Do you spend hours reviewing collateral and presentations? Use these labels to speed up the process.

Hat tip to tomscott.com/warnings for the inspiration



is this a brochure or a novel?

Get to the Point

50

Will to live at 50% and falling

Get some expert help!

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Enough!
Step away
from the keyboard

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Cliched & Simagery

Ah clip art S 1 miss the Eighties Stock photography overdose!

Give White space a chance

Slide transitions should not be used as a weapon

Pretty, but What does it show?

is that Prelevant

Keep it simple, ₹ silly!

Hype overload =



Buzz word bingo!



Break out the jargon-buster thave you been on the Kool-Aid?

Too pushy!



Unbelievable stat 99.999%



Help, work

Where's (m)
the
beef?

Where's the call to action?

Are you sure that's big enough?

Possibly the World's blongest sentence...

One **more** font and you'll have the complete set



Comic Sans is illegal





Will to live at 50% and falling

Enough!

Step away

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Buzz Word bingo! B1N40 158 3011122 121617

Break out the jargon-buster thave you been on the Kool-Aid?





Unbelievable stat 99.999%

you back that up?

One **more** font and you'll have the complete set

Help, work



CAPITAL LETTERS are for proper nouns Where's the call to action?

Are you sure that's big enough?

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