



# Words That Mute Your Power





## Your Words Are Energy

Every word you choose either amplifies your authority or dilutes it. Most coaches unknowingly lace their posts, offers, and conversations with “fluff words” that weaken their message, soften their standards, and signal doubt instead of certainty.

While this is not an exhaustive list, this guide reveals the most common words and phrases that strip the edge from your voice—so you can cut them out, stand taller in your truth, and let your words land with unapologetic power.

## What Are "Fluff Words" or "Pillow Words"?

Fluff words or pillow words are words that are weak, vague, or filler terms that dilute your message and undermine your authority. They tend to make copy feel less direct and impactful, and they can give the impression that you lack confidence in your message.

Use this resource as a guide to instantly strengthen your content and convey your message with clarity, power, and potency that attracts soulmate clients who are ready to invest.

Removing these words from your copy will make your message stronger, clearer, and support the power of your authentic voice, conveying your conviction in your message and building trust with your ideal client.



## 10 Commonly Used Fluff Words

### 1. "Just"

Often softens the message. Instead of "I just wanted to share this" use "I'm sharing this with you because..."

### 2. "Maybe" / "Might"

Creates uncertainty. Replace "Maybe this could work for you" with "This works for you when..."

### 3. "Kind of" / "Sort of"

Feels indecisive. Instead of "This is kind of like a roadmap," say "This is your roadmap."

### 4. "Actually"

Often unnecessary and can come across as defensive. "Actually, this method works" is stronger as "This method works."

### 5. "Hopefully"

Shows lack of confidence. Instead of "Hopefully, you'll see results," say "You'll see results when you apply this."



## 10 Commonly Used Fluff Words - Continued

### 6. "In my opinion" / "I believe"

Weakens authority in statements that could be direct. Rather than "I believe this approach will help you," say "This approach will help you."

### 7. "Could" / "Possibly"

Adds doubt. Replace "This could possibly increase your revenue" with "This increases your revenue by..."

### 8. "Somewhat"

Blurs specifics. "This is somewhat effective" is less impactful than "This is effective."

### 9. "A little" / "A bit"

Minimizes value. Instead of "This may help a little," say "This helps you achieve..."

### 10. "I think"

Makes statements feel tentative. Replace "I think this will work" with "This will work when you..."



# Your Next Step

You don't need to say more.  
You just need to say what's *true*—in a voice that's fully yours.

## Ready to take this even deeper?

Translate your voice into a message and business model that commands premium pricing, spaciousness, and ease without the performance.

### ♥ Schedule a **Quiet Power Business Breakthrough Call**.

This is a 1:1 conversation where we'll get clear on:

- What your next-level business *actually* looks and feels like
- Where your message is leaking power (and leaving money on the table)
- What needs to shift in your voice, visibility, and offers to start attracting premium clients with more ease, alignment, and authority

This isn't about doing more.

It's about doing it *differently*—from the deepest place of your truth.

👉 [Click here to book your Quiet Power Business Breakthrough Call](#)

Spots are limited.

This work isn't for everyone. But if you're still reading, it might just be for you.

To your Quiet Power,

*Jill*