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Eliminate Redundancies for Fat Free Writing

By Linda Elizabeth Alexander

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Engaging writing is concise. How many times have we been told to "write tight" (be concise) rather than verbosely? The following are a mere 25 examples of redundant phrases. When used properly, alternatives to these phrases can cut much of the fat out of your business communication, leaving it leaner, tighter, and less verbose.

Instead of ? (why?) ? Use this

1. 12 noon (noon is always at 12) noon
2. 12 midnight (midnight is always at 12) midnight
3. added bonus bonus
4. and also and or also
5. advance notice (notice is advance) notice
6. ask the question ask

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7. ATM machine(M stands for machine) ATM
8. current status status
9. close proximity near
- 10.end result result
- 11.filled to capacity filled
- 12.first and foremost first
- 13.free gift free or gift
- 14.future plans (already in the future) plans
- 15.general consensus consensus
- 16.join together join
- 17.month of October October
- 18.mutual agreement drop "mutual"

- 19.new development development
- 20.past experience experience
- 21.past history (history is always in the past) history
- 22.period of time time
- 23.PIN number(N stands for number) PIN
- 24.sum total (the total is the sum) total or sum
- 25.total number total

Linda Elizabeth Alexander writes marketing copy for nonprofits and other businesses. Contact her today to discuss your next project and get your FREE quote!
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Dispelling The Myths About Cellulite

By News Canada

Myths and Realities

Cellulite results from the skin losing its elasticity and firmness. This allows fluids and fat deposits into the lower layers of the skin and is not the result of being overweight.

While losing weight may reduce body fat, it does not correct or eliminate cellulite. Even very slim women can have cellulite on their thighs, buttocks and hips.

Cellulite is influenced by several factors including your genes, gender, the amount of fat on your body and the thickness of your skin. For example, thinner skin and excess body fat makes cellulite more visible.

Cellulite can develop as early as puberty but is not easily noticed due to the suppleness of young skin.

While it can worsen with age, you don't have to sit back and accept it. Regular exercise, eating a

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healthy diet and using a body contouring cream daily can visibly reduce cellulite. A good body contouring cream to try is RoC® Retinol Body Contouring Triple Action, a clinically proven formula that reduces the appearance of dimpled skin in just eight weeks.

If you don't take action against cellulite it will get worse over time, especially as the skin continues to lose its firmness and elasticity.

On its own, dieting cannot eliminate cellulite. In fact, strict dieting is more likely to eventually increase your body fat percentage, worsening the condition.

As with dieting, exercise alone will not get rid of cellulite. To visibly reduce the look of cellulite – diet, exercise, and the use of a body contouring cream daily are key.

Men don't usually have a problem with cellulite because their fat cells are shaped differently and fat is stored differently.

However, some men may develop cellulite on their neck or stomach.

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Dispelling The Myths About Cellulite
Scales Are For Fish, Not Weight Loss
Fat Loss Supplement

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