

THE TECH TALK DICTIONARY

Say exactly what you mean to AI. Websites, documents, slides, images, code, automations, and everyday asks.

From the How to AI series, Session 01: How to Talk to AI Drake Wolfe and Dale Heim, Agentix (goagentix.com) Version 1.0 · 30 sections

HOW TO USE THIS DICTIONARY

Every part of a page, document, slide, or image has a name, and AI knows them all. When you name the part, say the action, and describe the result, the AI stops guessing and executes on the first try.

The formula: PART + ACTION + RESULT

- “In the **hero**, **make** the headline **bigger** and **cut** the subtitle **to one line**.”
- “In the **second paragraph**, **condense** it **to two sentences**.”
- “On **slide 4**, **move** the chart **to the right half** and **add** a one-line **takeaway** under the title.”

You do not need to memorize this. Skim the section that matches what you are working on, borrow the word, and drop it into your prompt. Every entry has a plain-English definition and a “Say:” line you can copy.

Reading a “Say:” line: the quotes are a ready-made instruction. Swap in your own part and result.

Finding a word fast: use Find (Ctrl+F or Cmd+F) and type the plain word you'd use (“button,” “spacing,” “make it shorter”). Or paste this whole file into your AI and ask: “What’s the right term for [what I’m trying to say]?”

THE 20 WORDS THAT FIX 80% OF PROMPTS

If you learn nothing else in this dictionary, learn these. Each one turns a vague note into an instruction.

Word	What it does	Say it like this
Only	Limits the change to one thing	“Only change the headline.”
Everything else the same	Stops the AI rewriting what you didn't ask about	“Change the opener. Everything else the same.”
Condense	Fewer words, same meaning	“Condense this to three sentences.”
Expand	More detail	“Expand the second point with an example.”
Lead with	Puts the important thing first	“Lead with the price.”
Match	Copy the style of a sample	“Match the tone of this sample.”
Version(s)	How many to produce	“Two versions: one formal, one warm.”
Under / at most	A hard length ceiling	“Under 120 words.”
Plain language	No jargon, short sentences	“Plain language, eighth-grade level.”
Hierarchy	The visual order the eye reads in	“Fix the hierarchy: headline, subhead, body, button.”
Whitespace	Empty space; a feature, not a gap	“Add whitespace around the headline.”
Hero	The top block of a web page	“In the hero, cut the subtitle to one line.”
CTA	The button or line that asks for the action	“One CTA per section.”
Padding	Space inside a box	“More padding inside the cards.”
Contrast	How much something stands out from its background	“Increase contrast on the button.”
Takeaway	The one-line conclusion	“Rewrite each slide title as a takeaway.”

Grounded / only from	Answer only from what I gave you	"Only from the attached policy. If it's not there, say so."
Step by step	Reason before answering	"Think it through step by step, then answer."
Verdict	A recommendation, not just options	"Three options, then your verdict."
Keep	Protects what's working	"Keep the ending exactly as is."

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1. UNIVERSAL ACTION VERBS

These work on anything: a paragraph, a button, a slide, a chart, a line of code.

Remove / delete / cut — Take it out entirely. Say: "Remove the second testimonial." "Cut the last sentence."

Replace / swap — Take one thing out and put a specific other thing in. Say: "Swap the stock photo for the team photo I attached." "Replace 'utilize' with 'use' everywhere."

Resize / scale — Make it bigger or smaller without changing what it is. Say: "Scale the logo down to about half." "Make the headline two sizes larger."

Move / relocate — Change where it sits. Say: “Move the pricing table above the FAQ.” “Move the CTA button under the headline.”

Align — Line things up along an edge or center. Say: “Left-align the body text.” “Center the headline over the image.”

Condense / tighten / trim — Fewer words or less space, same meaning. Say: “Condense this to three bullets.” “Tighten the intro by half.”

Expand / elaborate / flesh out — Add detail, examples, or length. Say: “Expand section two with a real example.” “Flesh out the third bullet.”

Emphasize / highlight — Make it stand out more. Say: “Emphasize the discount.” “Highlight the deadline in the first line.”

De-emphasize / mute / tone down — Make it stand out less. Say: “De-emphasize the legal note; smaller and gray.” “Tone down the sales language.”

Reorder / resequence — Change the order of items. Say: “Reorder the benefits so the cost savings comes first.”

Merge / combine — Turn two things into one. Say: “Merge the About and Team sections into one.”

Split / break up — Turn one thing into two or more. Say: “Split this paragraph into two.” “Break the long slide into three.”

Simplify — Fewer parts, plainer words, less visual noise. Say: “Simplify the nav to four links.” “Simplify this explanation for a first-time buyer.”

Standardize / make consistent — Match everything to one style. Say: “Standardize the button sizes across all pages.” “Make the headings consistent: same size, same weight.”

Match / mirror — Copy the style of a reference. Say: “Match the spacing of the first card.” “Mirror the tone of this sample.”

Duplicate / clone — Make another copy. Say: “Duplicate this section for the second product.”

Reword / rephrase — Same idea, different words. Say: “Rephrase this so it sounds like a person, not a policy.”

Restructure / reorganize — Same content, different shape. Say: “Restructure this as problem, solution, proof, ask.”

Convert / turn into — Change the format entirely. Say: “Turn these notes into a checklist.” “Convert the table into a bulleted list.”

Group / cluster — Put related items together. Say: “Group the FAQs by topic.”

Add / insert — Put something new in a specific place. Say: “Add a one-line summary under each heading.” “Insert a divider between sections.”

Crop — Cut the edges of an image. Say: “Crop the photo to a square, keeping the face centered.”

Flip / rotate — Mirror or turn. Say: “Flip the layout so the image is on the left.”

Lock / freeze / keep — Do not change this part. Say: “Keep the headline exactly as is.” “Lock the color palette.”

Rank / prioritize / sort — Put in order by a rule. Say: “Rank these by cost, cheapest first.” “Sort by date.”

Compare / contrast — Show differences side by side. Say: “Compare the two plans in a table.”

Diagnose / troubleshoot — Find what is wrong and why. Say: “Diagnose why this page loads slowly.”

Draft / outline / sketch — Make a rough first version. Say: “Draft the email; I’ll refine it.” “Outline the page before writing it.”

Finalize / polish — Make it ready to ship. Say: “Polish this for a client. Fix typos, tighten, keep the meaning.”

2. PRECISION MODIFIERS

Modifiers control how much, how exactly, and what else gets touched.

Scope: what to touch, what to leave

Only — Limits the change to one thing. Say: “Only change the headline.”

Everything else the same / keep the rest identical — Prevents the AI from “helpfully” rewriting what you did not ask about.

Say: "Change the opening line. Keep everything else identical."

Throughout / everywhere / globally — Apply the change in every instance. Say: "Replace 'clients' with 'customers' throughout."

In [section / slide / paragraph / line] — Points at the exact place. Say: "In the third paragraph, cut the second sentence."

Above / below / before / after — Position relative to something. Say: "Add a testimonial below the pricing table."

First / last / second-to-last — Ordinal position. Say: "Delete the last bullet."

Leave / don't touch / lock — Protects a part. Say: "Leave the footer alone."

Intensity: how far to go

A touch / slightly / a hair — Small change.

Noticeably / more / a good bit — Medium change.

Much / far more / dramatically — Big change.

Trim → cut → gut — Escalating amounts of removal.

Tweak → revise → rewrite → start over — Escalating amounts of change. Say: "Make it a touch warmer" versus "Make it much warmer."

Exactness: how closely to match

Exactly / verbatim / word for word — Zero deviation. Say: "Keep the quote verbatim."

Roughly / approximately / about — Ballpark. Say: "Roughly 200 words."

Match this exactly — Reproduce the reference, including spacing and details.

Pull the palette / style / feel only — Borrow the essence, not the layout. Say: "Pull only the colors from this reference; keep our layout."

In the style of / in the spirit of — Tone reference, not a copy.

Under / at most / no more than — Hard ceiling.

At least / minimum — Hard floor.

Between X and Y — Range. Say: "Between 120 and 150 words."

Quantity

One / two / three versions — How many options to produce.

One idea per [slide / paragraph / card] — Density rule.

N bullets / N sentences / N words / N options — Exact counts. Say: "Three headline options, each under eight words."

Time and order

First, then, finally — Sequence the work.

Stop after step one and wait — Checkpoint.

In one pass / all at once — No checkpoints. Say: "Write the outline first, stop, and wait for my OK."

3. WEBSITE & APP ANATOMY: PAGE STRUCTURE

Header — The strip across the top of every page; usually holds the logo and navigation. Say: "Make the header sticky so it stays visible when scrolling."

Navigation / nav / nav bar / menu — The links that move people around the site. Say: "Simplify the nav to four links: Services, Pricing, About, Contact."

Hamburger menu — The three-line icon that opens the menu on mobile. Say: “On mobile, collapse the nav into a hamburger menu.”

Logo placement — Where the logo sits, usually top left. Say: “Put the logo top left, linked to the home page.”

Hero / hero section — The first big block at the top of the page: headline, subheadline, main button, often an image. It is the most valuable real estate on the site. Say: “In the hero, make the headline bigger and cut the subtitle to one line.”

Headline (H1) — The single biggest statement on the page.

Subheadline / subhead / subtitle — The supporting line under the headline. Say: “Rewrite the subhead to state the outcome, not the feature.”

Above the fold — What is visible before anyone scrolls. Your first impression.

Below the fold — Everything that requires scrolling. Say: “Get the primary CTA above the fold on mobile.”

Section — A horizontal band of the page with one purpose (benefits, testimonials, pricing). Say: “Add a testimonials section between benefits and pricing.”

Section header — The title at the top of a section. Say: “Make every section header the same size and weight.”

Sidebar — A narrow column beside the main content. Say: “Move the contact form into a right sidebar.”

Footer — The bottom strip: contact info, legal links, social icons, secondary navigation. Say: “Add the phone number and hours to the footer.”

Landing page — A single page built for one goal, usually one action (sign up, buy, book). Say: “Build a landing page for the spring promo with one CTA.”

Home page / about page / services page / pricing page / contact page — The standard page set for a small-business site.

Breadcrumb — The trail of links showing where you are (Home > Services > Repair). Say: “Add breadcrumbs on all service pages.”

Banner / announcement bar — A thin strip at the very top for a message (sale, notice). Say: “Add a dismissible announcement bar for the holiday hours.”

Pop-up / modal / overlay — A box that appears over the page and blocks it until closed. Say: “Replace the pop-up with a slide-in at the bottom right.”

Sticky / fixed — Stays in place while the page scrolls. Say: “Make the ‘Book now’ button sticky at the bottom on mobile.”

