



- OFF LIMITS -

A FEW DOZEN MARKETING CLICHES YOU MAY WANT TO AVOID

Influential marketing is synonymous with differentiating your company, its position and its offerings. With these objectives in mind, ask yourself whether any of the following phrases help individualize your company or help distinguish for products and services from competitors.

DIRECTIONS FOR USE: Fill in each blank with your company's capabilities, then consider your prospects' not-so-uncommon responses. You'll understand why using these and other clichés is worse than saying nothing at all.

Lowest Common Denominator Cliches

1. **Out of the box** _____ ... anything that is said to be, is already back inside the box.
2. **Leading you to** _____ ... what makes you think I believe you know where you're going?
3. **The Future of** _____ ... do YOU really know the future?
4. **The Leader in** _____ ... your competitors say this too – who do I believe?
5. **Best Value in** _____ ... would you say otherwise if it were true?
6. **Leading you to** _____ ... who cares? This is just pure hype.
7. **Tomorrow's** _____ today... how is this possible?
8. **Cutting edge** _____ ... this claim is so worn out it's dull.
9. **Setting the standard for** _____ ... your standard, that of your competitors' or mine?
10. **The fastest growing** _____ ... compared to who, and so what?
11. **America's largest** _____ ... in today's impersonal world, big is not always an asset.
12. **The Best Possible** _____ ... you would tell me if you were the worst, wouldn't you?
13. **The Fast and Easy Way to** _____ ... you would tell me if you were slow and difficult. Right?
14. **Introducing the New & Improved** _____ ... almost everything is new and improved.
15. **Your** _____ **Advantage**... so what, I EXPECT your product/service to be to my advantage.
16. **World Class** _____ ... just couldn't think of anything better to say?
17. **The Next Generation of** _____ ... How does this differ from New & Improved?
18. **State of the Art** _____ ... Today's State of the Art is yesterday's vinyl LP
19. **The Bottom Line is** _____ ... Maybe, maybe not... most folk's bottom line differs.
20. **Everything Under One Roof or One Stop Shopping** _____ ... So, then, you're not specialized

Me & Myselfski Cliches

1. **Offering the Most Affordable**_____... So I should to do some research? I don't have time for a survey.
2. **We've Revolutionized the**_____... So yours is earthshaking? New colors are not a revolution.
3. **We Pride Ourselves on** _____... That's the problem with pride – too much of it and you are arrogant.
4. **With**_____ **years experience, we...** Yea, but have you checked out what your competitors offer lately?
5. **Our people make the difference...** Whose don't?
6. **Our quality makes the difference...** Whose doesn't?
7. **Our integrity makes the difference...** Your assessment of your integrity is entirely objective?
8. **Your partner in**_____... Do I really want a partner?
9. **We go the extra mile for you...** Yeah, but I didn't want to go that far.
10. **Setting the pace in** _____... What pace is that? Who says?
11. **Our reputation speaks for itself...** No it doesn't. Only others can speak credibly of your reputation.
12. **We pave the way for**_____... Fine, but I'm not in the market for asphalt.
13. **Delivering the ultimate**_____... Sure, I'm to believe there is none better, or ever will be. Hype.
14. **Our service is guaranteed**_____... Not much of a differentiator.
15. **We offer a full line of**_____... Everything to everybody? It can't be done.
16. **Serving Customers for**_____ **years.** Me or just other customers in general?
17. **Family owned**_____... Where in this claim is my benefit.
18. **Results oriented**_____... If your service business doesn't offer results, well...
19. **Client focused** _____... Ahh... you mean you're results oriented.
20. **Hands on** _____... Since I'm not yet sold, I prefer you keep your hands off.