

## Boring, Distracting, and Meaningless Words To Ditch Now!

**Increase your connection, conversion and confidence when you practice using powerful words and phrases – *not* the common, comfortable, disconnecting ones everyone else is using.**

Words can change worlds, motivate, make people laugh, cry, change their minds, or have them take action. If you want your talks, your copy, and your messages to have that much power, you must **eliminate the words and phrases that people don't hear or hear and recognize as filler or clichés.**

You are one boring word or phrase away from having someone disconnect from you on the page or the stage. This list will help you recognize them when you are writing content or a talk.



### **Filler phrases, aka Bad Habits**

- *To make a long story short*
- *In other words*
- *All things being equal*
- *As being, ("He is known as being the best speaker" should be "He is known as the best speaker.")*
- *As a matter of fact*
- *As far as I'm concerned*
- *At the end of the day*
- *For all intents and purposes*
- *For what it's worth*
- *I might add*
- *The long and short of it*
- *In my opinion, (if you are speaking, then it's your opinion.)*
- *Personal opinion, (see above.)*





## **Modifiers most people don't know the meaning of, but they sound *so good***

- *Remarkable*
- *Awesome*
- *Incredible*
- *Actually*
- *Basically*
- *Completely*, (when it's used with words like destroy, believe, have faith, full, filled, horrible, honest, and so on.)
- *Essentially*
- *Honestly*
- *Literally*
- *Obviously*
- *Really*
- *Seriously*
- *Most or very unique*, (unique is an absolute; you can't modify it and be speaking proper English.)
- *Very*
- *Well*, as in, "*Well, we tried to take the train.*" (Well does nothing to improve most sentences.)

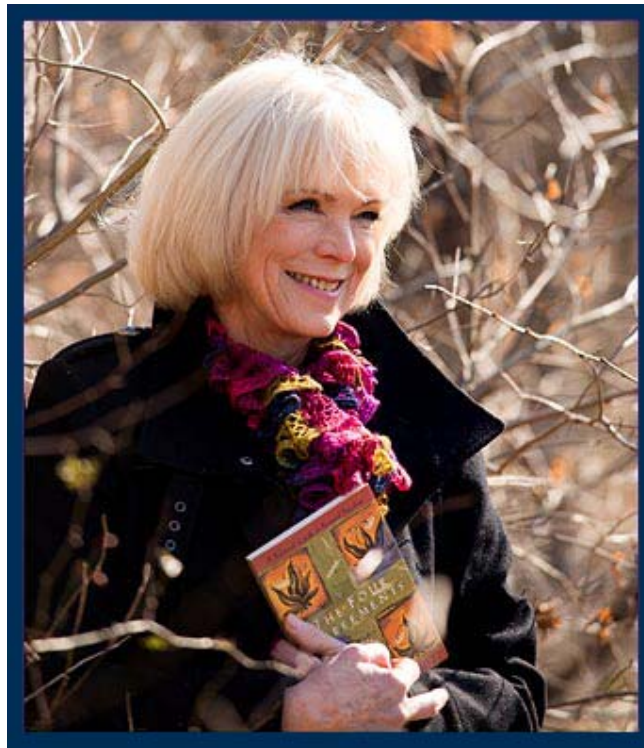


## **These are tricky and oh, so common, but dumb**

- *Alternative choice*
- *And also*
- *Added Bonus*
- *Annunciate*, (the word is "enunciate")
- *Free Gift*
- *Bouquet of flowers*, (what else could it be a bouquet of... squirrels?)



- *Equally as*
- *First year anniversary*
- *Hone in*, (it's *Home In*. Hone means sharpen; home, in this instance, means get closer.)
- *I'm nauseous*, (nauseous means to cause nausea. If you feel that way you are nauseated.)
- *Irregardless*, (is not a word — *regardless* is.)
- *One in the same*, (How about “One *and* the same?”)
- *Supposably*, (not a word)
- *The reason why is because*
- *Vice-A-Versa*, (It's vice versa)
- *Utilize*, ( say *use*)
- *Like*, (only use this when you are describing something of the same amount, form, color, or kind.)
- *Just*, as in “*I just want to tell you this*,” (Signals no confidence. “*Just the other day*” might seem fine on the surface, but is it necessary? “*Just do this one thing*” also falls into the “is it necessary” category.)
- *Enter in, exit out, empty out, filled to capacity, final outcome, go into*, (vs cover or teach or explain), *later time, past experience*
- *Outside of*
- *Evolve over time*, (evolve)
- *Honestly true*, (if it's true, you *are* being honest.)
- *Major breakthrough*
- Dialogue as a verb, “*We are going to dialogue about this in the meeting.*” (Just say Talk or discuss.)
- “*Sources tell us*,” (Always cite the source of your info and data.)
- *Thing*, (What is this *thing* you are referring to... a watch, dog, chair, country?)
- *Absolutely*, (when used with words like “essential” or “necessary” — they get the job done on their own.)
- Must of, would of, should of, (the correct word to use is “have,” as in “*it must have.*”)
- *Worse comes to worse*, (“It's worse comes to worst”)



**If I can ever be of assistance with your free offer creation, writing, or other copy that needs help, feel free to grab a spot on my calendar:**

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