Page template — A reusable page layout. Say: “Create a page template for each service so they all match.”

Header vs. heading — The header is the strip at the top of the page. A heading is a title line inside the content (H1, H2). Easy to confuse; say which one you mean. Say: “Make the heading above the pricing table smaller” (not “the header”).

Wireframe — A rough, unstyled sketch of the page layout.

Low-fidelity (lo-fi) / high-fidelity (hi-fi) — How finished a mockup looks: boxes and placeholder text vs. real copy, colors, and images. Say: “Lo-fi first; I want to approve the layout before we style it.”

Mockup — A styled, realistic picture of the page, not yet functional.

Prototype — A clickable version that simulates the real thing. Say: “Give me a wireframe first, before any colors or images.”

Single-page site — Everything on one long scrolling page.

Multi-page site — Separate pages with navigation between them.

Anchor link / jump link — A link that scrolls to a section on the same page. Say: “Make the nav links jump to the sections on the home page.”

404 page — The “page not found” screen. Say: “Write a friendly 404 page with a link back home.”

Thank-you page / confirmation page — What people see after submitting a form or buying. Say: “Add a thank-you page that tells them what happens next.”

4. WEBSITE & APP ANATOMY: COMPONENTS

Button — A clickable element that does one thing.

Primary button — The main action on the page, most prominent (solid color).

Secondary button — The less important action, less prominent (outlined or plain). Say: “One primary button per section. Make ‘Book now’ primary and ‘Learn more’ secondary.”

CTA (call to action) — The instruction that tells people what to do next (“Get a quote”). Usually a button. Say: “Change the CTA copy from ‘Submit’ to ‘Get my free estimate’.”

Card — A self-contained box with an image, title, short text, and often a button. Used in grids. Say: “Show the three services as cards with an icon, title, and two-line description.”

Grid of cards — Several cards arranged in rows and columns. Say: “Three cards per row on desktop, one per row on mobile.”

Form — A set of fields people fill in.

Field / input — One box in a form (name, email).

Placeholder text — The gray hint inside an empty field.

Label — The text that names the field.

Required field — Must be filled in to submit.

Dropdown / select — A field with a list of choices.

Checkbox — Pick many.

Radio button — Pick one.

Toggle / switch — On or off.

Text area — A bigger box for longer answers.

Submit button — Sends the form. Say: “Cut the form to three fields: name, phone, and what you need. Make phone required.”

Validation / error message — The red text when a field is filled wrong. Say: “Make the error messages specific: ‘Enter a 10-digit phone number’.”

Search bar — A field for searching the site.

Accordion — Sections that expand and collapse when clicked. Common for FAQs. Say: “Put the FAQ in an accordion, collapsed by default.”

Tabs — Clickable labels that switch between panels of content in the same space. Say: “Use tabs to switch between Residential and Commercial pricing.”

Carousel / slider — Content that slides horizontally (images, testimonials). Say: “Replace the carousel with a static three-column grid; carousels get skipped.”

Gallery — A grid of images, often clickable to enlarge.

Lightbox — The enlarged image view that opens over the page.

Tooltip — A small hint that appears on hover.

Badge / tag / chip / pill — A small label (“New”, “Popular”, “Sale”). Say: “Add a ‘Most popular’ badge to the middle pricing card.”

Testimonial — A customer quote, usually with a name and photo.

Review widget — A block that pulls in Google or other reviews. Say: “Add three testimonials with first name, city, and a star rating.”

Pricing table — A side-by-side comparison of plans. Say: “Three-column pricing table, middle column highlighted.”

Table — Rows and columns of data.

Header row — The top row that names each column.

List — Bulleted (no order) or numbered (ordered). Say: “Turn the paragraph into a bulleted list of five benefits.”

Divider / separator / rule — A line between sections.

Icon — A small symbol that represents an idea (a phone, a checkmark).

Icon set — A matching family of icons. Say: “Use one icon set throughout; outline style, same stroke weight.”

Avatar — A small circular profile photo.

Progress bar / stepper — Shows how far through a process someone is. Say: “Add a stepper across the top of the checkout: Cart, Info, Payment.”

Pagination — Page 1, 2, 3 links at the bottom of a list.

Infinite scroll — New content loads as you scroll, no page numbers.

Toast / snackbar / notification — A small temporary message (“Saved!”).

Loading state / spinner / skeleton — What shows while content is loading.

Skeleton screen — Gray placeholder shapes that mimic the layout while it loads.

Empty state — What shows when there is nothing to display yet (“No bookings yet. Create your first one.”). Say: “Write a helpful empty state for the dashboard with one CTA.”

Error state — What shows when something goes wrong.

Map embed — A Google Map placed on the page.

Video embed — A YouTube or Vimeo player placed on the page.

Calendar / booking widget — An embedded scheduler (Calendly, cal.com). Say: “Embed the booking calendar on the contact page under the form.”

Chat widget / chatbot — The small chat bubble in the corner.

Social proof block — Logos, numbers, reviews that show credibility. Say: “Add a logo strip of the brands we’ve worked with under the hero.”

Logo strip / logo bar — A row of client or partner logos.

Stats block / numbers block — Big numbers with short labels (“500+ customers”).

Feature list / benefits list — Icons with short descriptions.

Sign-up form / lead capture / opt-in — A form that collects email or phone.

Newsletter block — A sign-up form for email updates.

Cookie banner / consent bar — The notice about cookies at the bottom.

Back-to-top button — The arrow that scrolls to the top.

Widget — Any small self-contained module you can drop onto a page.

Component — A reusable building block (a button, a card, a header). Change the component and every copy updates. Say: “Make the testimonial card a component so all of them update together.”

5. LAYOUT & SPACING

Layout — How everything is arranged on the page. Say: “Change the layout to image left, text right.”

Grid — The invisible column system that lines everything up. Twelve columns is the common standard. Say: “Put everything on a 12-column grid so it lines up.”

Column — A vertical division of the layout.

Row — A horizontal division.

Two-column / three-column — Side-by-side blocks. Say: “Two columns: benefits on the left, the form on the right.”

Container / content width / max width — The invisible box that keeps content from stretching edge to edge on wide screens. Say: “Set a max content width of about 1200px so lines aren’t too long.”

Full-bleed / full-width / edge-to-edge — Runs all the way to the edges of the screen. Say: “Make the hero image full-bleed.”

Margin — Space outside an element, between it and its neighbors.

Padding — Space inside an element, between its edge and its content. The easy way to remember: padding is inside, margin is outside. Say: “Add more padding inside the cards so the text isn’t touching the edges.” Say: “Increase the margin between sections.”

Gutter — The gap between columns. Say: “Widen the gutters between the three cards.”

Whitespace / negative space / breathing room — Empty space. It is a feature, not a gap. Whitespace makes things look premium and readable. Say: “Add more whitespace around the headline.”

Spacing scale / consistent spacing — Using the same set of gaps (8, 16, 24, 32) everywhere. Say: “Use consistent spacing; every section gets the same top and bottom padding.”

Alignment — Left, right, center, or justified. Say: “Left-align all body text. Center only the headlines.”

Visual hierarchy / hierarchy — The order the eye reads things in: biggest and boldest first. Fix hierarchy when “everything looks the same.” Say: “Fix the hierarchy: headline, then subhead, then body, then button. Right now they’re all competing.”

Focal point — The one thing the eye should land on first. Say: “Make the CTA the focal point of the hero.”

Balance / symmetry / asymmetry — How visual weight is distributed.

Stack / stacked — One thing on top of another instead of side by side. Say: “On mobile, stack the columns.”

Responsive — The layout adapts to phone, tablet, and desktop.

Mobile-first — Design the phone version first, then scale up.

Breakpoint — The screen width where the layout changes.

Viewport — The visible area of the screen. Say: “Make it responsive; check the mobile view specifically.”

Desktop view / mobile view / tablet view — The version shown on each device. Say: “On the mobile view, the headline wraps to four lines. Shorten it.”

Aspect ratio — The shape of a box: 16:9 (wide), 4:3, 1:1 (square), 9:16 (vertical, phone). Say: “Crop all product images to 1:1.”

Overlay — A layer on top of another (a dark tint over a photo so text is readable). Say: “Add a dark overlay on the hero image so the white text is readable.”

Z-index / stacking / layering — Which element sits in front. Say: “Put the menu in front of the banner when it opens.”

Overlap — Elements that partially cover each other on purpose.

Fixed / sticky / static — Whether something moves with the scroll.

Density — How tightly packed the content is. Say: “Reduce density; fewer items per screen, more space.”

Fold — See “above the fold.”

Line length / measure — How many characters per line. Around 60 to 75 is readable. Say: “The lines are too long to read; narrow the text column.”

Safe area — The part of a phone screen not covered by notches or buttons.

6. TYPOGRAPHY

Typography — Everything about how text looks.

Font / typeface — The design of the letters (Inter, Georgia).

Font family — The group of a typeface’s styles. Say: “Use one font family for the whole site.”

Serif — Letters with small feet (Times, Georgia). Feels classic, editorial.

Sans-serif / sans — No feet (Helvetica, Inter). Feels modern, clean.

Monospace — Every letter the same width (code, receipts).

Display font — Decorative, for big headlines only.

Script — Handwriting-style. Say: “Serif for headlines, sans-serif for body.”

Font pairing — Two fonts that look good together (one for headings, one for body). Say: “Suggest a font pairing: something with personality for headlines, something plain for body.”

Weight — Thickness: light, regular, medium, semibold, bold, black. Say: “Make the headline bold and the subhead regular.”

Size / font size / type scale — How big the text is, and the set of sizes used (a scale keeps them related). Say: “Set up a type scale: H1 48, H2 32, H3 24, body 16.”

Heading levels (H1 to H6) — H1 is the page title (one per page); H2s are section titles; H3s are sub-sections. Say: “Every section title should be an H2.”

Body copy / body text — The main paragraph text.

Caption — Small text under an image.

Eyebrow / kicker / overline — The tiny label above a headline (“NEW SERVICE”). Say: “Add an eyebrow above the headline that says ‘Nashville-owned since 2012’.”

Lead / intro paragraph — The first, slightly larger paragraph.

Line height / leading — Vertical space between lines. Tight = cramped, loose = airy. Say: “Loosen the line height on body text; it feels cramped.”

Letter spacing / tracking — Space between all letters. Say: “Add a little tracking to the all-caps labels.”

Kerning — Space between two specific letters.

All caps / uppercase / title case / sentence case — Capitalization style. Say: “Sentence case on all buttons. Title Case on headings.”

Italic / emphasis — Slanted text for emphasis or titles.

Bold / strong — Heavy text for emphasis. Say: “Bold the price, nothing else.”

