



With MP3's and Links to Video Explanations

Provided to you by:
RobTheTutor.com

If you are learning English as a second language, this book should help. This book is not intended to be used by children who are learning English. It is made for adults. The phrases used here are just not very useful for children. I hope you enjoy it and find it useful.

Wishing you the best of life!

Robert

(P.S. Thanks to Elaine for all her help on this book.)

**If you see any problems with the links,
Mp3 files, explanations, etc – please let
me know (no one is perfect.)**

You can always contact me RobTheTutor.com



Please share this ebook with your friends. This ebook was produced by Robert of RobTheTutor.com.

Click --> [Learn American English](http://RobTheTutor.com) <-- to get the MP3 Files
that accompany this book for free.

RobTheTutor.com
English For Professionals





Please Click The Picture Below So I Can Explain Something to You





Index

[24/7](#)

[A Drag](#)

[A Great Catch](#)

[Airhead](#)

[An Earful](#)

[Average Joe](#)

[Back Seat Driver](#)

[Bad Egg](#)

[Bang For The Buck](#)

[Bankers' Hours](#)

[Bean Counter](#)

[Blow Something Out of Proportion](#)

[Boss Around](#)

[Bottom Fell Out](#)

[Bottom Line](#)

[Breadwinner](#)

[Break Even](#)

[Break The Ice](#)

[Bring Home The Bacon](#)

[Bring Something Up](#)

[Budget Crunch](#)

[Burns Me Up Inside](#)

[By Heart](#)

[Calculated Risk](#)

[Captain Of Industry](#)

[Carry The Day](#)



[Chip In](#)

[Close The Books](#)

[Close Out](#)

[Cold Call](#)

[Company Man](#)

[Cool Off](#)

[Cost an Arm And a Leg](#)

[Couch Potato](#)

[Crystal Clear](#)

[Cut Back](#)

[Cut Corners](#)

[Cut It Out](#)

[Cut One's Losses](#)

[Dirt Cheap](#)

[Don't Hold Your Breath](#)

[Don't Let It Get You Down](#)

[Do The Trick](#)

[Double Check](#)

[Down In The Dumps](#)

[Down The Drain](#)

[Drop It](#)

[Eagle Eye](#)

[Eat Like a Bird](#)

[Fair Play](#)

[Filthy Rich](#)

[Full Of Crap, Full Of Baloney](#)



[Funny Farm](#)

[Gaining Ground](#)

[Get a Break](#)

[Get Off The Ground](#)

[Get The Ball Rolling](#)

[Give One's All](#)

[Give Someone The Cold Shoulder](#)

[Give Someone The Green Light](#)

[Go Public](#)

[Hard Nut To Crack](#)

[Hard Sell](#)

[Heads Will Roll](#)

[Help Oneself](#)

[Hooked To; Hooked On Something](#)

[Horse Around](#)

[Hot-Headed](#)

[In Charge](#)

[In Short Supply](#)

[In Stock](#)

[In The Black](#)

[In The Dog House](#)

[In The Red](#)

[Keep Track Of](#)

[Knocked Up](#)

[Like a Fish Out Of Water](#)

[Long Shot](#)



[Love Handles](#)

[Make Ends Meet](#)

[Number-Cruncher](#)

[Nuts](#)

[On Cloud Nine](#)

[On Hand](#)

[On The House](#)

[Packed In Like Sardines](#)

[Peas In a Pod](#)

[Piece Of Cake](#)

[Piece Of The Action/Slice Of The Action](#)

[Red In The Face](#)

[Sell Like Hotcakes](#)

[Single Out](#)

[Sold Out And Sell Out](#)

[Strike While The Iron Is Hot](#)

[Sweet Tooth](#)

[Tight Spot](#)

[To Be Chicken](#)

[Turn Over](#)

[Turn Someone Off](#)

[What's Eating You?](#)

[Write Off](#)

[Zillionaire](#)

24/7

[CLICK HERE FOR A VIDEO EXPLANATION](#)



"24/7" is the general term which many Americans use to mean all the time or always available. "24/7" stands for 24 hours a day, seven days a week. It is used in daily conversations usually for business or services that run at all times.

Many companies nowadays, are trying to provide 24/7 service to attract more customers and get more income throughout the day. Not only that, with many social networking sites available today in the internet world, people all over the world get connected 24/7 with their friends, families and business.

Here are a few examples.

Example #1

Many churches organize 24/7 prayers and prayer meetings in the city, to practice perpetual prayer.

Example #2

A simple conversation between two former classmates who met again after a long time:

Student 1: Hey, I haven't seen you in ages! When we left school, we all moved to different parts of the world to work on our careers. Have you been in touch with any of our old classmates these days?

Student 2: Yes, I can actually be in touch with all our classmates 24/7. I use Facebook all the time! With the help of my mobile phone, I can even update you about Kristen right now!

(With social networking sites, student 2 can have access to past classmates 24/7.)

Example #3

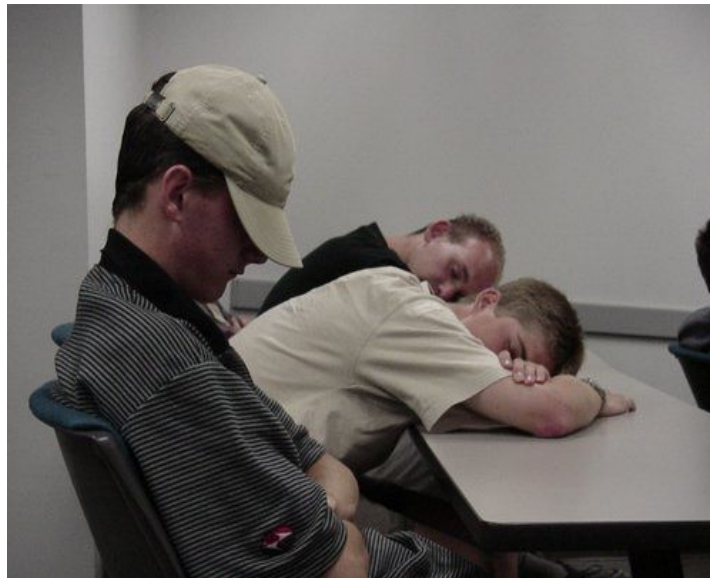
7-Eleven convenience stores and hospitals are just a few examples of businesses that operate 24/7.

[Index](#)



A Drag

[CLICK HERE FOR A VIDEO EXPLANATION](#)



If somebody refers to something as a drag, it means it isn't interesting enough. It can be another phrase used in place of something that is boring, or tiring.

Example #1:

I can't believe I even signed up for this lecture. It's such a drag!

Example #2:

The actress did not finish reading the script. She thought the dialogues were a drag.

Example #3:

Did you try talking to that new girl in class? She may look pretty but when she opens her mouth to say something, the whole conversation turns into a drag.

Example #4:

Can you change the channel? That show is a drag!

[Index](#)



A Great Catch

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase refers to something as a great choice. It is most often used to denote somebody who makes for an excellent girlfriend/boyfriend or husband/wife.

Example #1:

I don't understand why you should be mad because you broke up with that guy. If you ask me, he's not a great catch anyway.

Example #2:

He looks like Brad Pitt and he graduated from Yale. If he's not your idea of a great catch, then something's probably wrong with you!

Example #3:

Your bride looks dashing Peter. I hear she's a great cook too. What a great catch!

Example #4:

You may be smart and pretty, but some people find you too moody. Try to be a bit more pleasant and I'm sure many guys will be considering you as a great catch.

[Index](#)

Airhead

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This expression is used to refer to someone who is dumb. In other words, a person whose head is filled with air instead of brains may find it hard to understand even the simplest things.

Example #1

Teacher: How many continents do we have?

Student: Ma'am, we have 150 countries in the United States of America.

Teacher: Are you confused again? You are such an airhead! You don't even know the difference between countries and continents, and you've been studying this for a month!

(The student couldn't understand the lesson even though it was very simple, so the teacher thought she must have air instead of brains in her head. Well actually, a teacher would never call a student an airhead – at least not in public. Maybe when the teacher talks to her friends she might say – "I have a student that is a real airhead!")

Example #2

I dated this gorgeous, sexy girl for six months. However, I had to break up with her because she was a real airhead. I couldn't even have a decent conversation with her. I want a girl who's good-looking and smart!

Example #3

Steve is such an air head! He doesn't even know that Alaska is actually a part of the United States!

[Index](#)



An Earful

[CLICK HERE FOR A VIDEO EXPLANATION](#)



To get an earful means to get yelled at for doing something wrong or making a mistake.

Example #1:

Don't make her mad if you don't want to get an earful. She's been in a bad mood all day.

Example #2:

Why did you forget all about tonight's dinner? You know how strict mother is. You will surely be getting an earful.

Example #3:

If you don't have that project proposal ready by Tuesday, be ready for an earful.

Example #4:

Hurry up! I don't want to be late again. I already had an earful from the principal yesterday.

[Index](#)

Average Joe

[CLICK HERE FOR A VIDEO EXPLANATION](#)



An Average Joe is actually a slang term that refers to an average man. It is most often used to describe a regular guy who doesn't have any extreme characteristics that may set him apart from everyone else.

Here is a typical conversation using the term "Average Joe"

Example #1

Mary is sitting in a coffee shop with her friend Susan and they are talking about their third friend Melissa who has just divorced.

Mary: It's quite sad. I thought they would never get divorced after 4 years marriage! Life is so unfair!

Susan: Her husband was a fantastic guy. He helped take care of the children, he did chores around the house, and he was always nice to her mother. He was a perfect husband. But the problem was, Melissa didn't want to be married to an average Joe anymore. She wanted to live the life of a rich woman.

Mary: That's too bad. He is a great guy. Melissa does not understand the truly important things in life.

Susan: Yes, it's so sad to see them go their separate ways.

Example #2

Politicians always try to make their speeches appeal to the Average Joe.

[Index](#)



Back Seat Driver

[CLICK HERE FOR A VIDEO EXPLANATION](#)



The term "back seat driver" is a colloquial phrase that refers to somebody who usually gives advice that is not asked for and tries to take the lead. He or she is, in fact, as the expression itself mentions, like someone who is sitting in the back seat of a car and still trying to drive! The term has a negative connotation.

Example #1

I wish I could tell my boss to stop being such a back seat driver. I don't need to hear his comments every ten minutes!

Example #2

Even though his wife was sitting next to him in the car, she was acting like a real back seat driver.

Example #3

Dad can't help being a back seat driver; he is a marine Sergeant.

