Don't be Felix. Proofread your course materials.

Your poor grammar could be costing you thousands in lost sales

You've worked for HOURS developing your online course. MONTHS brainstorming. DAYS recording video and designing presentation slides. You've written an e-book, a workbook and other printed materials to support your clients. You've done your research and feel confident your course will sell.

But it doesn't.

All that work, only to hear crickets when you open your course cart.

Why?

You interviewed dozens of Facebook followers and got some great feedback on the course they wanted. And that's what you created. But when you go back over your materials, you see typos, blatant misspellings and even a wrong word here and there.

You have a GREAT idea, but your supporting materials don't look up to par. No wonder you didn't get the sales you expected. If only you had someone to proofread and edit your copy.

But, you think, it'll cost an arm and a leg to hire an editor and proofreader, right?

Maybe not. There are several options that won't cost you a dime. And even if you do spend a little cash, it'll be money well-spent. You'll look professional, your students will be able to take you seriously and you'll win all around.

Why proofread?

The adage about not getting a second chance to make a good first impression is right on point.

How do you feel when you visit a web site or open a workbook and you see typos and grammatical errors? You probably feel like the person who put those materials together didn't give them the attention they deserved. And you probably question if you want to give that person your own attention.

That is how your potential clients feel when they look at your error-filled copy.

But, you ask, how can I afford to hire someone to look over all my stuff? Turns out, t.he only thing you need to spend is a little time.

Free proofreading resources

Grammarly: It just takes a few moments to create your free account. Once you install the app and browser extension, you'll have an app working in the background that monitors your spelling, gives suggestions for clearer sentences and highlights punctuation errors.

Word processor spell-check: Although you don't want to rely totally on your word processor's spell-check, it does give you a heads-up.

Read out loud: I know you're going to think this is silly, but take a few moments to read what you've written out loud. I can remember, as a kid, having my mom ask me to read essays and other homework to her. "But Mom, you don't know what I'm writing about!" Read it anyway, she'd say. Invariably, I'd hear my errors and confusing sentences for myself. My mom didn't even need to say a word.

Online editors: A quick search in my web browser showed several free options for proofing your copy. Here are a few you can try:

- Paper Rater: paperrater.com
- Free Proofreading Tool: proofreadingtool.com
- Typely: typely.com
- Slick Write: slickwrite.com
- Ginger: gingersoftware.com
- After the Deadline: polishmywriting.com
- Language Tool: languagetool.org

Don't rush to publish

The bottom line is … take your time and don't hit that "Publish" button too quickly.

You've spent so much time researching and writing and designing, you don't want your hard work discounted because you didn't take a few extra minutes to re-read what you've written.