Underline — Reserve for links.

Text alignment — Left, center, right, justified. Left is easiest to read.

Contrast (text) — How readable text is against the background. Light gray on white fails. Say: “The gray body text is too light; darken it for contrast.”

Widow — A single word alone on the last line of a paragraph.

Orphan — A single line stranded at the top or bottom of a column. Say: “Fix the widow in the headline; rewrite so it breaks cleanly.”

Wrap / line break — Where text drops to the next line. Say: “Force a line break after ‘Nashville’ so the headline reads in two lines.”

Truncate / ellipsis — Cut text off with “...” when it is too long.

Drop cap — A large first letter starting a paragraph.

Pull quote — A quote pulled out and enlarged for emphasis.

Readability / reading level — How easy the text is to read. Eighth-grade level is a safe default for the public. Say: “Bring this to an eighth-grade reading level.”

Web-safe / system font — Fonts that load without downloading anything.

Custom font / web font — Downloaded fonts (Google Fonts).

7. COLOR

Palette / color scheme — The set of colors used. Usually one primary, one or two accents, and a range of neutrals. Say: “Build a palette: one primary, one accent, and five neutrals.”

Primary color — The main brand color, used for key buttons and links.

Secondary color — A supporting color.

Accent color — A small, high-energy color for highlights and CTAs. Say: “Use the accent color only on the primary buttons.”

Neutral — Grays, whites, off-whites, near-blacks. The background of most good design.

Brand colors — The specific colors in your brand guide. Say: “Use our brand colors: navy #1B2A49 and gold #D4AF37.”

Hex code — The six-character code for an exact color (#FFFFFF is white). Say: “Change the button to #D4AF37.”

RGB / HSL — Other ways to write an exact color.

Tint — A color with white added (lighter).

Shade — A color with black added (darker).

Tone — A color with gray added (muted). Say: “Use a lighter tint of the primary for the section background.”

Saturation — How vivid a color is. High = neon, low = muted.

Hue — The pure color (red, blue).

Brightness / lightness / value — How light or dark. Say: “Desaturate the background so the photo pops.”

Warm colors — Reds, oranges, yellows.

Cool colors — Blues, greens, purples. Say: “Shift the palette warmer.”

Muted / soft / pastel — Low saturation, gentle.

Bold / vibrant / saturated — High energy.

Monochrome / monochromatic — One hue in many tints and shades.

Complementary — Opposite colors on the wheel (blue and orange).

Analogous — Neighboring colors (blue, teal, green).

Contrast ratio — The measured difference between text and background. Aim for 4.5:1 minimum for body text (accessibility standard). Say: “Check every text color for a 4.5:1 contrast ratio.”

Gradient — A smooth blend between two colors. Say: “Replace the flat background with a subtle gradient from navy to near-black.”

Opacity / transparency / alpha — How see-through something is. Say: “Set the overlay to 40% opacity.”

Dark mode / light mode — Dark or light background themes. Say: “Give me a dark-mode version of the palette.”

Background color / foreground color — Behind vs. in front.

Color blocking — Big solid areas of color to define sections.

Duotone — An image tinted in two colors.

Color-coded — Using color to mean something (green = done). Say: “Color-code the statuses: green done, yellow in progress, red blocked.”

8. IMAGERY, ICONS & GRAPHICS

Hero image — The large image in the hero section.

Background image — An image behind content.

Thumbnail — A small preview image.

Feature image / featured image — The main image for a post or product.

Product shot — A clean photo of a product, often on white.

Lifestyle shot — A product in real use, with people or settings. Say: "Swap the product shots for lifestyle shots on the home page; keep product shots on the product pages."

Stock photo — A purchased or free generic photo. Looks generic. Say: "Replace the stock photos with our own; if we don't have one, use an illustration."

Illustration — A drawn image rather than a photo.

Flat illustration — Simple shapes, no shading.

Line art / line illustration — Outlines only.

3D render — A computer-generated, dimensional image.

Isometric — A 3D-looking drawing with no perspective distortion.

Icon — A small symbol. **Outline icons** (thin lines) vs. **filled / solid icons**. Say: "Switch all icons to outline style with a 2px stroke."

Logo — The full brand mark.

Wordmark — A logo that is just the name in a specific type.

Logo mark / icon mark / brandmark — The symbol part without words.

Lockup — The approved arrangement of mark and wordmark together. Say: "Use the icon mark only in the favicon; the full lockup in the header."

Favicon — The tiny icon in the browser tab.

Graphic / visual — Any non-text element.

Infographic — Information explained visually.

Diagram / flowchart — Boxes and arrows showing a process. Say: "Turn the onboarding steps into a simple flowchart."

Pattern / texture — A repeating background design.

Blur — Softening an image or background so something else stands out. Say: "Blur the background image slightly so the headline is readable."

Grayscale / black and white — All color removed. Say: "Make the client logos grayscale so they don't compete with the brand colors."

Drop shadow / shadow — A soft shadow behind an element for depth. Say: "Add a subtle shadow to the cards; keep it soft."

Border / stroke / outline — A line around the edge.

Border radius / rounded corners — How round the corners are. Say: "Round the button corners slightly; 8px, not fully pill-shaped."

Pill / fully rounded — Completely rounded ends.

Resolution — Image detail. Low resolution looks blurry when enlarged.

Retina / 2x — High-resolution version for sharp screens. Say: "Export at 2x so it's sharp on phones."

File formats — **JPG** (photos), **PNG** (transparency, logos), **SVG** (icons and logos, scales perfectly), **WebP** (small, modern), **GIF** (simple animation), **PDF** (documents). Say: "Give me the logo as an SVG with a transparent background."

Transparent background — No background; shows what is behind.

Compression / optimize — Shrinking file size so pages load fast. Say: "Optimize all images; nothing over 300KB."

Alt text — The written description of an image for screen readers and search engines. Say: "Write alt text for every image."

Placeholder image — A temporary gray box where the real image will go.

Watermark — A faint logo over an image.

Crop / crop tight / crop loose — How much surrounding area to keep. Say: “Crop tighter on the face.”

Focal point (image) — The part that must stay visible when cropped. Say: “Set the focal point on the sign so it never gets cropped out.”

Overlay text — Text placed on top of an image.

Image treatment — A consistent style applied to all photos (same filter, same crop). Say: “Apply one image treatment across the site: slight desaturation, same aspect ratio.”

Mockup (product) — A product shown in a realistic scene (a T-shirt on a model, an app on a phone). Say: “Put the design on a hoodie mockup, front view.”

9. MOTION, STATES & INTERACTION

State — How an element looks in different situations.

Default state — Normal.

Hover state — When the mouse is over it.

Active / pressed state — When it is being clicked.

Focus state — When it is selected via keyboard.

Disabled state — Grayed out, not clickable.

Selected / checked state — Chosen. Say: “Give the buttons a clear hover state: slightly darker, no jump.”

Transition — A smooth change between states (color fades over 0.2s).

Animation — Movement over time.

Micro-interaction — A tiny animation that gives feedback (a heart that pulses when tapped). Say: “Add a subtle transition on hover; keep it under 200ms.”

Fade / slide / scale / bounce — Types of animation. Say: “Fade the sections in as you scroll to them.”

Parallax — Background moves slower than foreground while scrolling.

Scroll-triggered — Happens when you scroll to it.

Loading animation — What moves while something loads.

Reveal — Content appears on click or scroll.

Smooth scroll — Scrolling glides instead of jumping.

Easing — How an animation speeds up and slows down.

Duration — How long an animation takes.

Subtle vs. flashy — Almost always ask for subtle. Say: “Keep all motion subtle; no bouncing, no auto-playing carousels.”

Auto-play — Starts without a click. Usually avoid.

Interactive — Responds to the user.

Static — Does not move or respond.

Drag and drop — Moving items by dragging.

Swipe — A touch gesture on mobile.

Tap target / touch target — The clickable area on a phone. Should be finger-sized (about 44px). Say: “Make the tap targets bigger on mobile; the links are too close.”

10. UX & CONVERSION LANGUAGE

UX (user experience) — How it feels to use the thing.

UI (user interface) — What it looks like and the controls you touch.

User / visitor / customer / lead — The person on the site. A lead is someone who gave you contact info.

User flow / journey — The path someone takes from arriving to acting. Say: “Map the user flow from the Google ad to the booking confirmation.”

Friction — Anything that makes the next step harder (long forms, unclear buttons). Say: “Reduce friction on the form; cut it to three fields.”

Conversion — When a visitor does the thing you wanted (books, buys, signs up).

Conversion rate — The percentage who convert. Say: “Redesign the page to improve conversion; one goal, one CTA.”

Funnel — The stages from awareness to purchase; fewer people at each step. Say: “Where in the funnel are we losing people?”

CTA hierarchy — Which action is primary, secondary, tertiary. Say: “There are four CTAs competing. Pick one primary.”

Bounce rate — Percentage who leave without doing anything.

Scroll depth — How far down people scroll.

Onboarding — The first-use experience.

Affordance — A visual cue that shows something is clickable (a button looks like a button). Say: “The links don’t look clickable. Give them affordance: underline or button style.”

Discoverability — How easy a feature is to find.

Clarity — Can someone tell what this does in five seconds? Say: “Run the five-second test: what is this page for? Rewrite the headline until the answer is obvious.”

Value proposition — The one-sentence reason to choose you. Say: “Put the value proposition in the headline, not the third paragraph.”

Trust signals — Reviews, guarantees, logos, credentials, real photos. Say: “Add trust signals near the CTA: reviews and the guarantee.”

Objection handling — Answering the doubts that stop people (“What if it doesn’t work?”). Say: “Add an FAQ that handles the top three objections.”

Social proof — Evidence that others chose you.

Urgency / scarcity — Reasons to act now (deadline, limited spots). Use honestly.

Accessibility / a11y — Usable by people with disabilities: contrast, alt text, keyboard navigation, readable fonts. Say: “Make it accessible: contrast ratios, alt text, keyboard-navigable.”

Screen reader — Software that reads pages aloud.

Heatmap — A visual of where people click and look.

A/B test / split test — Show two versions, measure which wins. Say: “Give me two headline variants for an A/B test.”

Persona — A profile of a typical customer.

Use case — A specific situation someone uses the product for.

Pain point — The problem the customer feels. Say: “Lead the copy with the pain point, then the fix.”

Above-the-fold test — Can someone understand and act without scrolling?

Mobile-friendly — Works well on phones. Most visitors are on phones.

Page speed / load time — How fast the page appears. Slow pages lose people. Say: “Improve page speed: compress images, remove unused scripts.”

SEO (search engine optimization) — Making pages show up in Google.

Keyword — The phrase people search.