Example #4

A "back-seat driver" is someone who is in the car as a passenger but keeps telling the driver where to drive and how to drive. I don't want to be seated next to one!

Example #5

I had been working on the project for months and knew everything there was to know about it. Then Lisa came to me and started telling me how I should do the project. I didn't ask for her advice. She really doesn't even know anything about the project. She is such a back seat driver!

[Index](#)



Bad Egg

[CLICK HERE FOR A VIDEO EXPLANATION](#)



A bad egg is a person who does bad things or is known for behaving improperly or making all the wrong moves.

Example #1:

Mary's children have all married and settled down except for Jacob. The whole neighborhood thinks he is such a bad egg!

Example #2:

My mom doesn't really approve of John. She thinks he is nothing but a bad egg.

Example #3:

Mark has been caught driving under the influence a couple of times. He has been in and out of jail for being such a bad egg!

Example #4:

He may be a bad egg most of the time, but he tries to make up for it.

[Index](#)



Bang for the Buck

[CLICK HERE FOR A VIDEO EXPLANATION](#)



Literally speaking, this is a phrase that is used to convey that an item has value for its cost. In general terms, one would use this to demonstrate that something is worth what it costs.

"Buck" is slang for the word "dollar".

Example #1

"I am interested in purchasing a new car, but I don't know which one has the most bang for the buck."

Example #2

"If you only use your computer for surfing the internet and sending emails, this model will give you more bang for the buck."

Example #3

I only paid \$1,000 for this car and it was dependable for three years. This car really gave me bang for the buck!

Example #4

Johnny had a huge birthday party at an expensive restaurant. He spent almost \$5,000 that night, but he didn't get much bang for his buck - no one attended his party.

Example #5

I need a cell phone that is going to give me the most value for my money. I need a cell phone with the best bang for the buck!

[Index](#)

Bankers' Hours

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase refers to a relatively easy schedule. There is usually lots of time for coffee breaks, lunch, and holidays. Typically, these working hours are between 9am and 5pm with Saturday and Sunday off. In the United States, these are the typical hours that someone working at a bank has.

Example #1

A person is being interviewed for a new job. The boss tells the potential new employee "You know, your position will require you to work long days, and even some weekends. If you are looking for banker's hours – this job is not for you!"

Example #2

Government employees generally work banker's hours.

Example #3

I hate being a salesman. I have to work late all the time. I really need to find a career with banker's hours so I can spend more time with my family.

[Index](#)



Bean Counter

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a very common slang term usually meaning an accountant or book-keeper: anyone who is responsible for keeping the books or maintaining the finances. Usually the person who has the most knowledge about the financial resources of a company or organization, and is responsible for decisions involving major expenditures. Large companies often have teams or departments made up of people who share the responsibility. Small businesses generally only have one accountant, who serves the same function on a smaller scale.

Example #1

Next month is the tax deadline, so please make sure to get the books off to the bean counter so that we don't have to file an extension.

Example #2

I'm interested in buying software to automate my business' finances, because I'm not much of a bean-counter.

Example #3

There were a lot of bean counters in one room last week at the accounting conference.

Example #4

We wanted to move the company headquarters downtown, but the bean counters told us that we couldn't do it.

[Index](#)



Blow Something Out Of Proportion

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a phrase that is used to describe an act or situation that is stated in an exaggerated manner, making it sound worse than it actually is.

Example #1:

Many celebrity stories are often blown out of proportion to get more publicity.

Example #2:

Girl: I've been hearing a lot of news about you and that female lead star. Are you seeing her behind my back?

Boy: You know better than to trust the media. They are always blowing things out of proportion.

Example #3:

Jane always likes to blow things out of proportion. She's the town gossip queen!

Example #4:

Their relationship may suffer from some problems once in a while but I wouldn't be expecting a divorce anytime soon. That would be blowing things out of proportion!

[Index](#)



Boss Around

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a phrase that refers to a person who orders someone with or without the authority to do so.

Example #1:

I don't like her at all. She is always bossing me around. I'm her stepsister. I'm not the house help!

Example #2:

Girl1: You can't boss her around. She's one rank higher than you!

Girl2: Really? I thought she was a beginner just like us!

Example #3:

Ben won the bet. Now I have to let him boss me around for an entire week! I have to give him a free ride and clean his locker every day.

Example #4:

My mom likes to boss my dad around sometimes, especially when there are lots of chores around the house.

[Index](#)

Bottom Fell Out

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a phrase that has multiple meanings, depending on the context. It can mean that the value of something sank dramatically. It may also refer to a project that stopped completely or it can also reflect the failure of a company. In common usage it generally means the stopping of a project or venture completely.

Example #1

When the economy fell into a recession, the bottom fell out of the retail industry, and many businesses had to file for bankruptcy.

Example #2

With the recent oil spill affecting the Gulf States, the bottom has fallen out of the tourism industry. No one wants to visit a beach with oil in it!

Example #3

We were right in the middle of the project when the bottom fell out and we ran out of cash. Now the project is on hiatus indefinitely.

Example #4

Did you see what happened to that stock's price yesterday? The bottom completely fell out when everyone tried to sell at the same time.

[Index](#)



Bottom Line

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is an accounting term used to refer to the last figure found at the end of a bill, or the total expense somebody needs to pay. In casual usage, it means the final result or outcome. It can also be used to mean the ultimate truth in a given situation.

Example #1

What is the bottom line with this project? Is it going ahead or not? I need to manage all the resources and I need to know what is going on!

Example #2

I am listing the car for sale at \$12,000, but my bottom line is \$11,250. I don't think I will be able to go beneath that and still make any money.

Example #3

Seriously, the bottom line is that he needs to find a new job. It isn't working out here and we will have to let him go by the end of the quarter.

Example #4

Things may change, but the bottom line today is that we are heading for bankruptcy unless sales increase.

Example #5

David, my son, you graduated from high school and do nothing all day except watch TV and eat. Bottom line – go get a job or join the military!

[Index](#)



Breadwinner

[CLICK HERE FOR A VIDEO EXPLANATION](#)



If somebody is the family breadwinner it means he or she is the person who earns the most money to support the rest of the members of the family.

Example #1:

Jim's parents died when he was just 14 years old. He has been the breadwinner of the family ever since.

Example #2:

During these difficult times, a family must not depend on just one breadwinner alone.

Example #3:

Being the family breadwinner can be tough, especially if you have a lot of kids to take care of.

Example #4:

Girl1: Do you know that Carol works three jobs in a day?

Girl2: Really? Why is that?

Girl1: Ever since her husband died over a year ago, she has become the new breadwinner. She has 3 kids to feed.

Girl2: That's such a shame!

[Index](#)



Break Even

[CLICK HERE FOR A VIDEO EXPLANATION](#)



An accounting term used to denote an equal outcome with no expenses and no profits. One is neither making nor spending money. This is often used to describe a situation that is completely even and doesn't go one way or the other. It can also be used to mean that there is neither success nor loss, especially in certain games or industries.

Example #1

Our breakeven point was reached somewhere around six months after opening. Prior to that, we had more expenses than profits.

Example #2

He was ahead of me, but then I gathered some speed and caught up with him. In the end we broken even and the event ended in a tie, so neither of us won.

Example #3

In the first year of our business, we didn't even break even. It took us almost two and a half years to finally get to the point where we were making enough to cover our expenses.

Example #4

What is the breakeven point on this project? We may not have enough budget to complete the entire thing!

Example #5

I spent \$20 while gambling in Las Vegas. I won 20 bucks in return. Well, at least I broke even!

[Index](#)



Break The Ice

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase is used to refer to a certain act done in order to make people feel a lot more comfortable. It is often used to describe the act of breaking that awkward feeling experienced by strangers who meet for the very first time.

Example #1:

I think we should start the party with some games to break the ice.

Example #2:

I tried to tell a joke to break the ice but your friend wasn't so amused.

Example #3:

Girl1: This party is way too serious. We need to break the ice.

Girl2: Why don't we ask the DJ to play some dance tunes?

Girl1: Great idea!

Example #4:

A simple greeting can sometimes be enough to break the ice.

[Index](#)



Bring Home The Bacon

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This means bringing home money to support the family.

Example #1:

I want a husband who can bring home the bacon!

Example #2:

John lost his job last month. He doesn't bring home the bacon anymore.

Example #3:

I am a lucky guy. I just sit on the couch all day and watch TV while my wife brings home the bacon.

Example #4:

You need to go out and get a job. You have been lazy and doing nothing. I need you to bring home the bacon!

[Index](#)

Bring Something Up

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When you bring something up, it means you mention it during a conversation. This phrase also refers to the rearing of a child to be an adult.

Example #1:

Please be sure to bring up this issue during the board meeting next week.

Example #2:

Girl: Do you know anything about the latest robbery in that small bank downtown?

Boy: No, I don't. Why are you bringing it up?

Girl: Well, since you always know the latest happenings in town, I assumed you would have an update about it.

Example #3:

You know I did not bring you up to be a dishonest man. You should tell the cops everything you know about the crime.

Example #4:

My mom was always on the road when I was growing up. I was practically brought up by my aunt!

[Index](#)



Budget Crunch

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase is often used in situations where there is not enough money in the budget to cover all the expenses. It may also be used to refer to a difficult economic situation.

Example #1

We have to reign in our excessive spending because we are right in the middle of a budget crunch in just about every department, and there are no more funds coming any time soon.

Example #2

How can you justify that expense during this budget crunch? Now we are going to have to forgo other things we need because you spent money on unnecessary supplies.

Example #3

How long is this budget crunch going to last? We are in desperate need of some new suppliers, and not all of them are willing to sell on reasonable terms.

Example #4

What did the accountant have to say about the budget crunch? Are we in as bad a situation as everyone thinks we are?

[Index](#)

Burns Me Up Inside – Burns Me – Burns Me Up

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When you refer to a situation that burns you up inside, it refers to something that causes you a lot of emotional suffering.

Example #1:

Although it burns me up inside, I pretended to be happy for my co-worker's promotion. I've been working so hard to earn that position for months!

Example #2:

Employee1: What happened to the secretary?

Employee2: She got fired yesterday.

Employee1: Oh, that really burns me up. The reason it makes me so mad is because she always brought those great homemade cookies to the office to share with everybody.

Example #3:

Girl1: Doesn't it just burn you up inside when your order takes too long?

Girl2: Yes, it does, especially when I'm really hungry!

