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Eric Jackson Contributor Follow (775)

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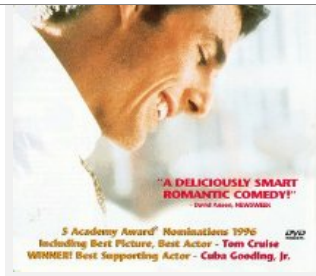
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investing. Every day you can flip on a show and usually find plenty of picks using these 64 data-driven



Learn these 64 Cliches if you want people to think you can "Show Them The Money!" - Cover of Jerry Maguire

If you memorize them — and sound 100% confident in your assertions — you too can be a pundit. These are your go-to choice bon mots.

As before, please add to this list below in the comments section.

1. It's a market of stocks, not a stock market / It's a stock-picker's market = You can make money if you pick the right stocks, no matter whether the Dow Jones is going up or down. [However, I've never heard a pundit come on and say "It's a Jesus-take-the-wheel, put-all-your-money-in-ETFs



### 89 Business Cliches That Will Get Any MBA Promoted And Make Them Totally Useless

Recommended



= We're now moving into the 4th year of this crisis, but let's keep it sounding fresh

- 3. Apparently this guy was a rogue trader = Used when some trader racks up a multi-billion dollar trading loss because some big dumb bank didn't have proper risk management; "rogue" makes him/her sound like Antonio Banderas
- 4. I'm a long-term investor = Used by a guy promoting a stock that he "invested" in hoping it would go up but it went down instead
- 5. There's a lot of macro volatility right now = Don't blame me that I keep waking up in the morning and seeing my investments have dropped in value; apparently it's all because of these technocrats in Europe
- 6. There are big headline risks right now.... = Hide your cash under your mattress; Europe is going to blow up
- 7. Buy the rumor, sell the news = The only cliché on this list older than Warren Buffett; buy something as soon as you hear something might happen, sell it when the company confirms it's happening

8. Was this a fat finger? = Did someone input a trade with a few extra billions added on the end?
9. Watch the tail risk/there's a fat tail = I never took a stats/probability course, but it seems like we never have average years/quarters/months anymore – we just go from one once-in-a-generation event to the next
10. It was a Black Swan event/Perfect Storm = I didn't read that book but I did watch the [George Clooney](#) movie and I learned that you can't ever blame me for mismanaging your money
11. Sell in May and go away = I take Memorial Day – Labor Day off and just go to the Hamptons because my back-testing model says I can outperform the market that way
12. The January effect = Most people expect new money to flow into the market at the start of a new calendar year
13. It's the start of a new quarter = Most people expect new money to flow into the market at the start of a new quarter
14. I'm watching the fund flows here = Someone expecting that signs of people buying mutual funds will signal that those mutual funds are going to start buying individual stocks
15. I only buy what I can understand = First coined by Warren Buffett as an explanation for why he didn't invest in technology companies – he couldn't understand Pets.com, but apparently he had no problem understanding banks' and investment banks' portfolio of derivatives
16. There's some window dressing going on = I have to give some explanation for why certain stocks are going up or down before the end of the quarter, so here goes.
17. Guys don't want to get caught showing they own [Some Company in the Doghouse Currently], so they're selling it = Yes, we are sneaky enough to do that
18. The Market likes it = I have no clue why stocks are moving up, but some folks smarter than me must know something.
19. It passed our sniff-test = I asked another fund manager if he liked it. He said, yes.
20. You sell when people are greedy and buy when people are fearful = Another one coined by Warren Buffett; Just throw it out there and people will think you're equally wise and you never have to back it up with real examples
21. Is [Bank XYZ] Too Big to Fail? = If I have to ask, I think everyone knows the answer....
22. The market never moves in a straight line = Shocking, I know...
23. Even my taxi driver/mother mentioned [some hot company] the other day.... = The world is a complex place, so I like to take my cues as a fund manager on [Wall Street](#) from my morning taxi driver who constantly talked on his Bluetooth earpiece for my entire ride
24. We're close to a turn here = We better be, or I won't be able to afford that \$250,000 July rental in the Hamptons
25. Bulls make money, bears make money, pigs get slaughtered/Take the profit = Take the money and run
26. You're catching a falling knife here = This stock is going to get a lot worse before it gets better
27. When the tide goes out, you see who's swimming naked.... = Another Warren Buffett special... I don't want to know how he dreamed it up
28. The earnings were a mixed bag / had something for everyone = There's not much to discuss here but I'm going to kill a few minutes before the next guest arrives
29. What the Street is missing here is.... = The reason why other investors should bail

## Who Just Made a Billion Dollars?



Our Real-Time Billionaires scoreboard tracks the biggest holdings for 50 of the world's wealthiest people.

