

their

there

they're

business

# homonyms

words that sound the same  
or are spelled the same  
but have different meanings

we'll look at the most  
common and problematic...

there

their

they're

where

wear

were

ware

we're



*Ware*



*Wear*

# WARE

## AN OBJECT OF VALUE

The market trader displays his wares for sale.

## ...MADE FROM SPECIFIC MATERIAL

Stoneware, Silverware, Potteryware.

## ...AND STORED

Warehouse.

# WEAR

## TO REMOVE...

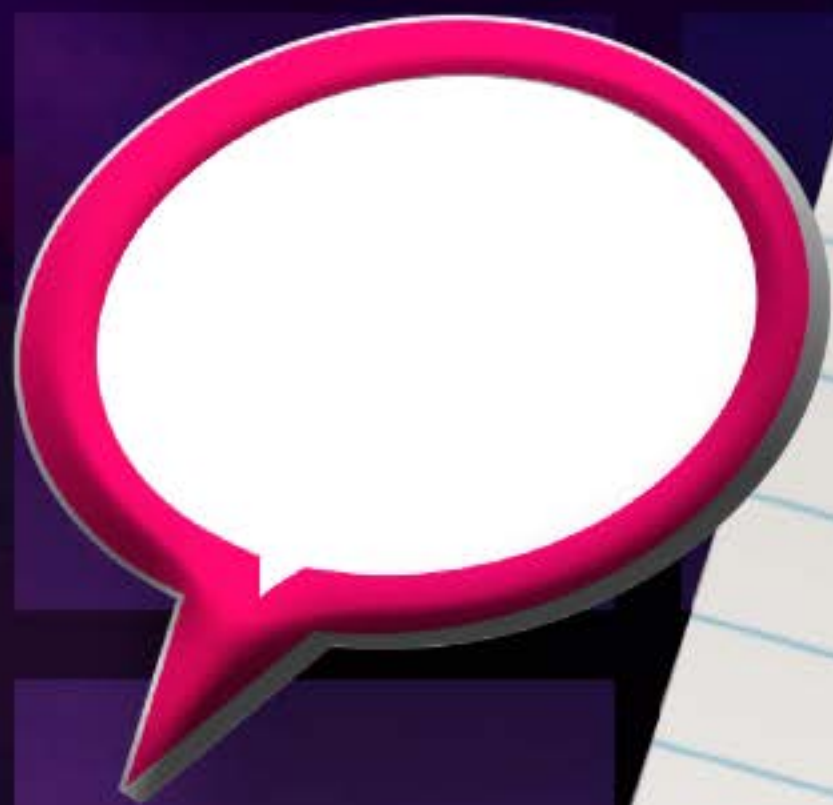
Over time, the table's veneer will wear away.

The tenancy allows for wear and tear.

## ...OR TO ADORN

The bride chose to wear white eveningwear.

The nudist wore just a grin.



their

there

where

# THEIR

## BELONGING TO THEM

The house on the river belongs to my family. It is their house.

**CLUE**

An heir inherits from someone more senior. In essence, the one who 'owns' the heir.

**CLUE**

Here relates to place, location or site. The T prefixes 'this' or 'that'. The W is 'which' or 'what'.

# THERE

## AT THAT PLACE

My family's house is over there by the river.

# WHERE

## AT WHICH PLACE

Where is your family's river boat?



They're

We're



were

# THEY'RE

# WE'RE

**THEY ARE / WE ARE**

The apostrophe replaces the 'a' from are,  
and contracts the two words.

We're looking at my family's house  
to check they're alive.

# WERE

**PAST TENSE OF THE VERB TO BE**

With no apostrophe, it is past tense of are.

We discovered they were alive. Sadly.



Many rules of grammar can feel outdated and out of touch.

But the wrong homonym can give the wrong impression.

Remember the tricks and clues to communicate your intent... as intended.

Be unique.

Be personal.

Be human.



simon@1extraword.com  
www.1extraword.com





[www.1extraword.com](http://www.1extraword.com)  
[simon@1extraword.com](mailto:simon@1extraword.com)