Example #4:

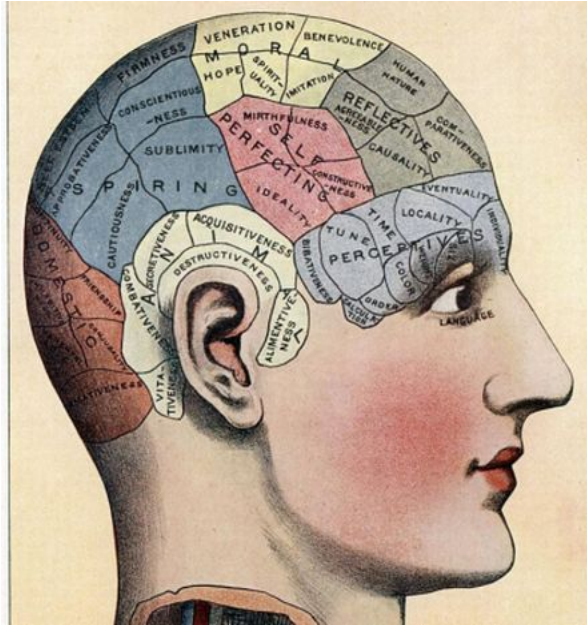
I just can't stand seeing my mom dating some other guy. It just burns me up inside.

[Index](#)



By Heart

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When you know something by heart, it means you can recall it anytime because it's rooted deep in your memory.

Example #1:

Grandma maybe turning 85 this month, but she still knows all her grandchildren's names by heart!

Example #2:

I used to remember the lines of that song by heart, but now I can't even recall the first line! I must be getting old.

Example #3:

She may have had guitar lessons for over a year, but she can't play a single song by heart!

Example #4:

Girl: Are you sure you know the way to Beth's house?

Boy: Sure, I know every turn by heart. Don't worry!

[Index](#)

Calculated Risk

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This refers to a certain risk that has been considered and evaluated before any action is taken. It is a risk that has been carefully considered with all dangers evaluated beforehand. It may also describe an action that may very well fail, but has some chance of success, and the success can be exceptional. Lastly, it's sometimes used to present a thoughtful action that will hopefully have a good outcome.

Example #1

Apple took a calculated risk when it introduced the iPod, but experts say that it turned the company completely around, as seen in their stock prices. Who knew that a personal music player could actually change the computing market?

Example #2

The company certainly took a calculated risk by hiring the summer interns, but it makes sense when you realize they already know how things work around here. I'm sure it will pay off for them.

Example #3

Releasing the product early was a calculated risk, and so far the results are encouraging.

Example #4

War is often a situation of calculated risk: you have to carefully weigh the options and figure out the best outcome.

[Index](#)



Captain of Industry

[CLICK HERE FOR A VIDEO EXPLANATION](#)



In modern usage, this is often used to denote a leading corporation officer or corporation manager in a major company who is a wealthy capitalist and a specialist in his/her field. It may also be used to describe a person of great influence in any given industry, a leader in their field of expertise.

Example #1

He was a captain of industry when he retired and his guidance is sorely missed at his company. They are struggling without his guidance, knowledge and expertise.

Example #2

I had to speak in front of the captains of industry, and I was extremely worried that I wasn't prepared enough. I knew they would ask some really difficult questions.

Example #3

The captains of industry meet regularly to brainstorm, trade ideas, and discuss the state of the field as well as the economy. They plan to get together next month.

Example #4

The captains of industry are some of the most influential people in the country and are often profiled in major business and trade magazines. I find reading the interviews inspiring.

[Index](#)



Carry the Day

[CLICK HERE FOR A VIDEO EXPLANATION](#)



Generally speaking, the person who carried the day is the person who persuaded people to accept their idea or way of thinking, especially in terms of a project. It can also mean the person who won or claimed victory in a fight, game or war.

Example #1

It took quite a while, but Robert was able to finally carry the day and get everyone on the same page with regards to the project.

Example #2

During World War II, the Germans thought they would be able to carry the day and be victorious, but the invasion of Normandy completely turned it around.

Example #3

I'm going to carry the day by showing everyone the sales projections for the next quarter and how we can reduce expenses.

Example #4

Lisa had to give an important presentation to the board of directors. She became sick, and could not attend the meeting. The new guy in the office, John, was able to read her notes and give the presentation with almost no preparation. He really carried the day!

[Index](#)



Chip In

[CLICK HERE FOR A VIDEO EXPLANATION](#)



To chip in is to give individual money to come up with a specific amount meant to be paid by the whole group.

Example #1:

Meg: Are we going out tonight?

Ted: I don't know about you, but I have been short on cash lately.

Meg: Oh come on, we can always chip in for a couple of drinks!

Example #2:

We wanted to plan a surprise party for Mom and Dad and my friends offered to chip in for the expenses.

Example #3:

The fundraiser was a success. The whole community chipped in!

Example #4:

The bill arrived and I wanted to chip in, but I realized I left my purse at home! Boy! Was I embarrassed!

[Index](#)

Close the Books

[CLICK HERE FOR A VIDEO EXPLANATION](#)



Close the books, is an accounting term that refers to the act of stopping all financial transactions. It's also used to declare a matter to be finished. It may refer to the end of a business transaction or a personal relationship. As a phrase, it's another way of saying that both parties should stop further discussions or actions on a matter.

Example #1

Let's close the books for the year and submit our tax forms before the Internal Revenue Service starts sending us nasty letters.

Example #2

I'm closing the book on Dan. He just doesn't get it, and I don't want to try to explain it to him anymore. We are just not compatible!

Example #3

The city council closed the books on the idea of a light rail system here. There just isn't enough support for it, and no one will agree to the idea of raising taxes!

Example #4

The entire estate sold at auction, including all the personal items, so we can completely close the books on that.

[Index](#)



Close Out

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This usually involves the selling of items to obtain cash. It's also used to denote the termination or the end of something such as a class or a registration. It can be used to suggest selling off or disposing of certain merchandise, especially if it has not been making a lot of sales.

Example #1

We need to close out the new product line. It isn't bringing in any profits and we are already low on cash.

Example #2

Organizing a clearance sale of the dated merchandise will be a great way to close it out. We can't use it anymore and we need to get as much profit out of it as we can.

Example #3

That store is scheduled to be closed out at the end of next month. The space should be available in sixty days.

Example #4

That account has been closed out and is now inactive. The chances of it ever becoming active again are slim.

Example #5

The XYZ store is having a close out sale on its Disney merchandise. They are selling it all at low prices to get rid of it. They are not going to sell Disney merchandise any further.

[Index](#)

Cold Call

[CLICK HERE FOR A VIDEO EXPLANATION](#)



It's a business term that means to contact someone, typically by telephone, without them expecting your call. It is usually done to sell a product or a form of service. It may also refer to calling a potential customer, usually from a purchased marketing list. It's another phrase used to refer to unsolicited phone calls.

Example #1

Cold calling may not be the preferred method of marketing by consumers, but analysis has shown that it is extremely effective.

Example #2

Why is it that the typical cold call always comes in during dinner time? Is it because they know we are home?

Example #3

One of the best ways he brings in new business for the company is by performing cold calls on potential clients. It always seems to work for him.

Example #4

While many experts say that cold calling is a thing of the past, most consumers know that the practice is still very much alive.

Example #5

I never want a sales job where I have to make cold calls. My life is depressing enough. I want a sales job where potential clients are waiting anxiously for me to visit them.

[Index](#)



Company Man

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This term refers to an employee whose primary allegiance is to his or her employer. This is used to describe someone who places allegiance to his employer above his or her personal relationships or personal opinion. This is most often used as a form of criticism since a person who is a company man would be more loyal to the management than to his or her co-workers.

Example #1

He will never support the idea of a strike – he is too much of a company man.

Example #2

Call me a company man, but I think that reducing expenses is the way to go in this situation. Other solutions just aren't going to work.

Example #3

I wouldn't go to the manager with your complaint about your vacation scheduling problems. He is too much of a company man to do anything about it.

Example #4

She has worked late four days this week. You have to wonder if she's turning into a company man since she's doing all that extra work.

Example #5

I am tired of being a company man. Sometimes I think the company is wrong with the things it does. I think I am going to tell them what I really think!

[Index](#)



Cool Off

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is another way to say “calm down”. It is used to pacify a person who is mad or hysterical. In a relationship, a “cooling off period” is a stage where a couple mutually agrees not to see each other for a while to reflect on things or to give each other some space.

Example #1:

Boy1: I think I need to teach this guy a lesson. He’s been checking out my girl!

Boy2: Cool off dude, he has a whole gang with him. We’re outnumbered.

Boy1: You’re right, let’s just go to another bar.

Example #2:

Girl1: Is everything alright with you and Ben?

Girl2: No, actually. We decided to cool off for a while. Things have been very complicated lately.

Example #3:

It’s easier to cool off before confronting your boss about an issue. You may say things you don’t even mean.

Example #4:

Some people think a cooling off period is just a prelude to a break-up.

[Index](#)



Cost An Arm and a Leg

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This refers to something that is very expensive.

Example #1:

I have to save enough money to buy a decent wedding dress. Many wedding dresses cost an arm and a leg these days!

Example #2:

I really wanted to buy that dress for my sister. When I saw the price tag, I immediately changed my mind. It costs an arm and a leg!

Example #3:

Are you sure you want to buy this car? There are many more affordable choices you know. This one costs an arm and a leg!

Example #4:

I can't believe I spent a month's salary on that weekend trip. That simple hotel room alone cost an arm and a leg!

[Index](#)

Couch Potato

[CLICK HERE FOR A VIDEO EXPLANATION](#)



A couch potato is a phrase that refers to someone who sits on the couch all day and does nothing else. It may have a negative connotation when somebody is implying that a person is lazy.

Example #1:

Wife1: You are so lucky!

Wife2: Why is that?

Wife1: You married an engineer, but I married a couch potato! That's why I have to manage two jobs in a day.

Example #2:

If she wasn't such a couch potato, she wouldn't be suffering from hypertension and diabetes.

Example #3:

My cousin Ed stays at home all day. He doesn't even want to find a stable job. He likes being a couch potato!

Example #4:

I'm so stressed out from office work. What I'd pay to be a couch potato for just one day!

[Index](#)



Crystal Clear

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When something is crystal clear, it means that it is understood properly.

Example #1:

I wrote down all the necessary instructions down to the most basic details. I'm sure it will all be crystal clear. Give me a call just in case you have more questions, ok?

Example #2:

Boy: Are you sure you understand everything we discussed about the car?

Girl: Yes, it's all crystal clear.

Example #3:

The teacher's lesson was crystal clear and the students passed the test she gave the next day.

