

## Idea Killers

1. It doesn't grab me.
2. They'll never buy it.
3. We tried that before and it didn't work.
4. Doesn't fit the system.
5. Who's going to do it?
6. It's been done to death.
7. Your spouse will bounce it.
8. It's not up to our standards.
9. Are we ready for this?
10. What will they say upstairs?
11. You don't really mean that!
12. You can't argue with success.
13. The computer can't handle it.
14. It's not our image.
15. It's not our style.
16. It sounds too simple.
17. It sounds too complicated.
18. It'll cost a fortune!
19. We'll never find time to do it.
20. What will they say in (where ever)?
21. That's not our bag.
22. We're overextended.
23. The last guy who came up with that one...
24. Don't fight City Hall.
25. Sounds crazy to me!
26. So, what else is new?
27. Just wait until they run the numbers.
28. We've never done anything like that before.
29. Didn't you know there is a recession going on?
30. Basically, I don't like it.
31. You gotta be kidding.
32. It turns me off.
33. It'll turn everybody off.
34. Says who!
35. I hate it.
36. Yecch!
37. That creates as many problems as it solves.
38. (Laughter)
39. (Silence)
40. That's not your problem.
41. That's not your job.
42. That's not consistent with the way we do things here.
43. I've heard that one before.
44. Get a committee to look into it.
45. Take a survey.
46. Let's meet on that some day.
47. It'll just causer problems.
48. How in the world did you come up with that?!
49. They won't let you (do it).
50. That's really off the wall!
51. Oh?
52. Oh ...
53. Oh, really!
54. Oh. I thought you were going to say something else.
55. Just leave it with me. I'll work on it.
56. Remember the client is pretty conservative.
57. Remember the customer is the boss.
58. It'll hurt our image.
59. It'll hurt our backers.
60. It's just not feasible.
61. Let's be realistic.
62. That's not my department.
63. There is no free lunch.
64. The timing is not right.
65. Don't rock the boat.
66. Come on now, get serious.
67. Stop singing.
68. Are you really proposing that?
69. Great idea--but not for us.
70. I have a better idea.
71. People will say we're silly.
72. People will say we're reckless.
73. What will people say?
74. Bring that up again next month.
75. They've been coming up with that one for years.
76. It'll never sell.
77. It'll never work.
78. It'll never fly.
79. It doesn't track.
80. That would step on too many toes.
81. You'll offend 90% of your audience.
82. Let me play devil's advocate.
83. The attorneys will clobber you.
84. Obviously, you misread the request.
85. Have you really given it much thought?
86. We need something more exciting.
87. Do you really think that'll work?
88. Nobody will understand what you're talking about.
89. No one will know where you're coming from.
90. That's a subject for another meeting.
91. ... more pizzazz!
92. Here we go again.
93. We'll lose our shirt.
94. That only solves half the problem.
95. Why bother?
96. Try again.
97. That's a new on me.
98. That's very provocative, but...
99. That's very interesting, but...
100. That's really fantastic, but...
101. Yes, but...
102. You know you can't do that!
103. It's not been done before.
104. \_\_\_\_\_
105. \_\_\_\_\_
106. \_\_\_\_\_