

# WORDS AND PHRASES *that pop!*

*secrets to emails that convert...*

## How to Instantly Become a Better Writer

Use catchphrases, expresses, and words that “pop” off the page.

Some expressions just grab us because they are “everyday” expressions that we’re familiar with and make you sound less stuffy. Try a few.

|                        |                      |                      |
|------------------------|----------------------|----------------------|
| Ace                    | Boo-boo              | Cracked the code     |
| Action                 | Bootstrapped         | Cracked the case     |
| Airhead                | Booze                | Cram                 |
| All wet                | Bread                | Cruise               |
| Amble                  | Break                | Cruising             |
| Ammo                   | [Gimme a] break!     | Cushy                |
| Armpit                 | [Lucky] break        | Cut to the Chase     |
| Awesome                | Buck                 | Damage               |
| Back to Square One     | Pass the buck        | [What’s the] damage? |
| Bam!                   | The buck stops here  | Deep pockets         |
| Barf (ed)              | Bummed               | Dicey                |
| Bashed                 | Bust                 | Ditch                |
| Bazinga                | Busted               | Dope                 |
| Beat                   | [It was a] bust      | Down to the Wire     |
| Benched                | Good call            | Drawing board        |
| Bent                   | Call it              | Dumbfound            |
| Bent out of shape      | Careen               | Dynamite             |
| Big gun                | Catapult             | Earful               |
| Big mouth              | Catch some Z’s       | Earthy               |
| Big stink              | Cheesy               | Easy as pie          |
| Big wigs               | Chintzy              | Elephant in the room |
| Bitter pill to swallow | Clunker              | Easy mark            |
| Blow this place        | Come up for air      | Face-off             |
| Blew                   | Con                  | Falter               |
| Blow a fuse            | Cool                 | Fix                  |
| Blow your cool         | Couch it             | Flaky                |
| Blown away             | Couch potato         | Flashback            |
| Bonkers                | Cracked it wide open | Flipped out          |

|                              |                                |                         |
|------------------------------|--------------------------------|-------------------------|
| Flip side                    | Klutz                          | Racket                  |
| Fray                         | Knock                          | Rat hole                |
| Freebie                      | Knock-out                      | Red hot                 |
| Get it                       | Knock your socks off           | Rinky dink              |
| Get you                      | Know the ropes                 | Road hog                |
| Get with it                  | Knuckle down                   | Ran out of gas          |
| Gig                          | Kook                           | Rubber meets the road   |
| Glitch Glitzy                | Lame                           | Ruh-roh                 |
| Go (let's have a go at this) | Making waves                   | Scam                    |
| Go for broke                 | Maxed out                      | Schmuck                 |
| Going bananas                | Mega                           | Scorn                   |
| Going out on a limb here     | Megabucks                      | Sharp                   |
| Going down                   | Meltdown                       | Shoestring budget       |
| Goof                         | Mickey Mouse                   | Shoot from the hip      |
| Goofed up                    | Mind-boggling                  | Silver lining           |
| Goofy                        | Move on                        | Snow job                |
| Gravy train                  | Needle in a haystack           | Spook                   |
| Grunge                       | Nip                            | Spooked                 |
| Grungy                       | No brainer                     | Square                  |
| Gut                          | No ifs, ands, or buts          | Square one              |
| Guts                         | No sweat                       | Steamed                 |
| Heads up                     | Not a get rich quick<br>scheme | Stink                   |
| Hairy                        | Nuke                           | Straight answer         |
| Hammer                       | Nuts                           | Straight up             |
| Hands down                   | On cloud nine                  | Swinging for the fences |
| Hang it up                   | On the ropes                   | "The tribe has spoken"  |
| Hang tough                   | On the same page               | Throwback               |
| Hard pill to swallow         | Pain in the neck               | Tribe                   |
| Hole up                      | Paper pusher Party animal      | Up                      |
| Home run                     | Par for the course             | Up for grabs            |
| Honcho                       | Peanuts                        | Vex                     |
| Hungry                       | Perk                           | Vibes                   |
| Hustle                       | Pickled                        | Wake up call            |
| Hyped                        | Piece of Cake                  | Yabba dabba doo         |
| In deep                      | Pit Stop                       | Yada, yada              |
| In the bag                   | Plot thickens                  | "You're fired"          |
| It's easier than you think   | Pro                            | Zip                     |
| It's not brain surgery       | Psyched up                     | Zipped up               |
| Jumped the gun               | Quarterback                    |                         |
| Junkie                       | Quick buck                     |                         |
| Just one more thing          |                                |                         |