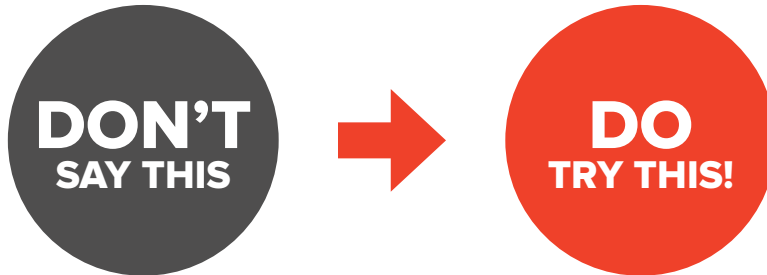


JOB DESCRIPTION DANGER WORDS



Your job listing is an advertisement for your open position—and for your company. Attract the kind of applicant you want by avoiding tired turns of phrase in favor of words that are more dynamic and honest—and just plain better.

COMMONPLACE CLICHES		UNWELCOMING WORDS		BORING BUZZWORDS	
DON'T	DO	DON'T	DO	DON'T	DO
Fast-paced	Busy	Ninja	Skilled	Entrepreneurial	Pioneering
Multi-tasker	Shifts gears	Rock star	Virtuoso	Conceptualize	Dream up
Results-oriented	Follows through	Guru	Visionary	Execute/Implement	Make it happen
Communication skills	Candid, vocal, honest	Jedi	Talented	Synergize	Cooperate
Detail-oriented	Conscientious	Evangelist	Enthusiast	Optimize	Improve
Self-starter/self-motivated	Ambitious	He/She	You	Standard EOE language	Rewrite in your own words!
Creative/Innovative	Original	BA required	Degree preferred	Competitive salary	Include actual salary range!
Dynamic	Flexible	Include salary requirements	Don't say anything—skip this one!	Additional tasks and responsibilities as needed	Here's another one to skip!
Team player	Relationship builder				
Deadline-driven	On time, all the time				
Passionate	Enthusiastic				