



Communication is what the listener does.

Speak to native English speakers in a way that connects with them

IDIOMS & PHRASES

In this short course, we'll present the typical sort of idiomatic expressions that will communicate the person you know you are.

You will learn how English speakers relate to each other.

Ignoring idioms will **cause serious problems** in your communications.

There are **25,000 idioms** in the English language.
About **1,000** are **critical** to your understanding of the English language

yet most courses teach just a few.
The average English speaker throws **more than 3 idioms per minute** into every conversation...

How is anyone supposed to understand what's going on?

READ ON TO FIND OUT...

Section: Marketing idioms & phrases

Lecture: 1

Title: Jay's Greens – food company.

A typical conversation in a Marketing Department



We present a conversation below containing idioms which could typically be used in a marketing context:

- 1) When reading, simply try to follow along, and don't worry if you don't understand everything for now.
- 2) Afterward we'll present the idiom vocabulary used in detail.
- 3) Alternative uses of the idioms will be shown so you can see them being used in other ways.

Setting:

Joe and his supervisor Janine work in a food company. Janine has just called Joe into her office to talk about a new product the company is planning, Berry Nibbles.

Joe: Hi, Janine. What's this all about? The company's launch of Berry Nibbles?

Janine: Yes. We've come up with a winner and we want to dip our toes in the water.

I just want to review a few things. I have a meeting with Bob next week, I want to make sure I have all the facts, he will expect a game plan.

Joe: Bob hey? I understand why you want to be prepared, then. Everyone knows that Bob would like to see Berry Nibbles fail.

Janine: Unfortunately, you're right. Our designers have already made up some prototypes and the product should be a blockbuster! But you know Bob, he's very critical. So I was planning a soft launch and have been keeping it all under wraps.

Joe: Yeah. He has a reputation. We should fast track this project. Berries are great, what a great product to sell. A fruit rich in nutrients but in convenient and portable portions.

Janine: You sound like an advertisement. I do think we should bite the bullet and go ahead.

Joe: You mean proceed without his blessing?

Janine: Oh no, nothing that extreme. But perhaps if he sees we don't intend to break the bank then he'll agree, and at the same time we'll get ready for the launch.

Joe: Well, it sure sounds like we'd kill two birds with one stone.

Janine: The product's success might depend on having facts, we really need people like you to help lead the charge and move us away from being just another agricultural company. Which brings me back to the meeting. Bob is going to try to stop us, but with your knowledge of the industry, he won't be able to move the goalpost as we will handle his objections.

Joe: That's what I was thinking. All the information you'll need is in this file.

Janine: I knew I could count on you. It's going to be a piece of cake. But the walls have ears so we must not let this get out.

Joe: Remember, the concept for Berry Nibbles came from focus groups we held with children and parents. Having Berries that you can easily eat on the go is a great idea.

Janine: That's why we called them "Berry Nibbles".

Joe: Exactly. Listening to them got us an early win. Biting into a Berry Nibble is like biting into a chocolate chip. So kids like them, but they're good for you. We also planned to sell

them in single-serve packs. I also spoke to the packaging supplier who agreed to a good price for this launch as the volumes may increase and get us economies of scale.

Janine: Bob did the same thing with a product he introduced once, it was very successful. I think he'll go for it.

Joe: And, between the packaging, branding and your distribution strategy, we should be ok.

Janine: Joe, you're brilliant. You've just given me a solution for how to win him over and get the project off the ground!

Thanks for your help. I will let you know how it goes, but I don't think we'll have problems.

EXPLANATIONS

“come up with a winner”

Meaning: To have thought of a good idea

Another example: Joe came up with the idea of doubling the price by adding a small gift.

“dip our toes”

Meaning: To start something carefully/slowly

Another example: It's going to be compulsory for all clubs to not just dip their toes in the water, they must show full support for the rules.

“game plan”

Meaning: Things that they must be done to achieve a particular result

Another example: So what's the game plan? Sourcing product from the new supplier because they can provide a better service in less time.

“blockbuster”

Meaning: Describing something that experiences such popularity and financial success.

Derived from the term for books or films that are very successful

Another example: They had been in the business almost ten years before producing a blockbuster.

“soft launch”

Meaning: Making a product, service, or business available or opened for the first time, but only to a limited number of people or places at first.

Another example: The company will only release the new shoes on the website and aiming to soft launch in mid-September.

“keeping under wraps”

Meaning: To concealed or keep secret, typically used when discussing trade secrets, products or new developments not yet made available to the public.

Another example: Keep this under wraps for now, but Greg is definitely releasing the range next week and will be getting the promotion.

“fast track”

Meaning: A quick way of achieving or dealing with something.

Another example: The company's Managing Director has been criticized for ensuring friends and family members are fast tracked through the hiring process.

“bite the bullet”

Meaning: Deciding to face a situation directly or endure a painful/necessary situation.

Another example: He hasn't found a new job yet and will have to bite the bullet, sell the car and move back in with his parents.

“break the bank”

Meaning: We use this to say that something is not expensive or will not cost a lot of money.

Another example: The machine is more productive and dependable but won't break the bank.

“kill two birds with one stone”

Meaning: Succeeding in achieving two things with a single action.

Another example: We can kill two birds with one stone by buying the new software we need from the same people we get our computers from.

“lead the charge”

Meaning: We say you are “leading the charge,” when take control or be the first person to take action and inspire others to take action or make a change.

Another example: Regarding the product launch, it is unrealistic to expect the new business unit to lead the charge alone.

“move the goalpost”

Meaning: Alter the conditions or rules of a procedure during its course.

Another example: We had almost signed the contract when management moved the goalposts and said they wanted to pay less.

“piece of cake”

Meaning: This means something is simple/easy to accomplish.

Another example: I would not worry, the interview will be a piece of cake for you. You already have all the skills they need.

“walls have ears”

Meaning: This is usually used to indicate people might be listening to a conversation or able to hear it. The suggestion is that the person in the conversation lower their voice and be careful what is said.

Another example: We're talking about everything you can't discuss in the boardroom because the walls have ears there.

“get out”

Meaning: To reveal something (note there are other meanings but generally related with releasing something).

Another example: How did the word get out? We tried so hard to make sure the file would be kept locked away and we agreed not to discuss it further.

“on the go”

Meaning: Related to being in motion, active, or working. Doing something whilst doing something else (typically a movement or travel).

Another example: We are late so we'll have to drink that coffee on the go.

“early win”

Meaning: Make progress quickly in small increments. To gain an advantage early.

Another example: Confidence and momentum can only come with early wins. Then we'll be able to proceed with much more freedom.

“go for it”

Meaning: To put forth the necessary effort or energy to do or pursue something.

Another example: I think we should go for it, if the costs are low enough and the market accepts the first introduction of this product.

“win over”

Meaning: To succeed in getting the favor or support of someone.

Another example: They eventually won him over with some really strong arguments.

“off the ground”

Meaning: Make a start, get underway or get to a point of stable or self-sufficient progress.

Another example: Now that this project has finally gotten off the ground, we can use the income it generates to increase advertising.

REMEMBER

Communication is what the listener does.



I'm Loic, author of the idiomatic expressions program.

In our full program on idiomatic expressions you will get

1000+ related idiomatic expressions in **9hrs**

Dialogue / Explanations / Quiz

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