Bad grammar can limit your career *and* your social life.** The first impression most job candidates make on a prospective employer is with a cover letter and résumé. If you're relying on word processing software to catch every error, chances are you're submitting error-filled documents. Not only do grammar errors keep you from scheduling that first interview, but they may be hurting your social calendar. With the rise of internet dating, site profiles are replacing old-school pickup lines. Where charisma and charm might have masked a few verbal blunders, potential dates are more likely to skip over a profile filled with mistakes than a well-written one.

**Proper grammar is power. Pure and simple.** The good news? You can correct deficiencies in a matter of a few hours or days of diligent study, claims author Dianna Booher. Unlike, say, flying a plane or performing brain surgery, grammar *can* be learned from a book. *Booher's Rules of Business Grammar* is not designed as a comprehensive "all you need to know" grammar text. Rather, this slim volume, written in a light-hearted style, focuses on the most common errors.

The chapter titles themselves ARE the common errors often heard, such as "Just Between You and I" and "You Should of Known Better," making you quickly aware of your own mistakes. The brief explanation that follows each chapter title provides examples and quick "memory tricks" to trigger proper usage. You can read the book today and speak or write correctly tomorrow.

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In an interview, Booher will address the most common grammar errors in communication today. She will also offer examples from the worlds of business, politics, and the media to illustrate situations where a mixed or garbled message could have been expressed more appropriately. Moreover, she will equip your audience members with memory tricks they need to become better communicators.

In addition, Dianna Booher will answer the following questions:

- Are most people aware of grammar errors they make? If not, why not?
- In the big scheme of things, just how important is it to be grammatically correct when you speak or write?
- But isn't everyone in the same situation? That is, don't most people have difficulty with grammar? Does anybody really notice such errors anymore?
- Do people really screen out potential dates—or even mates—based on their poor grammar? Why?
- Are our schools failing in the teaching of grammar? If so, where's the breakdown?
- Grammar errors can be pretty funny. What are some of the more memorable, humorous errors you've seen over the years?
- How strong is the connection between someone's grammar skills and his or her ability to move up the corporate ladder?
- Everybody's talking about four generations working side by side for the first time in history. How do the grammar skills vary among the four generations? Similar? Is one generation better or worse?

The examples of poor communication are endless, and the chance to help your audience learn how to communicate better is here. As an author of 44 books and CEO of Booher Consultants, an international communication training firm, Dianna Booher is a sought-after expert and consultant. She's a member of the Speaker Hall of Fame<sup>®</sup> and has spoken on six continents. She has appeared on Good Morning America, CNN, and NPR, and has been interviewed by the *New York Times*, *Wall Street Journal*, *USA Today*, and *Los Angeles Times*. Please call us to schedule an interview.

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