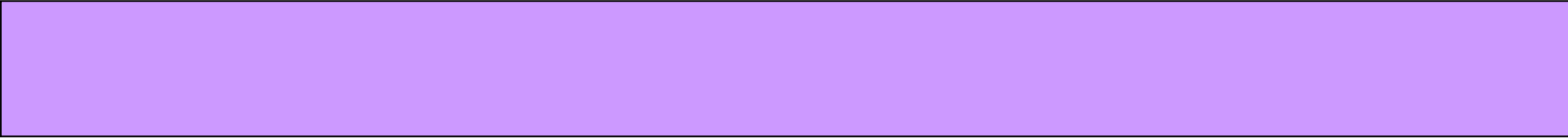


One of **next five** of the **top ten** errors you must not make

# *Its* and *It's*

*Get it right!*





**It's**

**Means "it is"**



# Its

Goes before a noun or noun phrase  
to show the noun or noun phrase  
belongs to “it”

# Confused?

Words ending in apostrophe-s usually show  
belonging

**BUT**

**not with *it's***

How can I remember which one to use?

Try the old rhyme:

**When you say *it's time for tea***

**It's time to use the apostrophe.**

**When you say *the dog has got its bone***

**It's time to leave the apostrophe alone.**

# The mental process

Does *it is* fit? **—————>** Use *it's*

Otherwise...

## **NO APOSTROPHE**



# Examples



*It's ready.*

*= It is ready*





*Its collar was off.*

= *The collar belonging to it (e.g. a dog mentioned in an earlier sentence) was off*