

# Clichés

A cliché is a figure of speech which has lost its effect through overuse. The avoidance of cliché enables your writing to be more thoughtful and original. Here is a short list:

All's fair in love and war	Fifteen minutes of fame
As luck would have it	Greek to me
Back to square one	In a nutshell
Bat out of hell	Kid in a candy store
Better late than never	Let the cat out of the bag
Blood is thicker than water	My two cents
Calm before the storm	No guts, no glory
Cleanliness is next to godliness	Take one for the team
Dead as a doornail	

These phrases are all fairly obvious clichés. They should typically be avoided at all costs. (It should be noted that 'avoided at all cost' is a cliché. It would have been more economical to say simply that they should 'be avoided.')

The idea of a cliché extends beyond these stock figurative phrases. Overused narrative and rhetorical strategies, and even some concepts, can be considered clichés.

For example, writing a story in which the character suddenly wakes up at the end (It was all a dream!) is a cliché.

In an academic paper, beginning your conclusion with 'in conclusion' is a cliché. Additionally, making an argument by depending upon concepts like 'bleeding-heart liberal' or 'fat-cat Republican' is clichéd.