

Below is a sample of the Copy Tip of the Week. To sign up to receive the email, click [here](#).



Are you affected by this effective email?

Hi,

Two words people often mix up are “affect” and “effect.” Here’s our trick to remember the difference between the two:

Use “affect” when the word is a verb, an action. Action starts with an “a” and affect starts with an “a.”

The crowd’s positive reaction affected the speaker very much.

“Effect” is used as a noun, a thing.

The firework’s spectacular effects lit up the sky.

The learning doesn’t have to stop with this email. If you have any grammar questions, feel free to contact me at **612-759-5041**.

For a complimentary content management consultation, click [here](#).

Be Remarkable!

A handwritten signature in black ink that reads "Rosemary Wallner". The signature is written in a cursive, flowing style.

Rosemary Wallner, Editor

rwallner@consciousbranding.com

consciousbranding.com/content-management