

ATTRACT & CONVERT



THE SALES & MARKETING MAKEOVER

10 SCROLL-PAST PHRASES AND VIDEO CONTENT
THAT IS KILLING YOUR SALES
AND EXACTLY WHAT TO SAY INSTEAD

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This short and sassy guide will show you the exact phrases that make people scroll right past your brand, and how to rewrite them with **bold, clear, and buyer-ready language**. We're exposing the tired, overused phrases that make people scroll faster than your cousin's pyramid scheme pitch and showing you exactly how to flip them into bold, scroll-stopping, "shut up and take my money" messaging.

If your content sounds like everyone else's...don't be shocked that you aren't seeing sales flooding in. Because here's the hard truth, blending in online is the fastest way to get ignored (and lose money). Your brand deserves more than recycled buzzwords. Let's give your copy the clarity, confidence, and cash-magnet energy it's been missing.

Using vague marketing language is like trying to sell designer perfume in a bottle labeled "**Stuff That Smells Good.**" It doesn't inspire trust, confidence, or clarity and it sure as hell doesn't make people want to pull out their credit card.

Let's face it, you're not "empowering," you're not "upleveling," and you're definitely not "10x-ing" anything if your message is confusing. The worst part is that social media platforms, and the way people engage on them, changes as fast as the weather. This means people are using tired phrases that are empty and make you sound like everyone else. This guide is your no-BS breakdown of common phrases and jargon that you should stop using, and how to say it differently so you can **break through the noise**.

INSIDE, YOU'LL FIND:

10 tired, overused marketing phrases that are costing you conversions, and high-impact, high-clarity alternatives that actually get your audience to take action.

10 video styles clogging your feed that aren't connecting or converting along with smart, strategic replacements that build trust, spark curiosity, and drive sales.

You don't need to burn it all down, you just need to upgrade what you're saying and how you're saying it. Let's tighten the message, sharpen the visuals, and start creating content that sells. Because clarity? Converts. And strategy? Scales.

SCROLL-PAST PHRASE #1

“Empower Women to Step Into Their Power”

SAY INSTEAD

“I show ambitious women how to build profitable businesses without burning out.”

“I teach high-performing women how to reclaim their time, energy, and income streams.”

 **Why It Works:** “Empower” is vague and overused. Profitable, clear outcomes sell especially when they solve real-life problems.

SCROLL-PAST VIDEO

You talking to camera saying,

“I empower women to live their truth and step into their power.” No context. Just vibes. Background = random plant.

POWERFUL VIDEO

B-roll of a client setting boundaries, leading a workshop, or celebrating a big win. Voiceover: “Before we worked together, she was burnt out and undercharging. Now? She’s booked out, boundaries strong, and making \$15K/month doing what she loves.”

SCROLL-PAST PHRASE #2

“Helping You Level Up”

SAY INSTEAD

“We show coaches how to get visible, sell confidently, and stack consistent \$10K a month.”

Go from overlooked to in-demand with a message that actually converts.

Why It Works: “Level up” means nothing unless you explain what’s leveling - income? Clients? Confidence? Say what you actually mean and don’t just use buzzwords from Urban Dictionary.

SCROLL-PAST VIDEO

Generic reel with trending audio and text overlay: “Level up in your business” – with no explanation of how.

POWERFUL VIDEO

Split screen: left side = you hunched over your laptop, stressed. Right side = same person showing up confidently, onboarding new clients. Text: “What ‘leveling up’ actually looks like: structure, sales, and systems that don’t burn you out.”

SCROLL-PAST PHRASE #3

“I Help You 10x Your Business”

SAY INSTEAD

“Turn your \$5K/months into \$20K months with a repeatable sales system that works without ads.”

“Double your revenue in 90 days by optimizing your offer and your messaging.”

Why It Works: “10x” screams bro marketer, or your on Grant Cardone's sales team. Use Specific, believable outcomes, it builds trust and authority.

