

10 Useful business English expressions

Carve out a niche

Means to find a special market that you can control. Niche markets are very small and specific. Some examples of niche markets are organic recipes for pregnant woman, life size teddy bear making courses, law services for single fathers, vegan ingredients

For example, to succeed in a competitive world, you must be able to carve out a niche and be the best in that field.

Get something off the ground

Means to start a project or business.

For example, we're glad all the lease contracts are signed. We're looking forward to getting the project off the ground and opening our new café.

Red tape

Means excessive rules, procedures, and regulations (usually from the government) that make it difficult to do business (such as getting trade licenses or registering tax numbers).

For example, the city of Washington now requires all bloggers to purchase a \$500 business privilege license.

By the book

A similar phrase is to do something **by the book**. This means to follow the rules.

For example, some people might try to skip the red tape but I prefer to do something by the book, so I got all of my licenses.

Get the ball rolling

Means to start something (a project, for example) and to try get some results. It is similar to the expression 'to get something off the ground' (for example to open your café or release your product) but to get the ball rolling means that you have some momentum or results (such as your first few customers, clients or profits).

Multitask

Means to do many things at the same time.

For example, when you're a new businessman you have to learn to multitask because there are always 10 things you need to do at the same time.

State of the art

Something that is state of the art is modern and technologically advanced.

For example, Japanese capsule hotels are state of the art; they even have self-cleaning toilets.

Go the extra mile

Means to do more than is necessary or to put in extra effort.

For example, I love working with our German suppliers, they always go the extra mile to make sure we understand everything about the product.

To get ahead of the game

Means to try to do better than your competitors by offering better, more unique or different services.

We could also say **keep or stay ahead of the game** (once you already have the advantage).

For example, I try to get ahead of the game by using state of the art technology, or we stay ahead of the game because we always go the extra mile.

Cut corners

To do something the cheapest or easiest way possible.

For example, I try to cut corners by multitasking but it hasn't been working well.

The Bottom Line

The net income after all taxes has been deducted.