Clichés

Avoiding Clichés like the Plague

A cliché is a trite phrase or expression. While it may have been fresh and innovative at one point, it no longer has a place in good writing. Clichés should be replaced with vivid descriptive words that haven’t already been worn out. If you aren’t sure whether or not a phrase is a cliché, just tell a few people the first few words of the phrase and see if they can complete your thought. Here are a few examples; see how many of these phrases you can complete:

Better late than never
Light as a feather
Blind as a bat
Busy as a bee
Cool as a cucumber
Beat around the bush
Crystal clear
Tried and true
Hit the nail on the head
Needle in a haystack
What goes around comes around
Last but not least
Selling like hotcakes
Playing with fire
Easier said than done
White as a sheet
Water over the dam
Strong as an ox

Remember, familiarity breeds contempt. Although it’s easier said than done, just delete those tried and true clichés!