

The Big Red Moose  
guide to

# Marketing Hyperbole





*"Holistic cradle-to-grave solution"*



"Good idea"



*"Incentivise"*



"Bribe"



*"Way cool"*



"Very useful"



*"Blue Sky Thinking"*



"Daydreaming"



*"Product Evangelist"*



"Salesman"



*"Go for the  
low hanging fruit"*



"Target the gullible"



*"From the get-go"*



"At the beginning"



*"We're singing off  
the same hymn sheet"*



"I understand you"



*"We're on the  
same page"*



"I still understand you"



*"Going forward"*



*"In the future"*



*"Conversion funnel  
dropout analysis"*



*"Why didn't they  
buy anything?"*



*"Customer satisfaction  
tracking"*



*"Are my customers  
happy?"*



*"Pre-planning"*



"I'll get round to it"



*"Thinking outside  
the box"*



"Lateral thinking"



*"Pushing the envelope"*



"Working hard"



*"Idea showering"*



"Thinking"

(Replaces the now politically incorrect 'brainstorming')



*"All my ducks  
in a row"*



"I'm organised,  
for once"



*"Not enough  
bandwidth"*



"Can't be bothered"



*"Iterative cycles"*

"Suck it and see, or the process of trialling and erroring (sic)"



*"UX research"*

"get someone else to suck it and see"



*"Heuristic user experience review"*

"Learning from others' mistakes"

# Get in touch...

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