Meta title / meta description — The title and blurb shown in search results.

Slug / URL — The web address of the page (yoursite.com/services/hvac). Say: "Write a meta title under 60 characters and a meta description under 155 for each page."

Local SEO — Showing up for "near me" searches.

Analytics — Data about visitors (Google Analytics).

Tracking / pixel / tag — Code that records what people do. Say: "Add the tracking pixel to the thank-you page so we count conversions."

11. DOCUMENTS & WRITING ANATOMY

Title — The name of the document.

Headline — The big line that grabs attention (articles, posts, pages).

Subtitle / deck / subhead — The supporting line under the title. Say: "Give me five headline options and one subhead for each."

Hook — The first sentence or two, built to keep people reading. Say: "Rewrite the hook so it opens with the problem, not the company."

Lede / lead — The opening paragraph that carries the main point.

Nut graf — The paragraph that says what this piece is about and why it matters. Say: "Add a nut graf after the hook: what this is and why now."

Intro / opening — The setup.

Body — The main content.

Conclusion / close / closing — The wrap-up.

Outro / sign-off — The final line, often the CTA. Say: "Cut the conclusion to one line: the ask."

Section / section header — A titled chunk of the document.

Sub-section — A section inside a section.

Heading hierarchy — H1 title, H2 sections, H3 sub-sections, consistently. Say: "Use H2 for each section and H3 for the steps inside."

Paragraph — A block of sentences on one idea. Keep them short online.

Topic sentence — The first sentence of a paragraph, stating its point. Say: "Make every paragraph start with its topic sentence."

Bullet list / bullets — Short items, no particular order.

Numbered list — Items in order (steps, rankings).

Nested list — Bullets inside bullets. Avoid more than two levels. Say: "Bullets for benefits, numbered list for the steps."

TL;DR / summary / abstract — The whole thing in a few lines, up top.

Executive summary — A one-page version for decision-makers. Say: "Add a TL;DR at the top: three bullets, under 50 words."

Key takeaways — Short list of what to remember.

Callout / call-out box / sidebar — A boxed aside for tips, warnings, or definitions. Say: "Put the pricing note in a callout box so it doesn't interrupt the flow."

Pull quote — A quote lifted from the text and enlarged.

Block quote — An indented quotation.

Table — Rows and columns. Use for comparisons.

Caption — A line under a table or image explaining it.

Figure / exhibit — A labeled chart or image in a report.

Footnote / endnote — A reference at the bottom of the page or document.

Citation / source — Where a fact came from. Say: "Cite every statistic with a source and a link."

Appendix — Extra material at the end.

Table of contents (TOC) — The list of sections at the start. Say: "Add a linked table of contents."

Glossary — Definitions of terms.

Header / footer (document) — Repeating text at the top or bottom of each page (logo, page number, date).

Page break / section break — Force a new page or section.

Cover page / title page — The first page of a formal document.

Letterhead — The branded top of a letter.

Signature block — Name, title, contact at the end.

Boilerplate — Standard text reused everywhere (an "About us" paragraph).

Template — A reusable document layout. Say: "Turn this proposal into a template with placeholders in brackets."

Placeholder — A bracketed blank to fill in: [Client Name].

Draft / version / revision — Iterations of the document.

Redline / tracked changes — Edits shown with marks.

Clean copy — The final version without marks. Say: "Give me a clean copy and a redline."

Word count / character count — Length measures.

Outline — The skeleton of headings before writing. Say: "Outline first. Headings and one line per section. No prose yet."

Skimmable / scannable — Easy to read by glancing: headers, bullets, bold key phrases. Say: "Make it scannable: short paragraphs, bold the key phrase in each."

One-pager — A single-page summary.

Brief — A short document that sets up a task (creative brief, project brief).

Memo — A short internal message.

SOP (standard operating procedure) — Step-by-step instructions for a recurring task.

Case study — A story of a customer problem and how you solved it.

White paper — A longer, authoritative report.

FAQ — Questions and answers.

Checklist — A list of items to tick off.

Script — Word-for-word text to speak.

Talking points — Bullet points to speak from.

Voice — The consistent personality of the writing.

Tone — The mood of a specific piece (the same voice can be serious or playful).

Register — How formal.

Person — First person (I, we), second person (you), third person (they). Say: "Second person, addressing the reader as 'you'."

Active voice — "We fixed the leak." **Passive voice** — "The leak was fixed." Say: "Active voice throughout."

Tense — Past, present, future.

Point of view — Whose perspective.

Jargon — Insider terms. Cut unless the audience is insiders.

Cliché / filler — Empty phrases (“in today’s fast-paced world”). Say: “Cut clichés and filler; every sentence should carry information.”

Transition — Words that connect ideas (however, next, because).

Parallel structure — Items in a list follow the same grammatical shape. Say: “Make the bullets parallel; each starts with a verb.”

Reading level / grade level — Complexity of the language.

12. EDITING & TONE WORDS FOR WRITING

Length and density

Tighten — Remove unnecessary words, keep everything important.

Condense — Compress to fewer sentences.

Trim — Cut a little.

Cut by half / cut to N words — Specific reduction.

Expand / flesh out / unpack — Add detail or explanation.

Pad — Add length without substance (usually the thing to remove). Say: “Tighten by 30% without losing any of the three points.”

Energy and force

Punch up — Make it livelier and more direct.

Sharpen — Make the point clearer and more pointed.

Strengthen — Remove hedging, use confident verbs.

Soften — Make gentler, less blunt.

Tone down — Reduce intensity or hype.

Dial back / dial up — Adjust an amount. Say: “Punch up the opening; soften the pricing paragraph.”

Feel

Warm — Friendly, human, kind.

Cold / clinical — Detached, factual.

Conversational — Like talking to someone.

Formal — Professional, structured.

Casual — Relaxed, informal.

Plain-spoken / plain language — Simple, direct, no jargon.

Authoritative — Confident expert.

Humble — Modest.

Playful / witty — Light and fun.

Urgent — Time pressure.

Reassuring — Calming, confidence-building.

Empathetic — Shows understanding of the reader’s situation.

Direct / blunt — Straight to the point.

Persuasive — Built to convince.

Neutral / objective — No slant.

Inspirational / aspirational — Uplifting.

Salesy — Pushy (usually the thing to remove). Say: “Warm and plain-spoken. Not salesy.”

Clarity

Clarify — Make the meaning unmistakable.

Simplify — Fewer, plainer words.

Specify / be concrete — Replace vague words with exact ones.

Define — Explain a term.

Disambiguate — Remove double meanings. Say: “Be concrete: replace ‘significant savings’ with the actual number.”

Structure

Lead with — Put X first.

Bury the lede — The mistake of hiding the main point. Say “don’t bury the lede” or better: “Put the main point in the first sentence.”

Front-load — Most important information first.

Reorder — Change sequence.

Chunk — Break into digestible pieces.

Signpost — Add headers or phrases that tell the reader where they are. Say: “Front-load the ask. Signpost each section with a header.”

Polish

Proofread — Fix typos and grammar only.

Copyedit — Fix grammar, consistency, clarity; light touch.

Line edit — Improve sentences for flow and style.

Developmental edit / structural edit — Rethink the structure and argument.

Fact-check — Verify claims. Say: “Copyedit only. Don’t change my voice or structure.”

Consistency

Style guide — Rules for spelling, capitalization, formatting.

House style — Your organization’s style guide.

Consistent terminology — One name for one thing throughout. Say: “Pick one: ‘customer’ or ‘client’. Use it throughout.”

13. EMAIL & MESSAGING

Subject line — The line in the inbox. Decides whether it gets opened.

Preheader / preview text — The snippet after the subject line in the inbox. Say: “Three subject lines under 45 characters, plus a preheader for each.”

Greeting / salutation — “Hi Sarah,”

Opener — The first line after the greeting.

Body — The message.

Ask — The one thing you want them to do.

CTA — The button or link.

Close / sign-off — “Thanks,” “Best,”

Signature — Name, title, contact.

P.S. — A postscript; often the second-most-read line. Say: “One ask, placed in the first two sentences. Add a P.S. with the deadline.”

Plain-text email — No design, looks like a personal email.

Designed / HTML email — Branded layout with images.

Newsletter — A recurring email to a list.

Sequence / drip / nurture — A series of automated emails over time.

Broadcast / blast — One email to the whole list.

Follow-up / bump — A reminder email.

Cold email — To someone who does not know you.

Warm email — To someone who does. Say: “A three-email follow-up sequence: day 1, day 4, day 10.”

Thread — The chain of replies.

Reply-all — Everyone in the thread.

CC / BCC — Copy visibly / copy invisibly.

Forward — Send to someone new.

Personalization — Using the reader’s name, company, or details.

Merge field / merge tag — The placeholder that fills in automatically ({{FirstName}}). Say: “Add a merge field for first name and company.”

Open rate / click rate / reply rate — Email performance measures.

Unsubscribe link — Legally required in marketing emails.

Tone for texts / SMS — Short, casual, one link, clear who it is from. Say: “Write it as an SMS: under 160 characters, name the business first, one link.”

Out-of-office / auto-reply — Automatic response.

Slack / Teams message — Short, skimmable, often bulleted; bold the ask.

14. PRESENTATIONS & SLIDES

Deck — The whole presentation.

Slide — One screen.

Title slide — The first slide: title, presenter, date.

Agenda slide — What is coming.

Section divider — A slide that introduces a new part.

Closing slide / thank-you slide — The last slide, often with contact info.

Q&A slide — “Questions?” Say: “Add section dividers between the three parts and a closing slide with the QR code.”

Slide title / headline — The line at the top. Best when it states the takeaway (“Costs are up 9%”), not the topic (“Costs”).

Takeaway line / so-what — The one-sentence conclusion on the slide. Say: “Rewrite every slide title as a takeaway, not a topic.”

Body / content area — The main part of the slide.

Speaker notes — Text only the presenter sees. Say: “Add speaker notes with the talking points for each slide.”

Layout — The arrangement: title only, title + content, two-column, image + text, full-bleed image. Say: “Use a two-column layout: chart left, three bullets right.”

Template / theme / master — The shared design all slides inherit. Say: “Apply one theme so the fonts and colors match on every slide.”

Build / animation / reveal — Bullets appearing one at a time. Say: “Reveal the five parts one at a time.”

Transition — The effect between slides. Keep it plain or none.

One idea per slide — The density rule for clear decks. Say: “One idea per slide. Split any slide with more than one.”

Text-heavy — Too many words on a slide. The common failure. Say: “This slide is text-heavy. Cut to three bullets under eight words each and move the rest to speaker notes.”

Visual / hero slide — A slide that is mostly one image or one number.

Big number slide — One statistic, huge.

