

What is a cliché?

I love this section on clichés in **Gary Provost's** book, *100 Ways to Improve Your Writing*, page 136

“Clichés are a dime a dozen. If you’ve seen one, you’ve seen them all. They’ve been used once too often. They’ve outlived their usefulness. Their familiarity breeds contempt. They make the writer look as dumb as a doornail, and they cause the reader to sleep like a log. So be sly as a fox. Avoid clichés like the plague. If you start to use one, drop it like a hot potato. Instead, be smart as a whip. Write something that is fresh as a daisy, cute as a button, and sharp as a tack. Better safe than sorry.”

Way to tell if a phrase is a cliché



# CLICHÉ

How to avoid using clichés?

Number one rule on clichés