

Deadly Words and Phrases

Deadly Phrases are poisonous because of the subconscious reaction the majority of people have when they hear them. They are all grammatically correct. The alternatives are suggested to provide a positive tone that makes positive results more likely.

Deadly	Alternative
absolutes: everything, never, always, etc.	use specifics, averages, approximations
negatives: no, not, can't, won't, don't, fail, error, inadequate, etc.	phrase things positively: what I can do... please remember instead of don't forget
fillers: well, sort of, like, just, etc.	none
try	will, guarantee, estimate
later	dates or date ranges
ultimatums: must, mandatory, should, shouldn't, "you're required"	emphasize why and show the impact or result of not doing e.g., the company requires..., the law requires..., the job requirements are...
but/however	and
unfortunately, we regret to inform you	none
transfer	connect
no problem	my pleasure