Chart slide — A slide with a chart and one takeaway.

Placeholder — A box where content goes.

Footer — The bottom strip: page number, logo, confidentiality.

Handout / leave-behind — The version people take with them; can be denser than the presented deck. Say: “Make a handout version: same content, more detail in each slide.”

Pitch deck — A deck for investors or clients: problem, solution, market, traction, team, ask.

Aspect ratio (slides) — 16:9 is standard.

Slide count — Roughly one slide per minute of talking.

15. SPREADSHEETS & DATA

Spreadsheet / workbook — The whole file.

Sheet / tab — One page inside it. Say: “Put raw data on one tab and the summary on another.”

Cell — One box. Named by column letter and row number (B12).

Row — Horizontal. **Column** — Vertical.

Header row — The top row that names each column.

Range — A block of cells (A1:D20). Say: “Bold and freeze the header row.”

Freeze panes — Keep the header visible while scrolling.

Formula — A calculation in a cell (=SUM(B2:B20)).

Function — A built-in formula (SUM, AVERAGE, IF, VLOOKUP, XLOOKUP). Say: “Add a formula that totals column D.”

Reference — A formula pointing at other cells.

Absolute reference (\$A\$1) — Stays fixed when copied.

Sort — Reorder rows by a column.

Filter — Show only rows that match. Say: “Add a filter to the header row and sort by date, newest first.”

Pivot table — A summary table that groups and totals data (sales by month, by rep). Say: “Build a pivot table: revenue by month, one row per customer.”

Lookup — Pull a value from another table by matching an ID.

Conditional formatting — Color cells based on a rule (red if negative). Say: “Conditional formatting: highlight anything overdue in red.”

Data validation / dropdown in a cell — Restrict what can be entered. Say: “Add a dropdown in the Status column: Open, In progress, Done.”

Number format — How numbers display: currency, percentage, date. Say: “Format column C as currency with no decimals.”

Duplicate — A repeated row.

Clean / dedupe / normalize — Fix messy data: remove duplicates, fix capitalization, standardize formats. Say: “Clean this list: remove duplicates, fix name capitalization, standardize phone formats.”

Merge cells — Combine cells into one (usually avoid; breaks sorting).

Blank / null / empty — No value.

Total row / subtotal — Sums at the bottom.

Column width / wrap text — Fit content in cells.

CSV — A plain-text table file that any tool can open.

Export / import — Move data out or in.

Raw data — Unprocessed records.

Summary / dashboard — The rolled-up view. Say: “Build a one-tab dashboard from the raw data: totals, averages, top five.”

Average vs. median — Average can be skewed by outliers; median is the middle value.

Outlier — An unusually high or low value.

Trend — Direction over time.

Variance / delta — The difference between two numbers.

Percent change — (New minus old) divided by old. Say: “Add a column with month-over-month percent change.”

KPI (key performance indicator) — A number that measures success.

Metric — Any measured number.

Benchmark — A comparison standard.

Forecast / projection — Estimated future values.

Model — A spreadsheet that calculates outcomes from assumptions.

Assumption — An input you can change (price, growth rate).

Scenario — A set of assumptions (best case, worst case). Say: “Put all assumptions on one tab in blue so I can change them.”

16. CHARTS & VISUALS

Chart / graph — Data shown visually.

Bar chart — Compare amounts across categories.

Column chart — Vertical bars.

Line chart — Show change over time.

Pie chart / donut — Parts of a whole (use sparingly; hard to read past five slices).

Area chart — Line chart with the area filled.

Scatter plot — Relationship between two variables.

Stacked bar — Bars split into parts.

Histogram — Distribution of values.

Gauge / progress — Progress toward a goal.

Funnel chart — Drop-off through stages.

Heatmap — Color intensity across a grid.

Table — Sometimes the right chart is a table. Say: "Line chart for revenue over time; bar chart for revenue by service."

Axis — The horizontal (x) and vertical (y) lines with scales.

Axis label / axis title — What the axis measures and its units.

Scale — The range of the axis. Starting a bar chart above zero exaggerates differences. Say: "Start the y-axis at zero. Label it 'Revenue (\$)'."

Legend — The key that explains colors or series.

Series — One set of data on a chart (this year vs. last year are two series).

Data labels — The numbers printed on the bars or points. Say: "Add data labels and remove the legend; there's only one series."

Gridlines — The faint background lines. Reduce them.

Annotation / callout — A note on the chart pointing at something. Say: "Annotate the spike in March: 'Spring promo'."

Title (chart) — Best as a takeaway ("Revenue doubled after March").

Trendline — A line showing the overall direction.

Color (chart) — One highlight color for the important series, gray for the rest. Say: "Gray out all bars except this year; make this year the brand color."

Sort (chart) — Order bars largest to smallest unless the categories have a natural order.

Chart junk — Decoration that adds nothing (3D effects, shadows, gradients). Remove. Say: "Remove chart junk: no 3D, no shadows, minimal gridlines."

17. IMAGES, PHOTOS & AI IMAGE/VIDEO PROMPTING

Use these when generating or editing images and video with AI. Describe the subject, then the scene, then the camera, then the light, then the style.

Subject and scene

Subject — The main thing in the image.

Setting / environment / background — Where it is.

Foreground / midground / background — Depth layers.

Props — Objects in the scene.

Action / pose — What the subject is doing.

Expression — Facial emotion.

Wardrobe / styling — Clothing and look. Say: "Subject: a golden retriever wearing a corduroy hat. Setting: a porch at sunrise. Action: sitting, looking at the camera."

Framing and camera

Close-up / extreme close-up — Tight on the subject.

Medium shot — Waist up.

Wide shot / establishing shot — Whole scene.

Full-body shot — Head to toe.

Over-the-shoulder — From behind one subject looking at another.

Eye level / low angle / high angle / bird's-eye / worm's-eye — Camera height.

Dutch angle — Tilted.

Centered / rule of thirds — Subject placement.

Negative space — Empty area, good for placing text later.

Depth of field — How much is in focus. **Shallow** = blurry background (bokeh). **Deep** = everything sharp.

Focal length — 35mm (wide), 50mm (natural), 85mm (portrait).

Macro — Extreme close-up of small things. Say: "Medium shot, eye level, shallow depth of field, subject on the left third with negative space on the right for text."

Light

Natural light / daylight — Sun.

Golden hour — Warm, low sun just after sunrise or before sunset.

Blue hour — Cool light just after sunset.

Overcast / soft light — Diffused, no hard shadows.

Hard light — Strong shadows.

Studio lighting — Controlled, clean.

Backlit / rim light — Light from behind, glowing edges.

Side light — Dramatic, textured.

Neon / moody / cinematic — Stylized lighting.

High-key — Bright, few shadows. **Low-key** — Dark, dramatic. Say: "Golden hour, backlit, soft shadows."

Style and medium

Photorealistic / photo — Looks like a real photograph.

Editorial — Magazine-style.

Product photography — Clean, on white or simple background.

Lifestyle photography — In real use.

Flat illustration / vector — Simple shapes.

Line art — Outlines.

Watercolor / oil painting / sketch / pencil — Traditional media.

3D render / claymation / low-poly — Computer-generated looks.

Pixel art / retro / vintage / film grain — Period looks.

Minimalist — Very little in the frame.

Cinematic — Movie-like: wide aspect ratio, dramatic light, color grade.

Isometric — 3D without perspective. Say: "Photorealistic product photography, on white, soft studio light."

Color and finish

Color palette — The dominant colors.

Color grade — The overall tint (warm, cool, teal-and-orange).

Muted / vibrant / monochrome / black and white — Saturation.

High contrast / low contrast — Range from dark to light.

Matte / glossy — Surface finish. Say: "Warm color grade, muted palette, slight film grain."

Composition rules

Aspect ratio — 1:1 (square, social), 4:5 (portrait, Instagram), 9:16 (vertical, Stories/Reels), 16:9 (wide, YouTube, slides), 3:2 (photo). Say: "9:16 for Reels, with the subject in the upper two-thirds."

Text-safe area — Space where text will be overlaid later.

Clean plate — The scene with no subject, for compositing.

Editing existing images

Remove the background — Isolate the subject.

Extend / outpaint — Add more image beyond the edges.

Inpaint / edit region — Change only one area.

Upscale — Increase resolution.

Retouch — Clean up blemishes.

Recolor — Change specific colors.

Relight — Change the lighting.

Restyle — Apply a new style to the same content. Say: "Remove the background, extend the canvas to 16:9, keep the product unchanged."

Consistency

Reference image — An image the AI should match or draw from. **Match exactly** vs. **use as inspiration** — Say which.

Consistent character — The same person or mascot across images.

Seed / style lock — Keeping the same look across generations (tool- dependent). Say: "Use the attached reference for the mascot; keep his face, hat, and proportions identical in every image."

Video

Shot / scene / sequence — A single take, a location, a series of shots.

B-roll — Supporting footage.

Cut / transition — Change between shots.

Pan / tilt / dolly / zoom / tracking shot — Camera movements.

Static shot — Camera does not move.

Slow motion / time-lapse — Speed changes.

Duration / length — Clip length in seconds.

Loop — Plays seamlessly repeated.

Voiceover (VO) — Spoken narration.

Caption / subtitle — On-screen text.

Lower third — Name and title overlay at the bottom.

Storyboard — Sketches of each shot in order.

Shot list — The written list of shots. Say: "Five-second clip, slow dolly in, static subject, 9:16, loopable."

18. BRAND & IDENTITY

Brand — The whole impression people have of you.

Brand identity — The visual and verbal system: logo, colors, fonts, voice.

Brand guidelines / brand guide / brand book — The rules document. Say: "Write a one-page brand guide: logo use, colors with hex codes, fonts, voice."

Logo — See section 8. **Variations**: full color, one-color, reversed (white on dark), icon only.

Tagline / slogan — A short memorable phrase.

Mission — Why you exist. **Vision** — Where you are going.

Positioning — How you are different from alternatives, in the customer's mind.

Value proposition — The clear benefit and why you. Say: "Write a positioning statement: for [who], we are the [category] that [difference]."

Brand voice — The consistent personality in writing.

Voice attributes — Three or four adjectives (warm, direct, expert, playful).

Tone of voice guide — How the voice flexes by situation. Say: "Define our voice in three adjectives with a do/don't example for each."

Messaging / key messages / pillars — The three to five things you always say.

Brand assets — Logos, fonts, photos, templates.

Asset library / brand kit — Where they live.

Style tile / mood board — A collage of colors, fonts, and images that sets the direction before design starts. Say: "Make a mood board: three directions, each with palette, type, and three reference images."

Sub-brand — A brand under the main brand.