Example #4:

It may not be crystal clear now, but I'm sure that you will understand it better when you grow up.

[Index](#)

Cut Back

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This term was originally used by gardeners to describe pruning a plant or bush to reduce its size. It's commonly used at present to refer to the reduction of the use, amount, or cost of something. It's another way to say "reduce" or "decrease".

Example #1

With the economy being what it is, we are going to be cutting back on payroll hours. Expect your normal hours to be reduced by a third.

Example #2

He is cutting back on how much red meat he eats for health reasons, and I suspect he will stop eating it altogether.

Example #3

I know it's hot outside, but we need to cut back on our electricity bill. Please keep the thermostat set at something above 65, as that is way too low.

Example #4

American automobile companies have really cut back on production. You only see a small percentage of cars on the lots now compared to three years ago.

[Index](#)



Cut Corners

[CLICK HERE FOR A VIDEO EXPLANATION](#)



Cutting corners means reducing expenses. Sometimes it means to do something in the quickest and easiest way which often produces less than optimum results.

Example #1

The factory cut corners and now the product won't pass quality control. They are going to have to go back and do it again, or we will ultimately have to recall the product.

Example #2

If the accountant cuts corners on our filing, the Internal Revenue Service is going to find out and come down hard on us with penalties.

Example #3

Please don't cut corners on this writing assignment, as it's a high profile piece that will get a lot of page views to the site.

Example #4

You can tell they cut corners on this presentation. We don't even have a copy of the report, and the visual aids are badly produced.

Example #5

The product we are producing costs too much for the average consumer to afford. We need to find a way to cut corners to bring the price down. Maybe we can find a cheaper way to ship the product to the retail stores.

[Index](#)

Cut It Out

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This expression is another way of asking someone to stop doing something.

Example #1:

Your jokes aren't funny at all, especially when you're making fun of other people. Cut it out!

Example #2:

A teacher sees two students fighting in the hallway.

Teacher: If you don't cut it out this instant, the principal will be giving you an earful.

Example #3:

Stop making excuses for the delay your team has caused. I don't want to hear any of it. Cut it out will you?

Example #4:

I asked her to stop buying too many things online. If she doesn't cut it out soon, she will be in debt!

[Index](#)



Cut One's Losses

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This means one should take action to stop a loss of something, usually money or cash flow. It denotes that somebody should stop doing something that is already failing in order to reduce the amount of time, money, and/or effort that is being spent on it. Maybe you have invested in something or someone, but with all the time, money and effort you have spent – there still are no results.

Example #1

Ford Motor Company invested millions in their new car model called "XYZ." Unfortunately, that model never produced any profit for the company. Instead of spending more money trying to figure out why the public was not buying that model, they decided to cut their losses and just stop producing it.

Example #2

That project was going absolutely nowhere. I had to cut my losses and let them know that it was no good and I needed something else.

Example #3

I had signed up for the conference, but it was so boring and irrelevant to my field that I had to cut my losses and go home to get back to work.

Example #4

I know you think he is fun to be around, but you need to cut your losses and find someone else who really wants to be with you for who you are.

Example #5

John was madly in love with Karen. He spent so much time, effort, and money trying to win her heart. In the end, he finally decided she would never love him. He cut his losses and stopped seeing her.

[Index](#)



Dirt Cheap

[CLICK HERE FOR A VIDEO EXPLANATION](#)



If something is dirt cheap, it means it is very inexpensive. Dirt doesn't cost a thing and if somebody is to sell it, it would be for a very low price.

Example #1:

The store is closing because they have been in the red for the past few months. They will have a sale this weekend and the items are going to be dirt cheap!

Example #2:

I love shopping for vintage pieces in flea markets because the prices are dirt cheap!

Example #3:

If you are on a really tight budget, shop for clothing in consignment shops. They have dirt cheap items there.

Example #4:

Due to the bad weather, many vegetables were damaged by the flood. So if you do find some vegetables in the market today, most of them will probably be dirt cheap!

[Index](#)



Don't Hold Your Breath

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a phrase that is used when someone warns you not to expect for something to happen.

Example #1:

Annie says she will be coming over this weekend, but don't hold your breath. That's what she said the last time but she bails out on the last minute!

Example #2:

She borrowed some money again. With the economy this bad and with her husband still out of work, I'm not holding my breath. She won't be able to pay me anytime soon.

Example #3:

If you think your team has a chance of winning this game, don't hold your breath. The other team is leading by 12 points and it's the last 2 minutes of the game!

Example #4:

Are you still hoping that you and your boyfriend will patch things up? Don't hold your breath. I saw him with another girl yesterday.

[Index](#)

Don't Let It Get You Down

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase refers to something that shouldn't upset you too much. If you don't want something to get you down, you don't want something to make you feel depressed or lonely.

Example #1:

Life always has a way of making you feel depressed and frustrated, but don't let it get you down. There's something better waiting for you.

Example #2:

Guy1: Did you hear the latest school gossip? Mary is Dave's new girlfriend. Isn't she the girl you have had a crush on since 4th grade?

Guy2: Tell me about it!

Guy1: Come on! Don't let it get you down. They can always break up you know!

Example #3:

Daisy: My flowers are wilting away! My garden is a total mess!

Donald: Don't let it get you down. The weather will be changing pretty soon. Your flowers will be blooming again!

Example #4:

I hope the bad news doesn't let the team down. They have been through a lot of challenges this season and it shows on the scoreboards!

[Index](#)



Do The Trick

[CLICK HERE FOR A VIDEO EXPLANATION](#)



If something is said to do the trick, it means it will solve the problem or remedy a situation.

Example #1:

My 7-year old has a lot of trouble reading. Maybe I should give him a picture dictionary. That should do the trick!

Example #2:

The living room needed a good paint job and my brother in-law decided to help out. I love the new blue color, it really does the trick!

Example #3:

Girl1: I have a big date tomorrow and I still don't know what to wear! Do you think this red dress will do the trick?

Girl2: That red ensemble looks like something I would be wearing for the prom. For a date I think that simple blue number would be better.

Example #4:

I think the spaghetti sauce is a bit too spicy. A little bit of sugar should do the trick!

[Index](#)

Double Check

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a phrase that means to check twice or verify something. It may also mean to get a second opinion or to check once more to be absolutely certain. It's used to say that careful re-inspection or re-examination needs to be done to ensure accuracy or verification. It's another way of saying that a person has to make sure that a situation or problem is correct, even after it has been checked once.

Example #1

We are going to need to double check Alice's work on the sales report. I'm not entirely certain that she knows how to do it correctly.

Example #2

Double check and make sure that the electrician has all the information about the problems with the light fixtures.

Example #3

It's a good thing I double checked to see if I had my keys. They weren't in the place that they were supposed to be in.

Example #4

I need to double check and make sure that my calendar is clear for that date, before I commit to attending the event.

Example #5

Double check your grocery shopping list before you leave the grocery store. Maybe you forgot something!

[Index](#)



Down In The Dumps

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When somebody is down in the dumps, it means that he or she is in the worst possible situation. It may also refer to someone being in a seemingly hopeless predicament that may involve his/her job, relationship, finances and the like.

Example #1:

Boy1: Man, I don't know what to do! I lost my job and now I have to sell my house. I have nowhere to go.

Boy2: Don't worry. I have a spare room in my place. Besides, when you're down in the dumps, there's nowhere else to go but up!

Boy1: Thanks, I owe you!

Example #2:

With ongoing divorce proceedings and a failing career, Britney Spears may well be down in the dumps.

Example #3:

The recession is still in full swing despite the new presidency. Many people are still down in the dumps.

Example #4:

If you don't find another job, you will be down in the dumps for the rest of your life.

[Index](#)

Down The Drain

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When something goes down the drain, it means it went to waste. This is usually used to refer to money, time or effort that did not prove to be of any use in the end.

Example #1:

Last night we partied until 2 in the morning. I was so drunk that I threw up on the way home. All the money I spent on those drinks went down the drain!

Example #2:

There was a big sale at the supermarket and I bought a lot of groceries. When I got home, I realized that most of the items I bought were a day away from going stale. The money I spent went down the drain. No wonder those items were on sale!

Example #3:

After several months in Rehab, Lindsay Lohan still ends up drinking too much alcohol for her own good. If she doesn't stop, all her earnings will be going down the drain, along with her career!

Example #4:

She spent all her savings in Las Vegas last week. She did not win anything, all her earnings went down the drain!

[Index](#)



Drop It

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is an expression that is used when somebody wants to stop talking about a certain topic. It is said by a person when he or she is tired of listening to something or finds a topic to be too unpleasant.

Example #1:

You know what? I'm sick and tired of talking about Prince William and Kate the whole day. Can we just drop it?

Example #2:

A mother and daughter having a conversation:

Mother: You've been switching jobs every 6 months. Some people can't even find a decent one!

Daughter: Well, I don't want to work in a company that doesn't really deserve me Mom.

Mother: Think about your future for a change!

Daughter: Mom can we just drop it? All this career talk is giving me a headache.

Example #3:

I think we should drop talks about the school dance. Dad is tired of it.

Example #4:

Boss: We are working way behind schedule, what's happening?

Employee: Well there were a couple of errors with the marketing staff and the photographer always shows up late for the shoot. We could have published the December issue earlier if the finance department issued the budget ahead of time.

Boss: I'm tired of hearing your excuses, drop it! Have that issue on my table by Monday or look for another job.

[Index](#)

Eagle Eye

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When somebody has an eagle eye, it means somebody has a sharp eye. It also refers to someone watching something very carefully.

Example #1:

A teacher is giving instructions to her students during a test.

Teacher: You've had plenty of time to prepare for this test. Don't try to cheat. I'm keeping an eagle eye on all of you.

Example #2:

There has been a series of burglaries in the neighborhood. The cops are watching out for suspicious individuals with an eagle eye.

Example #3:

Only a person with an eagle eye can actually see the repair you made to this vintage dress. It looks brand new!

Example #4:

Daughter: Mom, I'm headed to the park to play with my friends.

Mother: Ok, but keep an eagle eye on your things, the park is crowded at this time of day.

[Index](#)



Eat Like a Bird

[CLICK HERE FOR A VIDEO EXPLANATION](#)



If somebody is eating like a bird, it means that the person doesn't eat a lot at all. A bird usually pecks around the ground for food, and in the same way a person may simply peck at a plate of food without eating much of it.

Example #1: The doctor says my niece may be suffering from Anorexia. That may be the reason why she eats like a bird!

Example #2: I love watching runway shows but I really don't like how thin some of the models are. They must be eating like birds!