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You want to sound wise? Quote a lot of Buffett - US billionaire Warren Buffett gestures as he addresses an audience during an interactive session organised by The Confederation of Indian Industries (CII) in Bangalore on March 23, 2011. US billionaire investor Warren Buffett said that the global economic recovery is steadily taking hold, even if it is not as fast as people would like. (Image credit: AFP/Getty Images via @daylife)

me out of my bad trade by buying this stock is...

30. I like it here... = I flipped a coin and it said I should take a flier on it...
31. Buy low, sell high = Keep It Simple Stupid
32. Show me the money! = Hey, this is Wall Street... why shouldn't I have as much fun as Tom Cruise on Jerry Maguire saying this?
33. This time it's different because = Get ready for some pretty wild-eyed crazy logic....
34. Markets can stay irrational longer than you can stay solvent = This sounds better than "put this in your pipe and smoke it"
35. Put a tight stop-loss on it... = I'm probably wrong about this trade idea, so I'm adding this as a disclaimer, so you can't blame me if it tanks [no one ever put on a loosey-goosey stop-loss]
36. Gold is a hard asset that stores value = Buy Gold!
37. Gold is a yellow rock with no value = Sell Gold!
38. The central bankers are running the printing presses like crazy... / Helicopter Ben [Bernanke] / [or any pundit who pronounces his name "Bernacky"] = Let's make the Fed/Bernanke sound like a bunch of crazies!
39. The easiest way to make \$1 million on a trade is to start with \$2 million = Hey, none of us knows what he/she is doing here, but we can all laugh at this one... just as long as we're not the ones at the losing end of this trade
40. They're just kicking the can down the road = This can is pretty dented by now... yet we keep kicking it
41. I'm looking for reversion to the mean to kick in = It can't keep going up and causing me to lose more money, right?
42. All the weak hands are getting shaken out = I've lost a lot of money in this stock already, but I'm going to imply that I'm right and strong and everyone else who sold before me was weak and dumb
43. Don't fight the Fed = My grand-daddy told my daddy this and he told it to me
44. It's forming a nice head-and-shoulders/cup-and-handle pattern here = I love studying chart patterns — and I'm also a great palm reader
45. We cut our losses/we couldn't take the pain anymore = What a screw-up that trade was
46. We bounced off the 200 day nicely.... = I'm like a surgeon, slicing and dicing this market with mad precision....
47. I'm looking for some safe havens here = Even if the 10 year note is only yielding 1%, that's better than I can do managing this portfolio
48. [Stock XYZ] wants higher.../is resting.../is ripping... = Fancy ways of saying my stock is not going up enough/not going up enough/going up
49. [Stock XYZ] is a beast/dog = I can't believe how brilliant/stupid I am
50. We try not to be emotional = I'm glad no one knows what a basket case I am in my personal life
51. You want to own hard assets here = Owning a farm so you didn't have to hear me talk on financial TV sounds like a good trade to me
52. There's going to be a hard/soft landing in China = China is the only country in the world that is going to land — hard or soft; Europe won't land, it will only have a crisis or see that crisis resolved; America never lands — the Mighty Eagle flies forever
53. Our thesis is still in tact = We are so underwater on this trade, we can see the ocean floor
54. They were using their homes as ATMs = I didn't see the housing crash coming either, but I'm going to blame Joe/Jane Public for causing this
55. You can't go wrong with high-yielding dividend paying stocks = Keep It Safe Stupid
56. The new VaR model didn't work = Our stats/risk management people thought they were pretty smart, but it turns out they weren't
57. Green shoots = This phrase had its heyday from March 2009 — Summary 2010; now the shoots are pretty yellow

- 58. It's a long slow grinding recovery = More Quantitative Easing, Ben, so stocks go up.... Please!
- 59. We like big-cap healthcare here = Don't ask me to give you any specific stock names I like – I just say this because I don't have any real ideas
- 60. You have to be defensive here = I don't know what the hell is going on right now in the markets
- 61. The trend is your friend... until it's not = trade the stock as long as it goes up; but if it goes down, sell it
- 62. I'm waiting for a breakout for validation of this move.... = I missed the first move, but this makes it sound like I never was going to buy into that move anyway
- 63. I'm waiting for a pullback to get in the name = This makes me sound like I'm a disciplined trader
- 64. We're off the lows = There's a pony in here somewhere!

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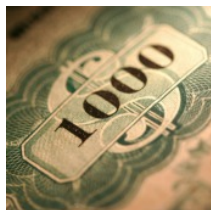
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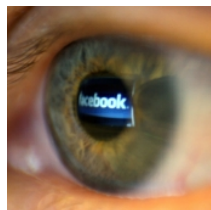
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