WHICH WORD
SHOULD I USE?

A lot/Allot
- A lot: Always two words, signifies a large amount (never "alot")
- Allot: To designate a portion

Advise/Advice
- Advise: Verb, to offer guidance
- Advice: Noun, the guidance being offered

Affect/Effect
- Affect: Usually a verb, to change or alter
- Effect: Usually a noun, the result

Among/Between
- Among: Use with a group of three or more people (avoid "amongst")
- Between: Use with two people

Assure/Ensure/Insure
- Assure: Make confident
- Ensure: Make certain
- Insure: Make an insurance policy

Complement/Compliment
- Complement: To complete something
- Compliment: To give praise (The "I" is for "I like compliments!")

Criteria/Criterion
- Criteria: Multiple requirements
- Criterion: One requirement

Desperate/Disparate
- Desperate: Hopeless
- Disparate: Different in every way

Each other/One another
- Each other: Use with two people
- One another: Use with three or more people

Eager/Anxious
- Eager: Excited anticipation
- Anxious: Worried anticipation

Famous/Notorious
- Famous: For something good
- Notorious: For something bad (also: infamous)

Farther/Further
- Farther: Literal distance
- Further: Metaphorical distance

Fewer/Less
- Fewer: For nouns that can be counted
- Less: For nouns that can't be counted individually (hint: these nouns are never pluralized, e.g., "coffee" and "clutter")

Hole/Whole
- Hole: Missing
- Whole: Complete

Imply/Infer
- Imply: Applies to the speaker or writer
- Infer: Applies to the listener or reader

Its/It's
- Its: Indicates possession
- It's: Contraction of "it" and "is"

Lose/Loose, Loser/Looser
- Lose/Loser: Signifies defeat
- Loose/Looser: Signifies a slackening

Meet/Meat
- Meet: Use for introductions
- Meat: Use for food

Plain/Plane
- Plain: Land formation, or something that is unadorned
- Plane: Abstract space, or a flying vehicle

Pour/Pore
- Pour: Think "liquid"
- Pore: Think "skin" (or "study")

Principal/Principle
- Principal: Schoolmaster, loan amount or key person
- Principle: Rule or noble belief

Then/Than
- Then: Use when telling a chronological story
- Than: Use when comparing

There/Their/They're
- There: Location
- Their: Possession
- They're: Contraction of "they" and "are"

Ware/Wear/Where
- Ware: Merchandise
- Wear: To carry on your body, or to erode
- Where: Refers to a place

Weather/Whether
- Weather: Use for the atmosphere
- Whether: Use for choices

Which/That/Who
- Which: Refers to groups or things, introduces nonessential clauses, typically preceded by a comma
- That: Refers to groups or things, introduces essential clauses, no comma
- Who: Refers to a person

Who/Whom
- Who: Corresponds with "he" and "she"
- Whom: Corresponds with "him" and "her"

Whose/Who's
- Whose: Use to question ownership
- Who's: Use as a contraction of "who" and "is"

Would've/Should've/ Could've/Must've/Should of/ Could of/Would of/Must of
- Would've: Would have
- Should've: Should have
- Could've: Could have
- Must've: Must have
- Should of: Wrong!
- Could of: Wrong!
- Would of: Wrong!
- Must of: *Still wrong!*

Your/You're
- Your: Indicates ownership
- You're: Contraction of "you" and "are"

active voice
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