Example #3: He used to eat like a bird back in College. However, his sedentary lifestyle has made him terribly obese.

Example #4: My toddler is such a picky eater. He eats like a bird no matter what I serve him!

[Index](#)

Fair Play

[CLICK HERE FOR A VIDEO EXPLANATION](#)



It refers to established rules or a standard of decency or to be fair and honest when dealing with customers or clients. It is a term that denotes respect for rules or established guidelines regarding ethics or the fair treatment of people without being dishonest or cheating.

Example #1

The “bait and switch technique” in advertising violates the spirit of fair play and in some cases can be illegal, so we do not recommend following this practice.

Example #2

The Senator’s third campaign was notable for its lack of fair play in regards to the high amount of personal attacks he levied against his opponents.

Example #3

Turnabout is fair play. In other words, if someone does it to you, it’s fair to do it right back.

Example #4

The negotiations should go very smoothly with that company, as the CEO insists on a standard of fair play.

[Index](#)



Filthy Rich

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When somebody is filthy rich, it means the person is extremely wealthy.

Example #1:

Some countries have a lot of filthy rich folks who can afford to travel all over the world.

Example #2:

I would have to win the lottery to be filthy rich.

Example #3:

She spends millions of dollars on plastic surgery and luxury cars. She must be filthy rich.

Example #4:

Many Hollywood celebrities are filthy rich. They earn much more money than they can spend.

[Index](#)

Full Of Crap, Full Of Baloney

[CLICK HERE FOR A VIDEO EXPLANATION](#)



If you say that a person, event or situation is full of crap, it is something useless or meaningless. It may also refer to a person who likes to brag about himself but who doesn't really accomplish anything important.

Example #1:

That salesperson is full of crap! Make sure you don't buy anything from him!

Example #2:

Boy: Where's Bruce? He promised to be on time!

Girl: Oh come on! Don't tell me you haven't heard that line before. You do know that Bruce is just full of crap, especially when it comes to meetings and practice time. He is always making promises and excuses.

Example #3:

There are some useful TV commercials once in a while, but I just can't stand those annoying ads that are just full of crap!

Example #4:

The supervisor thinks Joe is all talk, but he doesn't really come up with reasonable solutions for the company. If you ask me, he really is full of crap!

[Index](#)



Funny Farm

[CLICK HERE FOR A VIDEO EXPLANATION](#)



“Funny farm” is a slang phrase that refers to a mental or psychiatric hospital. It could also be used to describe a place where unusual things happen or where people behave in a mad and crazy way.

Example #1

Daniel: Peter seems so strange and he has been behaving weirdly these past few days. Has he just got off a funny farm?

Sarah: (laughing) Who knows? Maybe! He’s always been like that, but he said he has been busy lately. Maybe he is acting that way because of all the stress he is feeling!

Daniel: Well, I’m usually busy too, but I’ve never acted like I escaped from a funny farm. Stress is driving people crazy nowadays.

Example #2

A man to his colleague at work: Do you think they will pay for the extra hours we did last month? I’m completely broke and I need that money.

Colleague: Well, if you really believe that they will give you any extra cash during this economic crisis, then I think I should make a reservation for you at the funny farm.

Example #3

I am going crazy today. I am not used to all of these people in my house. I hate holidays and family get-togethers. I can't stand listening to Aunt Clara's dumb stories anymore. I think she is completely insane! Someone needs to take her to the funny farm.

[Index](#)

Gaining Ground

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This means to move forward or advance, to become more popular, better or important, or to secure advancement through hard work or effort. It can also mean to attain something or acquire something.

Example #1

The yellow car is gaining ground on the white car.

Example #2

We are finally gaining ground on the other stores in the system. Last month we moved up from number 235 in sales to number 149. Let's celebrate during the next staff meeting!

Example #3

The competition is gaining ground in their marketing. I saw at least four new commercials on a major network last week, and we don't have any at all. We need to step it up and get some into production.

Example #4

I'm finally gaining ground on getting this debt paid off. I've had to reduce my spending by a third, but I should be debt free in less than four years. Perhaps I'll even be able to retire early.

Example #5

The government is gaining ground in their efforts to get the word out about dangerous cribs. The current recall number is extremely high, and they are hoping consumers are paying attention.

[Index](#)



Get a Break

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This means to obtain special treatment or a favorable opportunity. It may also imply the receiving of some sort of advantage in your business or career. At the same time, it's getting an excellent opportunity or a very good deal.

Example #1

The car itself was really expensive, but we did get a break on some of the scheduled maintenance and service. The dealer is going to take care of the first five for free and we won't have to pay a thing.

Example #2

We were able to get a break on the office supplies, and we saved about thirty percent off of what we normally pay. That should make the bean counters very happy.

Example #3

You're getting quite a break if he offered to throw in all the extra printer cartridges for free – those things are very expensive!

Example #4

I managed to get a break on the rent. They originally wanted \$20 a square foot, but I negotiated them down to \$16 a square foot.

[Index](#)



Get Off The Ground

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This means to get a project started or begun. It's a phrase that alludes to an airplane or balloon getting off the ground and beginning a flight. It may also mean to make a start. It can be used to talk about something that has to be put into operation.

Example #1

Small businesses often need large loans to help them get off the ground. If they are unable to obtain one from the bank, they often use the Small Business Administration.

Example #2

The project is having a hard time getting off the ground because our team leader caught pneumonia and has been in the hospital for a week. No one else seems to know what is going on.

Example #3

When are we scheduled to get this business idea off the ground? I am eager to get started and I want to move it up as much as possible.

Example #4

His thesis hasn't gotten off the ground yet because he has been too busy partying in college to do any real work.

[Index](#)



Get The Ball Rolling

[CLICK HERE FOR A VIDEO EXPLANATION](#)



<http://www.wchingya.com>

If you want to get the ball rolling, it means you want to get things started. It's used in a situation where something is about to begin.

Example #1:

If we don't get the ball rolling pretty soon, people are going to get bored. We need to start the party right now.

Example #2:

We have a lot of issues to discuss during this board meeting, so let's get the ball rolling, shall we?

Example #3:

Many people are getting impatient for the show to begin but the main act is nowhere in sight! We have to get the ball rolling soon or they may start asking for their money back.

Example #4:

I can't get the ball rolling if the other participants are not yet here. We can't start without them.

[Index](#)



Give One's All

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase is used to refer to giving one's maximum effort in terms of skills, knowledge or resources.

Example #1:

I gave it my all, but I totally forgot the last line of the song!

Example #2:

I am going to win that marathon. I am going to give it my all!

Example #3:

The other two contestants weren't that good. If you gave it your all during the interview portion, you might have won the crown!

Example #4:

I would have given it my all during the finals, but I got a bad knee injury before the first half was over.

[Index](#)



Give Someone The Cold Shoulder

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When you are giving someone the cold shoulder, it means you are making an effort to ignore that person because he or she did something to upset you.

Example #1:

Ever since Katie caught Jake with another girl, she has been giving him the cold shoulder.

Example #2:

I think Ann is still mad at me. I met her on the way to class and she just gave me a cold shoulder.

Example #3:

Friend1: Why has Tracy been giving me the cold shoulder all day?

Friend2: Well, she heard all about the latest news.

Friend1: What are you talking about?

Friend2: Didn't you audition for the lead role in the school play? She is rehearsing for that part too!

Example #4: She can give me the cold shoulder every time we meet but I do not owe her an apology. I think I made the right decision in the first place.

[Index](#)

Give Someone The Green Light

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase is used to give someone permission to do something or to begin a project. It's equivalent to giving or getting an approval to do something. This idiom is based upon the green light as a traffic signal for cars to begin moving again.

Example #1

I finally got the green light to take my vacation days in December. I'm surprised they ended up letting me do it since that is usually our busiest time.

Example #2

The VP gave the green light on this project, so we need a plan of action outlined as soon as possible. Please have one in by the end of the week.

Example #3

Please give me the green light on this so I can arrange for the construction work to begin. If we don't start soon, we may lose the bid and we would have to start all over again.

Example #4

I need the green light from the corporate office on these expenditures, or else we are not going to stick to our budget and fall short on our earnings projection.

[Index](#)



Go Public

[CLICK HERE FOR A VIDEO EXPLANATION](#)



In the stock market going public means to sell shares of a company to the general public and become a publicly owned company. It can also be used to mean going public with information; or sharing something with the press or the media.

Example #1

When Google went public, everyone was shocked at how well they did, and their stock prices never did go down. It was a worthy investment, and I wish I would have bought some in the beginning.

Example #2

The Senator will be going public next week with his ideas on how to ease trade restrictions in North America. He already has a large press conference scheduled.

Example #3

As soon as the business grows and begins to consistently show a relatively decent profit, I am certain that they will decide to go public. They might make some decent cash afterwards.

Example #4

When he went public and announced that he was married, no one was really that surprised, since everyone suspected it anyway.

[Index](#)



Hard Nut To Crack

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase refers to somebody who is very difficult to understand. It may also be used to refer to a situation or a subject that is hard to figure out.

Example #1:

I would like to apologize for my friend's behavior last night. A lot of people think he's a hard nut to crack, but he's actually a good person once you get to know him.

Example #2:

That Physics subject is such a hard nut to crack. I get a headache every time I try to solve the problems on the board!

Example #3:

Sometimes Susan gets angry for the slightest mistakes. Yet, there are days when she is really sweet and caring. She is such a hard nut to crack!

Example #4:

I can't understand why they won't do business with us. I have tried everything. They are such a hard nut to crack!

[Index](#)



Hard Sell

[CLICK HERE FOR A VIDEO EXPLANATION](#)



It refers to a method of using every technique possible to sell a product or service. It may also denote aggressive, high-pressure sales tactics.

Example #1

Car dealers are notorious for the hard sell. You walk in to see the new models and the next thing you know you are taking a test drive and giving them your financial information.

Example #2

One way to do the hard sell is to convince your buyer that the home isn't going to be on the market in a week. That makes them think that they need to act now.

Example #3

The telemarketers who call trying to sell me windows while I'm eating dinner probably find me an extremely hard sell. I don't even let them finish their first sentence before I hang up on them.

Example #4

He is notoriously susceptible to the hard sell. He can watch an infomercial and within five minutes completely believes that he has to have the product and he has to call right now because they won't have any left tomorrow.

[Index](#)

Heads Will Roll

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a phrase used to describe how people will be severely punished for making mistakes. It alludes to how people would be beheaded if they displeased the king in earlier times.