SCROLL-PAST VIDEO

You dancing and pointing at “10x your biz!” bubbles while quoting Grant Cardone.

POWERFUL VIDEO

Time-lapse of your screen showing a Stripe dashboard growing month by month. Caption: “Here’s how we took this biz from \$5K to \$20K/mo in 90 days—without ads or a funnel from hell.”

SCROLL-PAST PHRASE #4

“Live Your Best Life”

SAY INSTEAD

“Wake up excited to run your business with clients who pay and respect you.”

“Create a business that funds your freedom instead of draining your soul.”

 **Why It Works:** “Best life” is Pinterest fluff. Speak to what that actually looks like day-to-day.

SCROLL-PAST VIDEO

Montage of you walking on the beach, sipping coffee, with a trending audio and no call-to-action.

POWERFUL VIDEO

You narrating a story about a client who went from burnout to building a biz she loves. Overlay: real DMs, calendar screenshots, and a final “before/after” workday comparison.

SCROLL-PAST PHRASE #5

“Create Massive Impact”

SAY INSTEAD

“Build a brand that gets noticed, gets paid, and gets people talking.”

“Turn your knowledge into high-ticket offers people can’t wait to buy.”

 **Why It Works:** “Impact” is cute. But income and influence are what buyers want to hear.

SCROLL-PAST VIDEO

Dramatic music. Text overlays that say “impact, purpose, mission.” No proof. No hook.

POWERFUL VIDEO

Highlight reel of actual client wins, quotes, launches, testimonials. Voiceover: “Here’s what impact looks like when your brand finally connects and converts.”

SCROLL-PAST PHRASE #6

“Get Visible”

SAY INSTEAD

“Grow a magnetic online presence that attracts your dream clients on autopilot.”

“Create scroll-stopping content that builds trust and drives sales daily.”

 **Why It Works:** Visibility with no conversion is just digital burnout. Sell the result of being seen.

SCROLL-PAST VIDEO

Talking head saying, “You need to get visible online!”... while sitting in a dim room with low audio quality.

POWERFUL VIDEO

Behind-the-scenes of a content shoot, IG DMs lighting up, your insights being reposted. Text: “Visibility isn’t about being loud. It’s about being seen by the right people.

SCROLL-PAST PHRASE #7

“Aligned AF”

SAY INSTEAD

“Sell your offer in a way that feels like you - without sounding cheesy or desperate.”

“Market with integrity and confidence, without losing your voice or values.”

 **Why It Works:** Alignment's great... but unless it makes you money and feels good, it's not a strategy.

SCROLL-PAST VIDEO

You in your car saying, “This is your sign to be more aligned in your business today.” #blessed #grateful

POWERFUL VIDEO

Clip of you walking off a discovery call looking confident, followed by client results. Caption: “Selling in a way that feels good and works? That’s what alignment looks like.

SCROLL-PAST PHRASE #8

“Mindset Shifts”

SAY INSTEAD

“Ditch imposter syndrome and finally launch that offer you’ve been sitting on for 6 months.”

“Rewire your beliefs so you stop ghosting your goals and start showing up to sell.”

 **Why It Works:** “Mindset” is vague - name the actual pain points and the results they’ll experience

SCROLL-PAST VIDEO

Talking head, low-energy, saying “You just need to shift your mindset and the results will follow.

POWERFUL VIDEO

Overlay of real fears (“What if no one buys?”), then voiceover of the exact reframe you gave a client that helped them sell out their offer. Add celebration shots and a testimonial.

SCROLL-PAST PHRASE #9

“Authentic Branding”

SAY INSTEAD

“Build a brand that sounds like you, looks like you, and sells for you.”

Create visuals and messaging that stop the scroll, spark emotion, and drive action.”

 **Why It Works:** People don’t want “authentic” - they want to stand out, feel seen, and attract aligned buyers.

SCROLL-PAST VIDEO

Canva moodboard with lo-fi music and no context. Just “vibes.”