Rebrand / refresh — A full change vs. a light update.

Consistency — Same look and voice everywhere. The point of a brand.

Merch / apparel / print collateral — Physical branded items: shirts, hats, business cards, flyers, signage.

Print-ready — File prepared for a printer: CMYK, bleed, high resolution.

Bleed — Extra image beyond the trim line so nothing is cut short.

CMYK vs. RGB — Print colors vs. screen colors.

Vector vs. raster — Scalable shapes (logos) vs. pixel images (photos). Say: "Export the logo as a vector, CMYK, with a quarter-inch bleed."

19. CODE & SOFTWARE (for non-coders talking to AI builders)

You do not need to code to build with AI. You need to describe what you want in the words the AI uses. These are those words.

The big picture

App / application / software — A program that does something.

Web app — Runs in a browser.

Mobile app — Runs on a phone (iOS, Android).

Website — Pages of content; a web app adds interaction and data.

Frontend — What the user sees and touches.

Backend — The behind-the-scenes logic and storage.

Full-stack — Both.

Database — Where data is stored (customers, orders).

Server — The computer that runs the backend.

Cloud — Servers you rent instead of own. Say: “Build a simple web app: a form on the frontend that saves to a database on the backend.”

Feature — One thing the software can do.

Function / functionality — What it does.

Requirement / spec (specification) — A description of what must be built.

User story — “As a [who], I want [what] so that [why].”

Scope — What is in and out of the project.

MVP (minimum viable product) — The simplest version that works. Say: “Give me an MVP: only the three features needed to take a booking.”

Tech stack / stack — The set of tools used (React, Node, Postgres).

Framework — A structured toolkit for building (React, Next.js, Django).

Library / package / dependency — Reusable code someone else wrote.

Plugin / extension / add-on — Adds a feature to an existing tool.

No-code / low-code — Tools that build without writing code (Webflow, Bubble, Softr).

CMS (content management system) — A tool to edit site content without code (WordPress, Webflow). Say: “Recommend a stack for a non-technical owner who wants to edit content themselves.”

Data and connections

Data — Information stored and moved.

Record / entry / row — One item in a database.

Field — One piece of information in a record (email).

Schema / data model — The structure: what tables, what fields. Say: “Design the data model: customers, jobs, invoices, and how they relate.”

API (application programming interface) — How software talks to other software.

Endpoint — One specific address in an API you can call.

Request / response — What you send / what you get back.

Integration — Connecting two tools so they share data.

Webhook — An automatic message one tool sends another when something happens (“new form submitted”).

Sync — Keep data matching in two places.

Import / export — Bring data in / send data out.

Authentication / auth / login — Proving who you are.

Authorization / permissions / roles — What you are allowed to do.

API key / token / credentials — The secret that grants access. Never paste these into public chats.

OAuth / “Sign in with Google” — Logging in through another account. Say: “Integrate the form with our CRM via webhook; when a form submits, create a contact.”

Building and shipping

Code / codebase / repo (repository) — The files that make the software; where they are stored (GitHub).

Commit — A saved change. **Branch** — A separate line of work. **Merge** — Combine branches. **Pull request (PR)** — A proposed change for review.

Version control — Tracking every change (Git). Say: “Put this in a new branch and open a PR so I can review.”

Build — Turning code into a runnable program.

Deploy / ship / push live — Put it where users can use it.

Hosting — Where the site or app lives online.

Environment — A copy of the system: **dev / local** (your machine), **staging / test** (a preview), **production / prod / live** (real users). Say: "Deploy to staging first so I can check it before production."

Environment variable / config / settings — Values that change between environments (API keys, URLs).

Hard-coded — A value typed directly into the code instead of a setting. Usually a thing to fix. Say: "Don't hard-code the phone number; put it in a config setting."

Placeholder data / mock data / dummy data / seed data — Fake data for testing. Say: "Seed the database with ten fake customers so I can test."

Test / testing — Checking that it works. **Unit test** (one piece), **integration test** (pieces together), **end-to-end test** (the whole flow).

QA (quality assurance) — The process of testing.

Edge case — An unusual situation (empty name, huge order). Say: "Test the edge cases: empty form, duplicate email, phone with dashes."

Bug — A mistake that causes wrong behavior.

Error / exception — The program hits something it cannot handle.

Error message / stack trace — The text describing the error. Paste it into the chat.

Crash — The program stops.

Console / logs — Where the program writes messages, including errors.

Debug / troubleshoot — Find and fix the bug. Say: "Here's the error message from the console: [paste]. Diagnose and fix."

Refactor — Improve the code's structure without changing what it does.

Clean up — Tidy the code.

Tech debt — Shortcuts that cost later.

Performance / optimize — Make it faster.

Cache — Store a copy so it loads faster next time.

Latency — Delay.

Scalable — Handles growth.

Documentation / docs / README — Written explanation of how it works. Say: "Write a README that explains how to run this and change the settings."

Comment — A note inside code for humans.

Variable — A named value.

Function — A reusable block of code that does one thing.

Parameter / argument — An input to a function.

Return — The output.

Loop — Repeat.

Condition / if-then — Branching logic.

Boolean — True or false.

String / number / date / list (array) / object — Types of data.

Null / undefined — No value. Say: "Write a function that takes a phone number and returns it formatted as (615) 555-0100."

Script — A small program that does one task.

Command / command line / terminal — Typing instructions to the computer.

Run / execute — Start the program.

Install — Add software or a package.

Update / upgrade / patch — Newer version.

Deprecated — Old, will stop working.

Prompt injection — When text inside a document or web page tricks the AI into doing something else. Relevant when AI reads outside content.

Sanitize / validate input — Check and clean what users type.

Cursor / Claude Code / Copilot / Replit / Lovable / v0 / Bolt — AI coding tools. The vocabulary above works in all of them.

Words that get better code from AI

- “Keep it simple; the fewest moving parts that work.”
- “Explain what you’re about to change before you change it.”
- “Make the smallest change that fixes this. Don’t refactor anything else.”
- “Show me the diff / what changed.”
- “Add comments explaining the non-obvious parts.”
- “Handle the error gracefully: show the user a friendly message.”
- “Make it work first, then make it pretty.”
- “Don’t invent an API; if you’re not sure the function exists, say so.”

20. WEBSITES: HOSTING, DOMAINS & PUBLISHING

Domain / domain name — Your web address (goagentix.com).

Subdomain — A prefix (blog.goagentix.com).

TLD — The ending (.com, .co, .io).

Registrar — Where you buy the domain (GoDaddy, Namecheap, Cloudflare).

DNS — The settings that point your domain to your site and email.

DNS record (A, CNAME, MX, TXT) — Individual pointers. MX = email. Say: “Give me the DNS records I need to add to point the domain at the new site without breaking email.”

Hosting / host — Where the site files live.

Site builder — Squarespace, Wix, Webflow, WordPress, Shopify.

SSL / HTTPS / padlock — The security certificate. Required.

Propagation — The wait after changing DNS (up to 48 hours).

Redirect (301) — Send an old URL to a new one. Do this when pages move. Say: “Set up 301 redirects from every old page URL to the new one.”

Staging site / preview — A private copy to review before launch.

Publish / go live / launch — Make it public.

Backup — A saved copy you can restore.

Uptime / downtime — Site is available / not.

Cache (site) — Stored copies for speed; “clear the cache” when changes don’t appear.

CDN — A network that serves your site faster worldwide.

Sitemap — A file listing all pages for Google.

Robots.txt — Rules for search engine crawlers.

Favicon — The tab icon.

Google Business Profile — Your listing on Google Maps and Search.

Analytics / Search Console — Google's traffic and search reporting tools. Say: "Checklist for launch: SSL on, redirects done, sitemap submitted, analytics installed, favicon set."

E-commerce terms — **Product page**, **cart**, **checkout**, **SKU** (product code), **inventory**, **variant** (size/color), **shipping rules**, **payment gateway** (Stripe, Square), **abandoned cart**, **order confirmation**. Say: "Add a size variant to the hat with S, M, L and separate inventory for each."

21. AUTOMATION, AGENTS & BUSINESS SYSTEMS

Automation — A task that runs by itself when something happens.

Workflow / flow / scenario / zap — The chain of steps in an automation (Zapier, Make, n8n).

Trigger — What starts it ("new form submission").

Action / step — What it does ("send an email", "add a row").

Condition / filter / branch — "Only if the amount is over \$500."

Delay / wait — Pause before the next step.

Loop / iterate — Repeat for each item. Say: "Trigger: new booking. Actions: add to the calendar, text the customer a confirmation, add a row to the sheet. Condition: only for new customers, send the welcome sequence."

Integration / connector — The link between two apps.

Native integration — Built in. **Third-party** — Via Zapier, Make, n8n.

MCP (Model Context Protocol) — A standard way to connect AI assistants to tools and data (your calendar, CRM, files). Say: "Connect the AI to my calendar via MCP so it can check availability."

CRM (customer relationship management) — The system that tracks leads and customers (HubSpot, GoHighLevel, Salesforce).

Contact / lead / deal / opportunity — Records in a CRM.

Pipeline / stage — The steps a deal moves through.

Tag / segment / list — Grouping contacts.

Sequence / cadence — Scheduled follow-ups.

Lead scoring — Ranking leads by likelihood to buy. Say: "Set up a pipeline: New lead, Contacted, Quote sent, Won, Lost."

Agent (AI agent) — An AI that can take actions and use tools, not just answer.

Chatbot — An AI that chats (web, SMS, social).

Voice agent / AI receptionist — An AI that answers the phone.

IVR — The "press 1 for sales" menu.

Transcript — The text of a call or conversation.

Knowledge base — The documents an AI uses to answer questions (FAQ, policies).

Handoff / escalation — When the AI passes to a human.

Guardrails — Rules that keep the AI within bounds.

Intent — What the caller is trying to do.

Fallback — What happens when the AI does not understand. Say: "Build a voice agent that books appointments, answers the

top ten FAQs from the knowledge base, and hands off to a human for anything about billing.”

Orchestrator — The AI or system that coordinates several agents or steps.

Sub-agent / worker — An agent handling one piece.

Multi-agent system — Several agents working together.

Tool / tool call / function call — When an AI uses a capability (search, calendar, database).

RAG (retrieval-augmented generation) — The AI looks up your documents before answering, so it answers from your material.

Fine-tuning — Training a model on your data (rarely needed; RAG usually suffices).

SOP (standard operating procedure) — Written steps for a recurring task. The raw material for automation. Say: “Turn this SOP into an automation spec: trigger, steps, conditions, who gets notified.”

Dashboard — A screen of key numbers.

Report — A scheduled summary.

Notification / alert — A message when something happens.