Example #1

If we don't get this presentation finished in time, heads will roll. What do we need to do to make it by the deadline?

Example #2

The editor of this magazine is not fooling around. If you don't have her specific coffee drink on her desk by 9:05 AM, heads are going to roll. Please make sure it's done.

Example #3

Heads are going to roll when the boss sees the out of control expenditures this month. I hope profits are up enough to keep him happy.

Example #4

Have you seen the article that exposes all the corruption in the local police department? I'm betting when the commissioner sees that, heads are going to roll like you wouldn't believe. I'm glad I'm not in Internal Affairs right now.

[Index](#)



Help Oneself

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This denotes that you should take any amount of food or drinks without being served and with no hesitation at all. Informally, it is also used to describe stealing something.

Example #1:

Girl1: These cookies smell so good! Can I have one?

Girl2: Sure, help yourself.

Example #2:

The waiter said the drinks were on the house. Don't be shy! Help yourself to a couple of bottles.

Example #3:

I'm sure you must be starving by now. There's some cake in the fridge, go ahead and help yourself.

Example #4:

Can I help myself to some coffee? All this paperwork is making me extremely sleepy!

[Index](#)

Hooked To - Hooked On Something

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When you are hooked to something, it means you are addicted to that object. When you are hooked on something, it may also mean that you are obsessed with it.

Example #1:

I tried playing rugby last Thursday and now I'm hooked to the game. I plan to train with the local team!

Example #2:

That celebrity is hooked on cocaine. No wonder her entire career is crumbling!

Example #3:

With new judges and a new batch of talent, many people are becoming hooked on the new season of American Idol.

Example #4:

Reality TV is something I will never be hooked on!

[Index](#)



Horse Around

[CLICK HERE FOR A VIDEO EXPLANATION](#)



If you are horsing around, then you are playing around or doing nothing in particular but just having fun.

Example #1:

Your two little boys are going to break a limb if they don't stop horsing around.

Example #2:

Mother: Will you be horsing around at the park again?

Son: No mom, Dan and I are just going to play basketball with a few friends.

Example #3:

Why don't you stop horsing around when I'm asking you to help me with the house chores!

Example #4:

Please stop horsing around with your little brother. I am writing an important letter. How can I concentrate when you're making too much noise?

[Index](#)

Hot-Headed

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase is used to describe a person who easily gets mad or angry.

Example #1:

Boy1: I swear I am going to break his neck! Did you see what he did to my car?

Boy2: Relax. You're too hot-headed. Road rage will get you nowhere.

Example #2:

Employee: I've been loyally serving this company for a full 10 years, why can't I have the promotion, sir?

Boss: Frankly Josh, you may be great on the job but you're too hot-headed most of the time. Try to tame your temper and I just might change my mind.

Example #3:

He gets mad for no reason at all. He is too hot-headed!

Example #4:

Jane is Jacob's complete opposite. She is meek as a lamb while he is hot-headed most of the time.

[Index](#)



In Charge

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a phrase used to refer to someone who is in control or responsible for an activity. It can also be used to reference a boss or a superior. It's another phrase to describe a person in a position of leadership, authority or supervision.

Example #1

I cannot even believe what is going on here! Who is in charge of this department? I want to speak to them immediately.

Example #2

He is in charge of selling the tickets to the non-profit event scheduled for next month. Why don't you see if he needs any help doing that? No one else is helping him.

Example #3

I want to speak to whoever is in charge here, whether it is a manager, supervisor, or just someone above you. The customer service in this company is terrible, and I intend to make a serious complaint.

Example #4

Whenever I call my mobile phone provider, I always have to speak to whoever is in charge, because they are always making serious errors on my account, and the first person to answer can't fix the problem at all.

[Index](#)

In Short Supply

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a phrase that means something is not readily available. It also denotes having less than what you need or a lack of certain supplies. When demand is going to be higher than the stock on hand for any given period, then the stock is said to be in short supply or is not available in the desired quantity.

Example #1

Cash is in short supply this month, so it is important that we manage our spending and keep a close eye on profits. If we have to reduce payroll, we will do that too.

Example #2

We had hoped to get a table at the new restaurant that just opened down the street, but tables are in short supply. We have to wait several weeks before we can get a reservation at a decent time.

Example #3

Do you remember when every kid wanted a Cabbage Patch doll for their Christmas present, but they were in very short supply? I'm betting a lot of kids were disappointed that they didn't get what they wanted. Next time they should make sure they have enough products to meet the demand.

Example #4

Common sense is in short supply in this office if you think that report is going to be accepted as it currently is.

[Index](#)



In Stock

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase simply means that something is available for use or for sale. It is a common phrase used regularly in typical stores whether online or offline as well as in the inventory of almost anything which is stored anywhere and readily available once needed. This usually refers to material things, perishable or non-perishable.

Example #1

We have Levi's 101, stone washed, blue or black with sizes 28, 30, 32, 34 and 36 inches for men in stock at our local warehouse and can be shipped to your door any day during the week.

Example #2

I know that the church has lots of new bibles in stock at the back of the building. These were donated by the Bible Association of Pittsburg so that those who do not have one can get a copy anytime for free.

Example #3

Wal-Mart will have the latest Iphone 4G in stock at all of their branches by the end of this month. Since this item is hot, no one is sure whether they will have enough to sell to potential buyers since many are waiting and eager to buy once it is available.

Example #4

A man is looking for a pair of Nike shoes, but does not see any. He asks the sales clerk "Do you have any Nike shoes in stock?"

[Index](#)

In The Black

[CLICK HERE FOR A VIDEO EXPLANATION](#)



In the financial world, in the black means profits while in the red means losses. Even in accounting reports, you will see that positive amounts are usually in black numbers and negative amounts are represented in red. So whenever you are making money and have a positive cash flow, you are in the black, but when you are losing money and having a negative cash flow, you are in the red.

Example #1

The year-end report of Jemmer Corporation last year shows they were consistently in the black.

Example #2

I was stunned when the accountant told us to prepare to be laid off. He said the company can no longer support all the employees. As a matter of fact, the financials have been in the red for the past few months already. The last time the books were in the black was last December.

Example #3

In order to be in the black, we must think of new strategies especially in the sales and marketing department. If we don't come up with a good plan, we will be in the red sooner or later.

Example #4

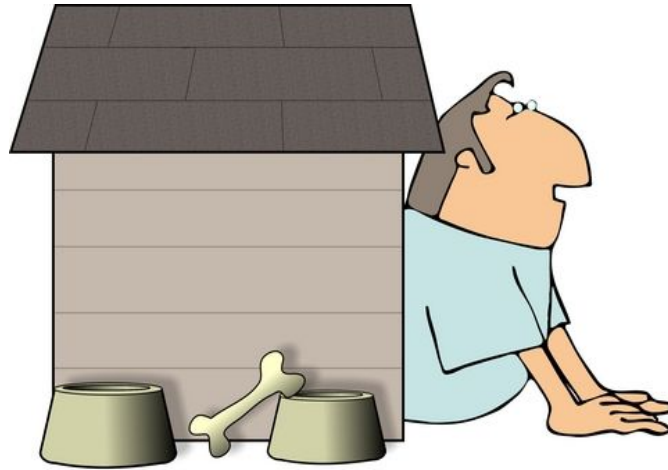
Did you know that our organization's status has been in the black since it was established? We have always been profitable. There are very few companies that can say that.

[Index](#)



In The Dog House

[CLICK HERE FOR A VIDEO EXPLANATION](#)



Someone is "in the doghouse" if he or she has done something wrong that has irritated someone else. Children can be "in the doghouse" when they are in a lot of trouble. Students could be "in the doghouse" with their teacher if they forget doing their homework.

Here is a typical conversation using the term "in the dog-house".

Example #1

John came home late last night and his wife smelled ladies' perfume on his clothes. He is definitely in the dog house now.

Example #2

I'm in the dog house at work. I have been late three days in a row.

Example #3

I need to get home early. I told my wife I would help the kids do their homework. You know me, I want to stay out of the dog house!

Example #4

It didn't surprise me to learn that Johnny went to jail. He was always in the dog house when he was a little kid.

[Index](#)

In The Red

[CLICK HERE FOR A VIDEO EXPLANATION](#)



The term “in the red” means a company’s finances are getting out of hand and they are troubled by debts. Usually entries in a balance sheet are marked red to show losses. The opposite phrase would be “in the black.”

Example #1

The company has been in the red for some time now, but they are not confirming this to the media because they worry about the negative impact on its worsening situation. They may still be hoping for a recovery anytime soon.

Example #2

I can no longer afford to pay for my mortgage because I am currently in the red. I lost my job and my wife only works once a week.

Example #3

There are some big multi-national companies that have never experienced being in the red.

Example #4

That fire at the warehouse really put the company in the red. Can you believe the fact that they actually had no fire insurance coverage?

[Index](#)



Keep Track Of

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase means to continue to know what is happening to something or someone. This can be used especially when you want to know the progress of an event, or if you want to know the step by step process of doing something.

Example #1

You should keep track of your inventory and create a reorder point so that you will not end up losing sales simply because you forgot to reorder an item.

Example #2

I don't know what he's doing now, he's had so many different jobs that it's difficult to keep track.

Example #3

The purchasing department has asked each employee to keep track of everything they use. For five years, no one cared about how many envelopes or paperclips an employee used. Now that the economy has slowed down, the company is keeping an eye on everything.

Example #4

When you are making a family budget, you should keep track of everything you spend.

Example #5

I've never been very good at keeping track of what I spend my money on.

[Index](#)



Knocked Up

[CLICK HERE FOR A VIDEO EXPLANATION](#)



The term “knocked up” refers to a woman who got pregnant by accident. It is often loaded with a negative connotation and may imply that the young woman/girl may be raising the child on her own because she was deceived by the boy who got her pregnant.

Here is a typical conversation using the term - “Knocked up”

Example #1

A mother talking to her daughter

Mother: I’m not telling you to stay at home permanently; all I want is for you to be more careful! Your new friends do not have the best reputation you know.

Daughter: Well, mom if you’re talking about Carol, it’s not really her fault if her boyfriend turned out to be a real loser!

Mother: Well, it’s her fault she got knocked up. Now she probably won’t even finish college.

Daughter: Don’t worry mom I’m not that stupid.

Example #2

Two fans of a Hollywood film talking about the latest celebrity gossip...

Fan1: What’s up?

Fan2: Did you hear the latest news?

Fan1: No, I didn’t hear anything special these past few days.

Fan2: Well, do you remember that beautiful actress in “The Ambassador”?

