Rule One: Omission	Rule Two: Possession	Rule Three: Group Possession
When two words are brought together, the letter taken out is replaced with an apostrophe.	When something is owned in a sentence, the owner has an apostrophe before the 's'.	When there is a group of owners and the word is already pluralised, the apostrophe goes BEFORE the 's', not after it.
You are- you're	Joe's jumper was blue.	
Do not- Don't	Today's date is October 31 <sup>st</sup> .	These often include:
Will not- Won't	The song's lyrics are strange.	Children's books
		People's opinion
		Men's clothes shop
Exception:	Exception:	*Common errors*
It is. If you use this for ownership and not omission, it will read very strangely. EG: The cat licked it's	If there is more than one owner or if the word ends in an 's', the apostrophe goes AFTER the 's'.	Using an apostrophe for a plural.
paw.	EG: The boys' changing room was very busy.	E.G. The tree's were brown.
The cat licked it is paw.	Miss Rolls' jumper.	