POWERFUL VIDEO

Side-by-side of old vs. new visuals. Caption: “Her old brand sounded like everyone else. Now? Clients say, “It’s like you’re reading my mind and sounds exactly like me.” Bonus: show a new website or IG profile that feels cohesive.

SCROLL-PAST PHRASE #10

“Support You on Your Journey”

SAY INSTEAD

“We’ll guide you to launch, grow, and scale with a clear plan that actually works.”

“You’ll walk away with the tools, the strategy, and the sales confidence to own your next level.”

 **Why It Works:** “Journey” is soft. Strategy, tools, and outcomes make people feel safe investing.

SCROLL-PAST VIDEO

You talking into camera saying “I’m here to support you on your [business, health, life coaching, insert whatever journey] no matter what phase you’re in.” Yawn.

POWERFUL VIDEO

Client clips mid-program: on Zoom, writing notes, celebrating a launch. Voiceover: “This is what real support looks like - strategy, feedback, and a roadmap that leads to results.”

BONUS RED FLAG:

Stop Saying “I Help...” You’re Not a Charity

SAY INSTEAD

“I teach online coaches how to sell with confidence and convert with ease.”

“We build sales-first brands that turn browsers into buyers.”

Why It Works: “Help” sounds soft, vague, and low-authority. You’re not just helping, that quotes to working for free - you’re leading, building, delivering, teaching, or transforming. Step into that expert energy and claim the result.

SCROLL-PAST VIDEO

You staring thoughtfully out a window with moody music playing, text overlay says:

“Your voice matters. Be authentic. Find your truth. I can help” It’s giving zero clarity, zero conversion - just another aesthetic reel floating in the algorithm void.

POWERFUL VIDEO

Quick clips of your client’s content before and after:

- First, a bland Canva quote post with no engagement.
- Then, your rebranded visuals and punchy, personality-packed captions getting DMs + shares.

Voiceover: “We don’t just show you find your voice - we teach you how to use it to sell. Bold visuals, magnetic messaging, and a strategy that makes your audience say: ‘I need this.’ That’s what a real brand voice does.”

FINAL THOUGHTS

You just discovered how the words you use can either attract ready-to-buy clients, or make people scroll right past your brand without a second thought. You learned which overused phrases are secretly killing your conversions, why clarity beats clichés every time, and how to upgrade your message with buyer-ready language that actually moves people to action.

You saw real examples of what not to say, and exactly how to flip your content into confidence-packed, scroll-stopping copy that sounds like you and sells like crazy. This isn't just about sounding cute, it's about standing out, building trust, and getting paid. Because messaging isn't fluff. It's the foundation of your sales.

Every Scroll Past phrase you cut = one less confused prospect. And now that your message is finally saying something real, it's time to make sure the rest of your business speaks the same language. That's where the Sales and Marketing Sync Audit comes in. It's not just another checklist, it's your business's full-body scan. We're talking quick wins, red flag alerts, and "ah-ha" clarity that shows you exactly where your sales and marketing are out of sync (and costing you cash).

- **No more lost leads.**
- **No more duct-tape strategies.**

Just aligned messaging, a sales system that works, and confidence that actually converts.



We're not your average agency, we're the rebels, the rainmakers, and the behind-the-scenes power players who turn good brands into unstoppable ones. At Alecci Media, we're a woman-owned collective of badass entrepreneurs, strategists, and creatives who don't just talk about what ifs, we make it happen. Our team merges global perspective, data-backed insights, and bold creativity to craft marketing and sales systems that actually convert. Period. Whether you're scaling to your next revenue milestone or sick of spinning your wheels with duct-tape strategies, we show up like your fractional C-suite, without the payroll headache.

- One team.
- All the strategy.
- Zero fluff.
- Real growth.

We're here to be the last agency you'll ever need because we don't just make things look good. We build brands that move revenue. Want to stop guessing and start growing? Follow Alecci Media because your message deserves more than vibes. It deserves to sell.

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