Onboarding (customer) — The steps a new customer goes through.

Intake form — The first form a new customer fills in.

Booking / scheduling — Appointment tools (Calendly, cal.com).

Invoice / quote / estimate / proposal — Money documents.

Payment link — A URL that takes payment.

ROI (return on investment) — Benefit divided by cost.

Time saved / hours saved — The common ROI measure for automation. Say: “Estimate hours saved per week if we automate intake, scheduling, and follow-up.”

22. AI & PROMPTING TERMS

AI / LLM (large language model) — The technology behind ChatGPT, Claude, Gemini, Grok. It predicts the most likely next words based on what it has read.

Model — A specific version (GPT-5, Claude, Gemini). Different models, different strengths.

Prediction engine — What an LLM is. No context in, average of the internet out.

Prompt — What you type to the AI.

System prompt / custom instructions / preferences — Standing instructions that apply to every chat.

Skill — A reusable instruction set the AI loads when relevant (Claude).

Custom GPT / Gem / Custom Agent / Project — Saved configurations with their own instructions and files (ChatGPT, Gemini, Grok, Claude).

Memory — What the AI remembers about you across chats. Say: “Remember this for all future conversations: [instruction].”

CRAFT — Context, Role, Ask, Format, Tune. The structure of a good prompt.

Context — The background the AI needs and cannot see.

Context window — How much the AI can hold in mind at once. Long chats push early instructions out; start fresh when it drifts.

Token — A chunk of text (roughly three-quarters of a word). Limits and prices are measured in tokens.

Attachment / upload — Files and images you give the AI as context.

Screenshot — The fastest way to give visual context.

Role — The lens you ask the AI to think through.

Persona — A defined character or voice.

Zero-shot — Ask with no examples.

One-shot — Ask with one example.

Few-shot — Ask with several examples to match.

Chain-of-thought — “Think step by step.”

Reasoning mode / thinking mode / extended thinking — A model setting that spends more time reasoning before answering. Use for hard problems.

Constraint — A hard limit you state.

Reverse prompting / meta-prompting — Ask the AI to write the prompt.

Clarifying prompt — Ask the AI to interview you.

Chunking / prompt chaining — Break one big ask into steps, feeding each result into the next.

Structured output / JSON — Asking for the answer in a fixed, machine- readable shape (a table, a list of fields) so another tool can use it. Say: “Return this as a table with columns: name, email, status.”

Checkpoint — A stop-and-wait point between steps. Say: “Do step one, then stop and wait for my OK.”

Reflection / self-critique — Ask the AI to critique and improve its draft.

Grounded / grounding — Answer only from provided material.

Hallucination / confabulation — The AI states something false with confidence. Reduce it with grounding, sources, and “say if you don’t know.” Say: “If you’re not sure, say so. Don’t invent sources or numbers.”

Citation / source — Where a claim came from. Ask for links.

Fact-check / verify — Confirm independently.

Output — What the AI produces.

Draft / iteration / version — Rounds of output.

Regenerate / retry — Ask for another attempt at the same prompt.

Refine / tune — Ask for a specific change.

Branch / edit message — Go back and change an earlier prompt to fork the conversation.

Artifact / canvas — A side panel where the AI builds documents and code you can edit (Claude Artifacts, ChatGPT Canvas, Gemini Canvas).

Project / workspace — A folder of chats and files with shared instructions.

Thread / chat / conversation / session — One back-and-forth.

New chat — A clean slate. Use one when the topic changes or the AI drifts.

Web search / browse — The AI looks things up live.

Deep research — A longer, multi-source report mode.

Code execution — The AI runs code to compute, chart, or build files.

Voice mode / talk-to-type / dictation — Speaking your prompt. Faster than typing for long context.

Temperature — A setting (mostly in developer tools) controlling randomness. Lower = more predictable.

Parameters — Settings that shape output.

API — Developer access to a model.

Agent — An AI that takes actions and uses tools.

Tool use / function calling — The AI using a capability.

Guardrails — Rules that constrain behavior.

Jailbreak — Tricking an AI into breaking its rules. Not a productivity technique.

Prompt injection — Hidden instructions in content the AI reads.

Latency — How long the answer takes.

Rate limit / usage limit — Caps on how much you can use.

Free tier / Pro / Plus / Max / Team / Enterprise — Plan levels.

Descriptive language — The detail the AI needs to perform at a high level. The whole point of this dictionary.

23. FEEDBACK & TUNE VOCABULARY

The first draft is a starting point, not a verdict. Name what works, name what is wrong, say what you want instead. Pinpoint; don't paraphrase.

The three-part tune note: - KEEP: what is working. - CHANGE: the exact part and what to do to it. - LEAVE: "everything else the same."

Keep / lock / preserve — Don't touch.

Closer / warmer / getting there / 80% there — Signals the direction is right; keep going.

Wrong direction / start over / scrap it — Signals a reset.

More like X / less like Y — Comparison feedback.

Between version 1 and version 2 — Blend feedback.

Match this — Reference feedback (paste a sample or attach an image).

Try again / another version / give me three — Quantity feedback.

Show me only what changed — Reduces noise.

Explain why you chose that — Reveals the reasoning so you can correct it.

Defend the pick — For rankings and recommendations.

Push back if you disagree — Invites honest critique.

What am I missing? — Invites gaps.

Rate this 1 to 10 and say what would make it a 10 — Self-assessment.

Change one thing at a time — Isolates what helped.

24. SAY THIS, NOT THAT

Instead of	Say
Make it pop	Increase contrast on the headline and add whitespace around it
Make it cleaner	Remove secondary elements, add whitespace, standardize spacing
It feels off	The hierarchy is unclear; make the headline dominant and mute the subhead
Make it modern	Sans-serif type, more whitespace, fewer borders, muted palette, one accent color
Make it professional	Formal register, consistent spacing, no decorative fonts, neutral palette
Make it fun	Brighter accent color, rounded corners, playful headline, one illustration
Fix the top	In the hero, [specific change]
Move that thing	Move the [name of the part] to [where]

Make the words better	Tighten the copy; lead with the benefit; plain language
Shorter	Cut to [N] words / [N] sentences / [N] bullets
Longer	Expand [section] with [an example / a step / a reason]
More exciting	Punch up the verbs, cut hedging, open with the outcome
Less salesy	Remove hype adjectives, state facts, one CTA
Nicer colors	Use [palette / hex codes]; one accent, the rest neutral
Bigger	Scale [part] up by about [amount]
Doesn't look right on my phone	On the mobile view, [part] [problem]; stack the columns / shorten the headline
Don't do X	Do Y instead (say the positive target)
Fix everything	Change only [X]. Keep the rest identical.
Make it like Apple / Nike	Use a minimal layout: large whitespace, one image, short headline, one CTA (describe the qualities, not the brand)
Do it again but better	Keep [what worked]. Change [specific thing].
I don't like it	The [part] is [too X]; make it [Y]
Can you check this?	Review for [typos / tone / accuracy]; list issues, then fix
Just make it work	Make the smallest change that fixes [the specific error]

25. READY-MADE EDIT SENTENCES (copy and paste)

Websites

- “In the hero, make the headline bigger, cut the subtitle to one line, and make the primary button higher contrast.”
- “Reduce the nav to four links and collapse it into a hamburger menu on mobile.”
- “Turn the three services into cards: icon, title, two-line description, ‘Learn more’ link. Three per row on desktop, stacked on mobile.”
- “Add a testimonials section between benefits and pricing: three quotes, first name, city, star rating.”
- “Put the FAQ in an accordion, collapsed by default, with the top five objections.”
- “Add more padding inside the cards and widen the gutters between them.”
- “Fix the hierarchy on this section: one H2, body text smaller, the button is the only accent color.”
- “Add a dark overlay at 40% on the hero image so the white text is readable.”
- “Make the ‘Book now’ button sticky at the bottom of the screen on mobile.”
- “Standardize all buttons: same height, same corner radius, same font weight.”
- “Check the mobile view: the headline wraps to four lines; shorten it to fit in two.”
- “Write meta titles under 60 characters and meta descriptions under 155 for every page.”

Documents

- “Add a TL;DR at the top: three bullets, under 50 words.”
- “Every section gets an H2, every step inside it an H3.”
- “Make every paragraph start with its topic sentence.”
- “Cut the conclusion to one line: the ask.”
- “Put the pricing note in a callout box.”
- “Convert this paragraph into a numbered list of steps.”
- “Copyedit only. Keep my voice and structure.”
- “Bring this to an eighth-grade reading level without dumbing down the facts.”
- “Make it scannable: short paragraphs, bold the key phrase in each.”
- “Turn this into a template with bracketed placeholders.”

Email

- “Three subject lines under 45 characters. One ask, in the first two sentences. Under 120 words. Add a P.S. with the deadline.”
- “Rewrite as if texting a longtime customer: warm, short, no corporate words.”
- “Make this a three-email follow-up sequence: day 1, day 4, day 10, each shorter than the last.”

Slides

- “Rewrite every slide title as a takeaway, not a topic.”
- “This slide is text-heavy. Cut to three bullets under eight words and move the rest to speaker notes.”
- “Two-column layout: chart left, three bullets right, one takeaway line under the title.”
- “Add section dividers between the three parts and a closing slide with contact info and a QR code.”

Spreadsheets

- “Bold and freeze the header row. Add filters. Sort by date, newest first.”
- “Build a pivot table: revenue by month, one row per customer.”
- “Conditional formatting: overdue in red, due this week in yellow.”
- “Put all assumptions on one tab in blue so I can change them.”
- “Clean this list: remove duplicates, fix capitalization, standardize phone numbers.”

Images

- “Photorealistic product shot on white, soft studio light, 1:1, subject centered.”
- “Medium shot, eye level, golden hour, shallow depth of field, subject on the left third with negative space on the right for text.”
- “Remove the background, extend the canvas to 16:9, keep the product unchanged.”
- “Match the attached reference exactly: same character, same hat, same proportions.”
- “Pull only the palette and mood from the reference; keep our layout.”

Code and automation

- “Make the smallest change that fixes this error. Don't refactor anything else. Show me the diff.”
- “Explain what you're about to change before you change it.”
- “Trigger: new form submission. Actions: create the CRM contact, send the confirmation text, add a row to the sheet.”
- “Build the MVP: only the three features needed to take a booking.”
- “Here's the error from the console: [paste]. Diagnose, then fix.”

Tuning anything

- “Closer. Cut the second paragraph, sharpen the opening, keep the ending exactly as is.”
- “80% there. The tone is right. Shorten by a third.”
- “Keep the structure; change only the words.”
- “Give me two versions: one this length, one half.”
- “Rate this 1 to 10 and tell me what would make it a 10. Then do that.”

