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 Do not- Don't Will not- Won't	Joe's jumper was blue. Today's date is October 31st. The song's lyrics are strange.	These often include: Children's books People's opinion Men's clothes shop
Exception: It is. If you use this for ownership and not omission, it will read very strangely. EG: The cat licked it's paw. = The cat licked it is paw.	Exception: If there is more than one owner or if the word ends in an 's', the apostrophe goes AFTER the 's'. EG: The boys' changing room was very busy. Miss Rolls' jumper.	*Common errors* Using an apostrophe for a plural. E.G. The tree's were brown.