



## Texts: Good, Cliches: Bad

(NAPS)—When it comes to succeeding in business, it's important to know what *not* to say and how *not* to say it. Fortunately, a recent survey can help you and your firm avoid these pitfalls.

### What Not To Say

For example, people have a low tolerance for work jargon. When asked what work phrases they hate the most, respondents replied:

1. Per my last e-mail: 32%
2. We're all in this together: 32%
3. Blue sky thinking: 29%
4. Did you get that thing I sent you?: 28%
5. Let's touch base: 27%
6. Let's circle back: 23%
7. Can you get this to me EOD?: 23%
8. Let's table that: 21%
9. Let's get this offline: 12%

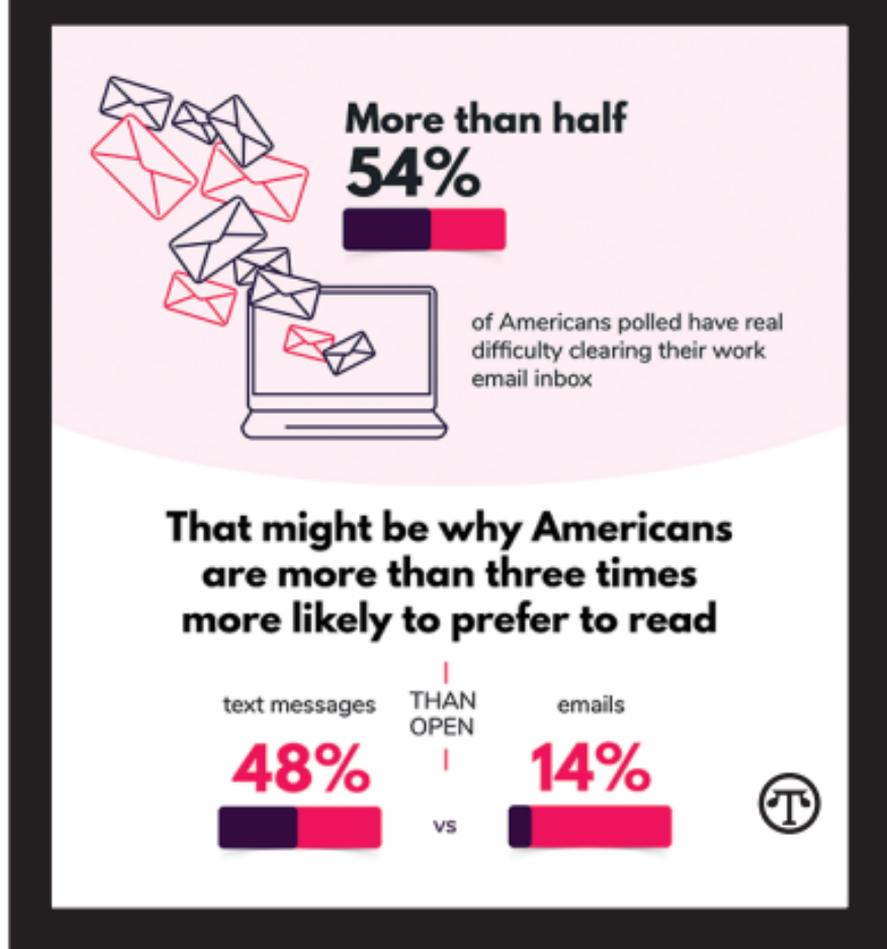


Essentially, the key to getting people to read and respond to a message is to keep it simple, keep it short and avoid clichés. The clearest communicators write the way they talk.

### How Not To Say It

According to the research, respondents estimated they get 44 e-mails a day and 32 of them aren't worth paying attention to. That comes to over 16,000 e-mails a year with 11,680 of them deemed a waste of time.

The survey from SizzleDeck, a software application that makes it easy for businesses to build, share and track phone-friendly landing pages, found more than half of Americans polled have difficulty clearing their work e-mail inbox.



**Experts advise: If you want to be sure your message gets read, send it by text not e-mail.**

Sending a text, however, is still an effective way to get attention. On average people check their phones 18 times during a day and are more than three times more likely to prefer to read text messages than open e-mails. In fact, three-quarters admit checking their phones first thing in the morning and last thing at night.

### Learn More

For further facts and tips, visit [www.sizzledeck.com](http://www.sizzledeck.com).