

## Gun Term — Alternative

- A** ammunition—**facts, evidence**  
armed with the facts—**well-prepared**  
aim for—**hope to achieve**  
ask point blank—**ask directly**
- B** bite the bullet—**just do it**  
bullet-points—**specifics, key points**  
bullet-proof—**invincible**
- C** caught in the crossfire—**caught in the middle**  
cheap shot—**unfair criticism**
- D** dodged a bullet—**avoided trouble**  
don't shoot the messenger—**not responsible**
- E** even shot—**50/50 chance**
- F** faster than a speeding bullet—**turbo speed**  
"Fire Away!"—**"Get Started!"**  
firing blanks—**not succeeding**  
fire back—**responding quickly**
- G** going great guns—**succeeding beyond expectations**  
gun it—**floor it**  
gun shy—**reticent**  
gunning for someone—**planning to harm**
- H** half-cocked—**reckless**  
high caliber—**exceptional**  
hired gun—**paid specialist**  
hold a gun to my head—**threaten**  
hot shot—**show-off, braggart**
- I** in the crosshairs—**scrutinized**
- J** jumped the gun—**started too early**  
"Just shoot me!"—**"I give up!"**
- K** kill joy—**spoil sport**  
killer instinct—**ruthless**
- L** like shooting fish in a barrel—**too easy**  
lock, stock and barrel—**all inclusive**  
locked-and-loaded—**ready, prepared**
- M** magic bullet—**perfect solution**  
misfired—**erred**  
missed the mark—**imperfect, fell short**  
moving target—**hard to pin down**
- O** outgunned—**outmatched**  
on target—**accurate**
- P** point blank—**direct, precise**  
point & shoot—**simple, camera reference**  
pot shots—**jabs**  
pull the trigger—**get going**
- Q** quick on the trigger—**rash, hasty**
- R** rapid fire—**quickly**  
"Ready, aim, fire!"—**"Go!"**  
riding shot gun—**occupying the passenger seat, protecting a companion**  
rifle through files—**search**
- S** "She/he is a pistol!"—**"She/he has spunk!"**  
shoot first, ask later—**impetuous**  
shoot for—**try**  
shoot for the moon—**set high goals**  
shoot from the hip—**impulsive**



**S** shoot me an email—**send me an email**  
shoot off your mouth—**talk recklessly**  
shoot out—**confrontation**  
shoot the breeze—**chat, visit**  
shot down my idea—**rejected**  
shot in the dark—**wild guess**  
shot myself in the foot—**made a mistake**  
silver bullet—**perfect solution**  
smoking gun—**proof beyond doubt**  
“Son of a gun!”—**“Darn!”**  
stick to my guns—**uncompromising**  
straight shooter—**frank & honest**  
sweating bullets—**really worried**

**T** take aim—**focus**  
take a shot at—**give it a try**  
target market—**audience segment**  
top gun—**recognized expert**  
trigger a response—**elicit a response**  
trigger alerts—**heads up, warnings**  
trigger happy—**impulsive**  
trip your trigger—**make you happy**

**U** under fire—**being criticized**  
under the gun—**feeling time-pressured**

**W** whole shooting match—**in total**  
with guns blazing—**all-out effort**  
worth a shot—**worth trying**

**Y** “You’re killing me!”—**“You’re too much!”**

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# WORDS MATTER

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