

Communications tips in the time of Covid-19

The first wave of inane emails with “these unprecedented, uncertain” times is over. Brands have told us that they are there for us.

As the second flood of inane communications hits us, here’s a list of phrases that you would do best to avoid.

- * The new normal
- * Back on our feet
- * It is a long haul
- * We need to be strong
- * We need to persevere
- * It is a war out there
- * Survive and win
- * Life will never be the same
- * We are in this together
- * In these trying/strange times
- * All our sacrifices will be for nothing, if we don’t/can’t/haven’t
- * How will you remember this time?
- * Coming out of this stronger than ever
- * When all of this is over

I’m a marketer myself. And I ghostwrite for a select group of executives.

I’m part of the tribe that is most likely responsible for cliches like these. No harm laughing and reminding myself that cliches don’t connect.

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