Fan1: Sure, she’s incredibly pretty and sexy!

Fan2: Trust me. She won’t be that sexy anymore. She got knocked up by the film Director!

[Index](#)



Like a Fish Out Of Water

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is an expression used to refer to someone who is suddenly exposed to an unfamiliar situation that somehow causes the person to behave in an awkward manner.

Example #1:

She did not study for today's classroom discussion. When Miss White asked her to recite, she looked like a fish out of water!

Example #2:

My dad is not very good at public speaking. So when he was asked to propose a toast to the bride, he looked like a fish out of water!

Example #3:

I'm telling you, I can't carry a tune. I will look like a fish out of water in that karaoke bar!

Example #4:

Your conservative mom sure looks like a fish out of water in this Las Vegas club!

[Index](#)

Long Shot

[CLICK HERE FOR A VIDEO EXPLANATION](#)



A long shot is something that does not have a very good chance at success. This phrase was used originally as a betting or gambling term. It may also be used in place of the phrase “to any extent” or “not at all”.

Example #1

It's a long shot that we are going to get this report done in time. I hope they don't mind waiting while we finish printing out copies for everyone because we are not yet prepared.

Example #2

The Congressman is a long shot in the primary elections in that state next month. He needs to hit the campaign trail and shake some hands.

Example #3

You haven't done your share of the work on this project, not by a long shot. What, exactly, have you brought to the table? Why should you continue working on this?

Example #4

It was a really long shot that it was going to work out, so I'm not surprised that the whole thing fell apart at the last minute. Maybe we can get it to work out next time.

Example #5

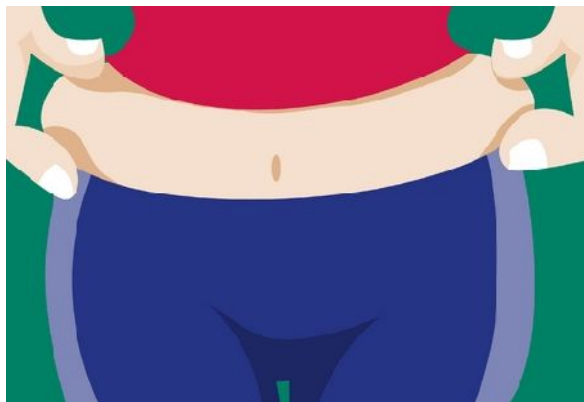
The man went to the horse race and bet on the long shot (the oldest, slowest horse in the race). Can you believe it? His horse actually won because the other horses fell on the muddy track. He made a lot of money that night!

[Index](#)



Love Handles

[CLICK HERE FOR A VIDEO EXPLANATION](#)



Love-handles are external signs of abdominal obesity. This is the result of an increase in waist size and is seen on both sides of the abdominal area. Love-handles can also be seen from the back. These are extra fatty areas that form rolls all over the lower back. Special exercises and dieting are needed in order to get rid of love handles.

Here is a typical conversation using the term "Love-handles".

Example #1

Wife: "Honey, I'm thinking of giving all your jeans to our neighbor's son Peter"

Husband: (surprised) Why...? Do you think I'm too old to wear blue jeans now?"

Wife: No hun, I didn't mean that.

Husband: So, what did you mean?

Wife: "Nothing special, of course, you're as young as the first time we met, but...your love handles will show more if you put on such tight pants.

Example #2

Boyfriend: "Lucy, let's go to the beach today, the weather is fine. It's sunny and I'm fed up with those week-end TV Programs"

Girlfriend: "Ok, Baby. Promise not to take off your shirt, please!"

Boyfriend: "Why...I'm not that fat, am I?"

Girlfriend: "No, but your love-handles are!"

[Index](#)



Make Ends Meet

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When you are making ends meet, it means you have just enough money to survive, without any money left for extravagant things.

Example #1:

Because of the crisis, some families barely have enough to make ends meet.

Example #2:

Girl1: Can I borrow some money from you?

Girl2: You know I would lend you cash if I had some, but I got laid off from work last week. I'm now struggling to make ends meet.

Example #3:

Some people make ends meet by managing several jobs all throughout the week.

Example #4:

It's not fair when some people are filthy rich while others can't even make ends meet.

[Index](#)



Number-Cruncher

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase refers to someone who is very good with numbers. It also describes a person who performs numerous calculations, especially as an accountant. Computers are also considered to be number-crunchers because of their ability to calculate at fast speeds.

Example #1

From early childhood, his parents knew that he was a number-cruncher. As he got older, this was proven more when he won several math competitions in school. No wonder he is now a successful accountant!

Example #2

One CEO approached the other about a merger. They both thought the idea seemed great, but once they crunched the numbers, they decided a merger was not in the best interest of either company.

Example #3

Let's hear from our number-cruncher about our current financial status. I am not sure if we are still in the red or if we are already in the black this quarter.

Example #4

Two small businesses were in merger talks. One CEO said to the other "let's go have a beer and play golf," we will let the number crunchers figure things out.

[Index](#)

Nuts

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When a person is said to be nuts, it means the person is crazy.

Example #1:

Why did you drink too much? You know you still have to drive yourself home. Are you nuts?

Example #2:

Don't believe him, he's nuts!

Example #3:

A conversation between 3 students:

Student1: I can't believe we only have until Friday to finish this History project.

Student2: Not only that, we also have to turn in an assignment on Wednesday!

Student3: If I didn't know any better, I would probably think that Professor Gray is going nuts!

Example #4:

Stress can actually cause some people to go nuts!

[Index](#)



On Cloud Nine

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is an expression used to refer to extreme happiness. When you are on cloud nine, it means you are very happy or delighted.

Example #1:

I won the lottery! I'm on cloud nine!

Example #2:

If I find the perfect dress for the prom, I would probably be on cloud nine, even if I don't have a date!

Example #3:

She's been smiling all day. Why is she on cloud nine?

Example #4:

Jake proposed to Amanda and the whole office cheered and celebrated their engagement. They must be on cloud nine right now!

[Index](#)

On Hand

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase means it is in possession now, or something is currently available. It may mean that the stock is in the warehouse or on the shelf, etc.

Example #1

Right now, we have 30 Apple Ipods on hand. How many would you like to buy?

Example #2

I am sorry, but we don't have any Apple Ipods on hand at the moment. Unfortunately, the manufacturer did not produce enough to meet the demand.

Example #3

I bet the cell phone store in Sunnyvale is not being truthful. Their ads say that they have the Iphone 4g on hand. I don't believe it! I think they are just trying to get people into the store to buy other products. No one in the whole city has the Iphone 4g in stock!

Example #4

When you are studying English, you should keep an English translation dictionary on hand all the time.

[Index](#)



On The House

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This refers to food or drinks offered without charge by the establishment or the management.

Example #1:

It is always a good idea to go to a restaurant on opening night. Most owners offer refreshments on the house.

Example # 2:

The local team won the football championship. The whole town celebrated at a local bar and many drinks were offered on the house.

Example #3:

Last night, we had to wait for a table for nearly two hours because the receptionist forgot to book our reservation. The owner appeased us with a delicious meal on the house.

Example #4:

The drinks cost an arm and a leg. It's a good thing you are friends with the owner. We wouldn't have gotten these cocktails on the house.

[Index](#)

Packed In Like Sardines

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When people are packed like sardines it means they are forced into a small space that allows little room for comfort and movement.

Example #1:

There were thirty people inside the small room. They were packed in like sardines!

Example #2:

People were surprised to see seven full-grown men get out of a Volkswagen beetle. They were probably packed in like sardines!

Example #3:

Are you sure this is the room you reserved for us? I specifically said I needed a room big enough to accommodate 15 people. With this tiny space, we are going to be packed in like sardines!

Example #4:

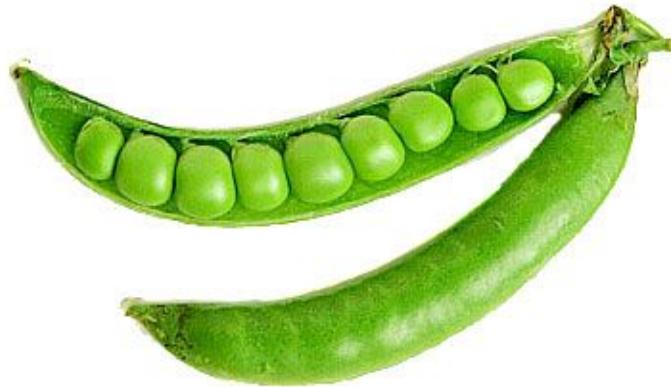
The car was a two-seater, so when Mark asked us to give him a ride, we were packed in like sardines!

[Index](#)



Peas In a Pod

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a phrase that is used to describe two people who look so much alike. It may describe twins, siblings, or random people who have a striking similarity to each other. The similarity is not limited to the physical attributes alone but may also include habits, traits and mannerisms.

Example #1:

I have a lot of trouble telling them apart. Aside from the fact that they are identical twins, they also dress and behave the same way. They are like peas in a pod!

Example #2:

My mom says I take after my father. When he was about my age, we were probably like two peas in a pod.

Example #3:

They say couples who look a lot like each other usually end up together. If that's the case, my girlfriend and I will probably be growing old together because we look like peas in a pod!

Example #4:

If your two sons look like peas in a pod, they will probably confuse a lot of people. Jake can pretend to be John whenever he wants to!

[Index](#)

Piece Of Cake

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is a phrase or expression used to imply that something is very easy to do. It may also be used to describe a topic that is easy to understand, or a problem that is easy to solve.

Example #1:

Girl: Thank you so much for helping us out with the decorations!

Boy: No problem, it was a piece of cake!

Example #2:

Gina aced the test. With all the studying she has been doing lately, the exam was probably a piece of cake!

Example #3:

Are you nervous about the interview? Don't worry! The other applicants said it was a piece of cake.

Example #4:

If you studied for this test, it would have been a piece of cake.

[Index](#)



Piece Of The Action/Slice Of The Action

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When someone or an entity like a company or a group of people even animals wants to join in an activity towards a positive goal, then this is the expression used. Either a piece of the action or slice of the action can be used interchangeably but the meaning is still the same.

Example #1

Microsoft Corporation learned that Java is a program that people really want. In order to get a piece of the action, they incorporated it with their latest operating system called windows 7.

Example #2

Five lions were chasing a zebra and a sixth lion was lying in the bushes watching. So that he could get a slice of that action and enjoy the benefits afterwards, he joined the other five lions. Finally, the lions killed the zebra and all six of them ate.

