**30 Most Pervasive Dead Phrases**

**Overview:** Below is a non-exhaustive record of the most common dead phrases that invade our sentences. While these phrases are not cardinal sins of language, they do prevent us from expressing our private opinions. Using the same outworn words can quickly slip the mind into a reduced state of consciousness whereby words are chosen for their ease of access and not their meaning. As Orwell said, *“A speaker who uses this kind of phraseology has gone some distance toward turning himself into a machine. The appropriate noises are coming out of his larynx, but his brain is not involved as it would be if he were choosing his words for himself. If the speech he is making is one that he is accustomed to make over and over again, he may be almost unconscious of what he is saying, as one is when one utters the responses in church.”* Aim to reduce the popularity of these words and expressions in your personal lexicon. You’ll often find articulate speech to be as much about *unlearning* words as it includes learning new ones.

1. Pursue that avenue 16) the Achilles heel
2. Across the board 17) secret sauce
3. Time will tell 18) spill the beans
4. At the end of the day 19) to say the least
5. Deep dive 20) Ins and outs
6. Avoid like the plague 21) low-hanging fruit
7. On the same page 22) Think outside the box
8. In this and age 23) Get the ball rolling
9. It goes without saying 24) In a nutshell
10. On my radar 25) Ball in your court
11. In my opinion 26) In terms of
12. Me personally 27) Piece of cake
13. Best bet 28) Big picture
14. Blood, sweat, and tears 29) For all intents and purposes
15. Rocket science 30) Bite the bullet
16. Take it to the next level 31) Right off the bat