26. MONEY & BUSINESS NUMBERS

Use these when asking AI to analyze, plan, or explain the numbers.

Revenue / sales / top line — Money coming in before any costs.

Cost of goods (COGS) — What it costs to deliver what you sell.

Gross profit / gross margin — Revenue minus COGS; margin is that as a percentage.

Overhead / operating expenses / fixed costs — Costs that exist whether or not you sell (rent, salaries, software).

Variable costs — Costs that rise with each sale (materials, per-job labor).

Net profit / bottom line — What's left after everything. Say: "Show gross margin and net margin as percentages, side by side."

Markup vs. margin — Markup is the increase over cost; margin is profit as a share of price. A 50% markup is a 33% margin. Say which you mean. Say: "Price this at a 40% margin, not a 40% markup."

Break-even — The point where revenue covers costs. Say: "How many jobs per month to break even at this price?"

Cash flow — Timing of money in and out. Profitable businesses can still run out of cash.

Runway — How many months of cash you have at the current burn.

Burn rate — How much cash you lose per month.

Accounts receivable (AR) — Money customers owe you. **Accounts payable (AP)** — Money you owe.

Aging — How overdue invoices are (30, 60, 90 days). Say: "Build a 13-week cash flow forecast from these numbers."

Pricing terms — **List price**, **discount**, **tiered pricing** (good / better / best), **bundle**, **anchor price** (the high option that makes the middle look reasonable), **price increase**, **grandfathered** (old customers keep the old price).

Customer math — **CAC** (cost to acquire a customer), **LTV** (lifetime value: what a customer is worth over their whole relationship), **churn** (the rate customers leave), **retention**, **repeat rate**, **average order value (AOV)**, **conversion rate**. Say: "Estimate LTV from an average ticket of \$300, three visits a year, and four years average retention."

ROI (return on investment) — Gain divided by cost.

Payback period — How long until an investment pays for itself.

Hours saved — The common ROI measure for automation. Say: "Give me ROI and payback period for the \$4,000 software at 6 hours saved per week."

Budget / actual / variance — What you planned, what happened, the gap.

Forecast / projection — Estimated future numbers.

Run rate — Current pace, annualized.

Year over year (YoY) / month over month (MoM) — Comparison periods.

Seasonality — Predictable ups and downs across the year.

Unit economics — Profit per one unit sold or one customer served.

Scenario / sensitivity — Best case, base case, worst case; what changes if one input moves. Say: "Run three scenarios: 10% fewer customers, flat, 10% more."

Payroll terms — **Gross pay**, **net pay**, **W-2 vs. 1099** (employee vs. contractor), **overtime**, **labor cost as a percent of revenue**.

Tax and entity words — **LLC**, **S-corp**, **sole proprietor**, **estimated taxes**, **deduction**, **write-off**, **depreciation**. Ask AI for plain-English explanations; confirm decisions with a CPA. Say: "Explain the difference between an LLC and an S-corp in plain language, then list the questions I should ask my CPA."

27. PROJECTS, TASKS & WORKING WITH A BUILDER

Use these when you hire someone (human or AI) to build something, or when you ask AI to plan a project.

Scope — What's included and what isn't.

Scope creep — When extras sneak in without a change in price or time. Say: "Define scope in a bulleted in/out list before quoting."

Deliverable — A concrete thing that gets handed over.

Milestone — A checkpoint with a deliverable and a date.

Timeline / schedule — Dates for milestones.

Dependency — Something that must happen before something else can.

Blocker — Something stopping progress right now.

Critical path — The chain of tasks that sets the end date. Say: “List milestones with dates, and flag dependencies and blockers.”

Brief — The short document that sets up a task (creative brief, project brief, design brief).

Requirements — What the thing must do.

Acceptance criteria / definition of done — The checklist that says it's finished. Say: “Write acceptance criteria for the booking form: what has to be true for me to sign off.”

Estimate / quote / proposal / statement of work (SOW) — Rough number → firm price → pitch document → detailed contract of work.

Change order — A written change to scope, price, or time.

Retainer — A recurring monthly fee for ongoing work.

Hourly vs. fixed price vs. value-based — Ways to price work.

Kickoff — The first meeting.

Check-in / standup / status update — Regular short updates.

Review / feedback round — A pass where you give notes.

Revision — A change after feedback. Quotes often include a set number.

Sign-off / approval — Your OK to proceed or finish.

Handoff / handover — Transferring the finished thing plus how to use it.

Launch / go-live — When it's public.

Post-launch / maintenance / support — Care after launch.

Priority — P0 / P1 / P2 or **must / should / could / won't** (MoSCoW).

Backlog — The list of things to do later.

Sprint — A fixed period (often two weeks) of focused work.

Roadmap — The big-picture plan over months.

Phase — A stage of the project (Phase 1: MVP). Say: “Prioritize the backlog as must / should / could and put the musts in a two-week sprint.”

Risk / mitigation — What could go wrong / what you'll do about it.

Assumption — Something you're treating as true without proof. List them.

Open question — Something undecided.

Owner — The one person responsible for a task.

RACI — Who is Responsible, Accountable, Consulted, Informed. Say: “Add an owner and a due date to every action item.”

Action items — The to-dos that come out of a meeting.

Agenda — The plan for a meeting.

Minutes / notes / recap — What was said and decided.

Decision log — A running list of decisions and why. Say: “Turn these meeting notes into decisions, action items with owners, and open questions.”

28. CONTRACTS & BUSINESS DOCUMENTS

Use these to ask AI for plain-English explanations and first drafts. Have a lawyer review anything you sign.

NDA (non-disclosure agreement) — Keeps shared information confidential.

MSA (master services agreement) — The umbrella contract for ongoing work; SOWs hang off it.

SOW (statement of work) — The specific project: scope, deliverables, timeline, price.

Terms of service / terms and conditions — Rules for using your product or site.

Privacy policy — What data you collect and how you use it.

Engagement letter — A short agreement for professional services.

Proposal — The pitch: problem, approach, deliverables, price, timeline, why you.

Quote / estimate / invoice / receipt — Price before → price roughly → bill → proof of payment.

Purchase order (PO) — A buyer's formal order.

Letter of intent (LOI) / memorandum of understanding (MOU) — “We intend to do a deal” documents; usually not binding.

Clauses worth knowing — **Term** (how long), **termination** (how to end it), **payment terms** (net 30 = pay within 30 days), **late fees, deposit / retainer, liability cap, indemnification** (who covers whose losses), **warranty, intellectual property / ownership** (who owns the work), **license** (permission to use, not own), **exclusivity, non-compete, non-solicit, confidentiality, governing law** (which state's law applies), **dispute resolution / arbitration, force majeure** (acts of God), **auto-renewal, change orders, stop-work rights, acceptance** (when the deliverable counts as done). Say: “Summarize this contract in plain English: term, how to terminate, payment terms, who owns the work, liability cap. Quote each clause before you summarize it. Flag anything unusual.”

Boilerplate — Standard language reused across contracts.

Redline — Marked-up edits to a contract.

Execute / executed — Sign / signed.

Counterparty — The other side.

Binding / non-binding — Enforceable / not.

Amendment / addendum — A change / an addition to a signed contract.

Business setup words — **Articles of organization, operating agreement, EIN, registered agent, DBA** (doing business as), **business license, certificate of insurance (COI), W-9**. Say: “Explain what a certificate of insurance is and when a client would ask me for one.”

29. SOCIAL & CONTENT CREATION

Hook — The first line or first three seconds. Decides whether anyone stays.

Retention — How long people keep watching or reading.

Payoff — The promised value, delivered.

CTA — What to do next (follow, comment, book). Say: “Three hooks for this video, each under ten words, each a different angle: curiosity, problem, contrarian.”

Post types — **Static post** (one image), **carousel** (swipeable slides), **reel / short / TikTok** (vertical short video), **story** (24-hour), **live, thread** (a chain of short posts), **long-form video, newsletter, podcast episode**.

Caption — The text with a post. **Alt text** — Image description.

Hashtag — Searchable tag. **Mention / tag** — Linking a person or brand.

Pin / pinned post — Kept at the top of a profile.

Bio / link in bio — Profile description and its one link. Say: “Turn this blog post into a seven-slide carousel: hook slide, five points, CTA slide. One line per slide.”

Thumbnail — The preview image; drives clicks on video platforms.

Title — The headline for a video or episode.

Description — The text under a video.

Chapters / timestamps — Sections inside a video.

Cover image / featured image — The main image for a post or article. Say: “Five thumbnail concepts: one face with an expression, three words max, high contrast.”

Metrics — **Reach** (how many saw it), **impressions** (how many times it was shown), **engagement** (likes, comments, shares, saves), **engagement rate**, **CTR** (click-through rate), **watch time**, **average view duration**, **follower growth**, **conversions**. Say: “Which of these ten posts had the best engagement rate, and what do the top three have in common?”

Content pillars — The three to five topics you always post about.

Content calendar — The schedule of what posts when.

Posting cadence — How often.

Batching — Making many posts in one sitting.

Repurposing — Turning one piece into many (a video into clips, a post into a thread, a talk into an article).

Evergreen — Content that stays useful. **Timely** — Tied to now.

Series — A recurring format (“Tip Tuesday”). Say: “Repurpose this 20-minute talk into: three reels, one carousel, one newsletter, five tweets. Keep my voice.”

UGC (user-generated content) — Content customers make about you.

Testimonial / review / case study — Proof from customers.

Behind the scenes (BTS) — Process content.

Before / after — Transformation content.

Educational / entertaining / inspirational / promotional — The four content jobs; mix them.

Voice and tone for social — **Casual, conversational, punchy, first person, no corporate speak, one idea per post.**

Script — Word-for-word for video. **Outline / talking points** — Beats to hit.

B-roll — Supporting footage. **Talking head** — You on camera.

Lower third — Name overlay. **Captions / subtitles** — On-screen text; most people watch muted.

Trending audio — Popular sound on short-video platforms. Say: “Write a 30-second reel script: hook in the first line, three beats, CTA. Add on-screen text for each beat.”

Ad terms — **Creative** (the ad itself), **copy**, **headline**, **primary text**, **audience / targeting**, **CPM** (cost per thousand views), **CPC** (cost per click), **CPA** (cost per result), **ROAS** (return on ad spend), **A/B test**, **landing page**, **pixel**, **retargeting**. Say: “Three ad variations: same offer, different hooks. Primary text under 125 characters, headline under 40.”

30. A TO Z INDEX

Every defined term, with the section number where it lives. Use Find (Ctrl+F / Cmd+F) on the term to jump to it.

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Z

End of the Tech Talk Dictionary. Name the part, say the action, describe the result.

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