Example #3

It is up to you if you want to take a piece of the action. But I tell you, when you do, be ready to get rich because we are!

Example #4

One guy saw a group of men playing poker. There was a large pile of money on the table for the winner. So the guy decided to take a piece of the action.

Example #5

The Jones criminal family started selling narcotics. They made so much money, that even the corrupt police wanted a piece of the action.

[Index](#)



Red In The Face

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When someone is red in the face, it means the person is really embarrassed.

Example #1:

When the police finally caught her, she was handcuffed and escorted to the police car. She was red in face!

Example #2:

During the wedding, I tripped on my gown while walking down the aisle. I was absolutely red in the face!

Example #3:

He became red in the face when he picked a fight with the owner of the club by mistake.

Example #4:

The teacher became red in the face when a student challenged her opinion.

[Index](#)



Sell Like Hotcakes

[CLICK HERE FOR A VIDEO EXPLANATION](#)



An expression used around the world, this means something is being sold very fast. The analogy is that hotcakes taste better while they're still hot, hence you have to eat them as soon as they come out of the oven. So when something is selling like hotcakes, people literally can't wait to buy them.

Example #1

When the Iphone 4g comes out by the end of next month, I am pretty sure it will sell like hotcakes and I have to be ready and be in the store as early as possible to make sure I get one.

Example #2

Oh, I'm afraid we don't have anything left from yesterday's sale. This particular pair of Nike shoes is very popular, it's selling like hotcakes!

Example #3

George, please go down to 11th street and see what all the buzz is about. I have heard something is selling like hotcakes and I want to know what it is. We don't want to be the last to know. Maybe it's something I really need!

Example #4

We need to create a product that will sell like hotcakes! Our products are too dull and never make it to the top. If we don't come up with something great, we will be in the red very soon and we may all lose our jobs.

[Index](#)

Single Out

[CLICK HERE FOR A VIDEO EXPLANATION](#)



If you want to single out someone, it means you pinpoint someone amidst the many choices available. It can be used to refer to objects as well.

Example #1:

There were many great performances during the contest, but the judges singled her out for the Best Actress Award.

Example #2:

Girl1: Why are you crying? What's wrong?

Girl2: It's Mr. Brown. I don't know why but he always manages to single me out in class. There are other students who don't pay attention, but it's always me he sees!

Example #3:

The eligible bachelor singled her out among the many beautiful women at the party. Several months later, they got married.

Example #4:

They singled out her painting because it had the most peculiar theme.

[Index](#)



Sold Out And Sell Out

[CLICK HERE FOR A VIDEO EXPLANATION](#)



The phrase sold out means that all of the items have been purchased. None of the items are left.

Example #1

We really want to sell out all the tickets for the Michael Jackson tribute concert. All of the profits will go to the foundation he established while he was alive. I am pretty sure it will be easy to sell it out because many people still like Michael Jackson.

Example #2

These tuna sandwiches must be sold out today. If they do not sell, they will go stale and we will make no money.

Example #3

The company that sells concert tickets declared yesterday that the upcoming concert of Bon Jovi is already sold out. They never even had to make any effort to sell out those tickets. Bon Jovi is so popular!

Example #4

What do you mean you are sold out of iPods? Your advertisement said you had 500 in stock!

[Index](#)



Strike While The Iron Is Hot

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase means to do the things you need to do before the chance passes you by. When you know that you are being given a good opportunity, don't waste your time doubting and having second thoughts. Grab the opportunity right away!

Example #1

The new iPhone was released and John thought he could make some great applications for it. He'd better strike while the iron is hot! The iPhone will not be popular forever.

Example #2

John saw the girl smiling at him in the park. She seemed to like him. He decided to strike while the iron is hot. So he approached the girl and asked her out on a date. If he waited for another chance, he might not have ever seen her at the park again.

Example #3

If you want to invest in environmentally friendly (green) technology companies now – it might not be such a good idea. The stock prices of those companies are very high! We should have struck when the iron was hot, about 5 years ago when those companies had their IPOs.

Example #4

Last time, the company lost a lot of money because they did not strike while the iron was hot. They could have earned from the exchange rate while it was up and high. It was stupid for the financial consultants to go against the opportunity and now look what happened!

[Index](#)



Sweet Tooth

[CLICK HERE FOR A VIDEO EXPLANATION](#)



The slang expression "sweet tooth" is used to describe someone who loves sweet food like sugar, chocolate, candy, etc....

Example #1

No thank you. I don't want the cake. I'll just have coffee. I really don't have much of a sweet tooth.

Example #2

John's children are at the dentist all the time. John does not control what his children eat so they have developed a sweet tooth. The only one that is happy about that situation is the dentist. He will make lots of money.

Example #3

That was a fantastic dinner. Where is dessert? Wow – chocolate cake! I'd love some of that. I've got a sweet tooth.

Example #4

All of the little boys love to have a sweet dessert after dinner. All, that is, except for Jeremy. He would rather have fruit because he doesn't have much of a sweet tooth.

[Index](#)

Tight Spot

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase refers to a very difficult situation or circumstance.

Example #1

The computer programming company just started a new multimillion dollar contract with company XYZ. However on the third day of the contract, the chief programmer quit. The company was put in a tight spot and had to find a replacement quickly.

Example #2

The man found himself in a tight spot when his wife discovered him having dinner with another woman.

Example #3

We are in a tight spot now that we are almost bankrupt. The factory can't order new materials in order to produce and the marketing team can't move on with their advertising program.

Example #4

I knew he was in a tight spot the minute he signed that contract! Now there is no way for him to get out of it. He should have had a mechanic look at that car before he bought it.

[Index](#)



To Be Chicken

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When somebody is said to be chicken, it denotes that somebody is scared of doing something. It has a negative connotation since it implies that a person is not brave enough to accept a particular challenge.

Example #1:

George backed out at the last minute. When he saw how huge his opponent was, he immediately chickened out!

Example #2:

Boy: Are you sure you want to try bungee jumping?

Girl: Yes, I drove all this way to try it out. I'm not about to chicken out now!

Example #3:

If he decides to forfeit the fight, he will be called a chicken for the rest of his life.

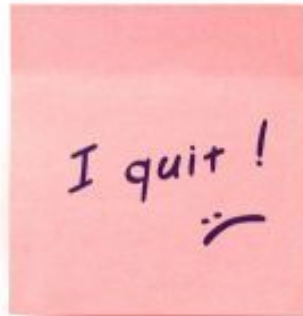
Example #4:

It's ok to chicken out, especially if you think you will only be harming yourself by trying.

[Index](#)

Turn Over

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase usually refers to employees coming and going (being hired, fired, or quitting.) It can also be used in other ways. For example it may refer to a person giving something to someone.

Example #1

That company has high turnover. I think it is because they only give their employees one five-minute break a day.

Example #2

I really want to work for your company. One of the reasons I was attracted to this company is because you have one of the lowest employee turnover rates in the industry. Your company seems to treat employees very well.

Example #3

One of the goals of XYZ Company is to have low employee turnover. They attract the best talents by offering free meals everyday and 6-week vacations a year. By doing so, they almost have no employee turnover!

Example #4

I hate the high rate of turnover at this company. Whenever we get a good team together, someone always quits. It's impossible to work on a project like that! This company needs to add more benefits so it can reduce employee turnover.

[Index](#)



Turn Someone Off

[CLICK HERE FOR A VIDEO EXPLANATION](#)



When you are turned off by someone, it means you are annoyed or disgusted with the behavior, attitude or appearance of that person.

Example #1:

She may be pretty, but when she speaks with that Southern Drawl, it just turns me off.

Example #2:

Boy1: What happened to that cute girl you were hanging out with last week?

Boy2: It turns out she already has a boyfriend.

Boy1: You mean she's a two-timer? That's such a turn off.

Example #3:

He may be rich and handsome but he's too self-righteous. I think that's what turned Mary off. She ditched him the other day.

Example #4:

Don't pick your nose in front of your date. It will definitely turn her off!

[Index](#)

What's Eating You?

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This is an expression that is used when you want to ask a person about the things that may be bothering him or her.

Example #1:

You have been silent for the last hour and a half. You're usually loud and cheerful. What's eating you?

Example #2:

Why did she forget all about today's meeting? It's just not like her to ditch us like this. I wonder what's eating her.

Example #3:

What's eating you? You've been acting strange these last few days.

Example #4:

Teacher: Meg, I want to talk to you about your grades. I know you're a smart girl, but lately I've been seeing a lot of red marks on your tests.

Meg: It's nothing Ms. Brown. I promise to do better next time.

Teacher: You know you can trust me Meg. What's eating you?

[Index](#)



Write Off

[CLICK HERE FOR A VIDEO EXPLANATION](#)



This phrase has multiple meanings. In general business terms it means to remove debt or loss for a specific transaction. At the same time, it is a phrase that's used when somebody considers a person or something as unimportant.

Example #1

We will have to write off the National Bank. They are simply worthless people and are not good enough for our company. So starting today, you can throw away all existing checkbooks we have in stock.

Example #2

The accountant wants to write off the account of Jebson Jackson because they have not paid the company for a long time. It is not good for our books to have lots of non-performing loans. Once they contact us and pay us, we may consider adding them again as one of our current pool of clients but it may be risky.

Example #3

I want to write off Jacob Andersen for the position as Vice President because lately, he is not the same person as he was two weeks ago. His emotional crack was caused by the death of his wife and now his mental ability is also affected. I hope he gets well soon.

Example #4

We intend to write off the IT equipment we have at the moment for 1 year or less so that we can enter it properly in our accounting books.

[Index](#)



Zillionaire

[CLICK HERE FOR A VIDEO EXPLANATION](#)



A zillionaire is someone who is very wealthy. There is no such thing as a zillion dollars. It is a mythical number (the highest number imaginable.)

Example #1

I am going to be the first person to invent a microwave that cools instead of heats. I will become a zillionaire!

Example #2

Julie is so lucky. She is dating this really rich guy. I hear he's a zillionaire!

Example #3

I don't really want to be a zillionaire. I just want to enjoy the simple things in life.

Example #4

If you want to build your own spaceship to travel to the moon, find a zillionaire to finance your project!

[Index](#)



**I hope you enjoyed this book and found it helpful. Please share it with your friends.
Wishing you the best of life!**

Robert

You can always contact me at RobTheTutor.com



**Please share this ebook with your friends. This ebook was produced by Robert of
RobTheTutor.com.**

**Click --> [Learn American English](http://RobTheTutor.com) <-- to get the MP3 files that
accompany this book for free.**



UPDATED 5/2/11