

GOOD GRAMMAR EARNS TRUST

- http://blogs.hbr.org/cs/2012/07/i_wont_hire_people_who_use_poo.html
- <http://blog.okcupid.com/index.php/online-dating-advice-exactly-what-to-say-in-a-first-message/>
As one OKCupid user put it, "If you're trying to date a woman, I don't expect flowery Jane Austen prose. **But aren't you trying to put your best foot forward?**"