

Affect and Effect

i.e. and e.g.

Who and Whom

Advise and Advice

Principle and Principal

Insure and Ensure

Use words you understand

Articles (the, a, an)

Proof read (read it to someone)

Dear Mrs. ~~Amelia~~ Emerson:

**Have an introduction and
conclusion paragraph.**

**Don't start the analysis in the
first paragraph as if you are
answering an exam question.**

**Don't repeat Mrs. Emerson's
name in the body of the letter.**

Don't bold words in body of letter.

Mrs. Anderson:

Do you believe in paragraphs?

Spelling, grammar, & style check?

Representational Faithfulness

“The information also doesn’t meet the representational faithfulness to the user.”

“We are unable to determine if what is reported represents what actually exists.”

Run-on sentences

“The answer lies in the ability of the financial statements to give us some indication of future events or performance, they let us measure past performance, and lastly, the information they contain must be useful to the decision we are making when we are making it.”

Don't use street jargon or clichés

The answer lies in . . .

Who is to say . . .

I have to tell you . . .

have come across . . .

We are unable to double check . . .

annihilates the statement's credibility.

I would like to bring to your attention . . .

hard to . . .

As you very well know . . .

It seems like an extremely good deal . . .

make sturdy predictions . . .

go ahead and . . .

outrageous debt . . .

I am flattered you feel confident . . .

He may be trying to fudge . . .

After a thorough review . . .

It has been a pleasure . . .

I appreciate . . .

holding off . . .

Thank you for seeking my advice . . .

After careful consideration . . .

Per your request . . .

At a glance . . .

query . . .

Very much thankful . . .

attractive figure . . .

Overall . . .

I am delighted . . .

low end . . .

Thank you for your time . . .

**Providing you with the utmost satisfaction
Let me give it to you in plain English . . .**

I am glad . . .

As it stands . . .

hello . . .

fared . . .

The best I can tell you . . .

As you can see . . .

thing . . .

in essence . . .

essentially . . .

very slim . . .

At this point . . .

Management prepares the financial statements.

Auditors do not attest that the financial statements are accurate.

The financial statements present fairly the financial position, the results of operations, and cash flows in conformity with generally accepted accounting principles