



## POWER WRITING TIPS

Quarter 1, 2010 Issue



### Quotable Quote

**“The discipline of writing something down is the first step toward making it happen.”**

~ Lee Iacocca

### Avoid Clichés Like the Plague

**Cliché** - a trite, expression, used so much that it has lost effectiveness, energy, and originality. Clichés generally fail to motivate readers. They also project a lack of professionalism in key communications.

Clichés are terms we often used from habit—start now to eliminate clichés from your important messages. Energize your writing by using clear, direct terms in place of expressions that are tired and worn out.

Review the examples below:

#### Cliché

pad the bottom line  
make waves  
give them a hand  
step on it  
missed the boat  
fell through the cracks  
take the bull by the horns  
at the end of the day

#### Better

increase profits  
cause problems  
help them  
speed up  
made an error  
was overlooked  
take the initiative  
when all is said and done (*just kidding, try “ultimately”*)

**Note:** When writing to communicate informally with internal team members, revising clichés is generally not necessary. Do revise when writing to sell, motivate, or project added professionalism.

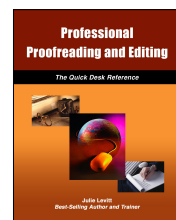
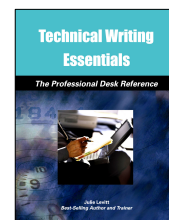
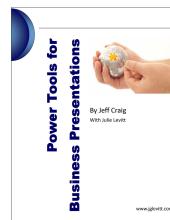
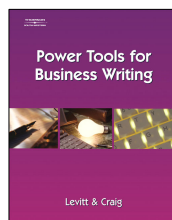
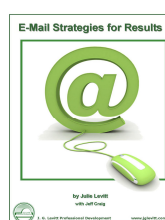
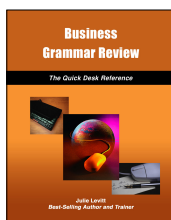
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