

7 Reasons To Use Humor

Humor is a great way to connect

Humor disengages the ego – not so judgey

People buy more and buy more happily when in good humor

Lets your personality out

It works!

People will come back

Won't remember what you say but they will remember how you made them feel

3 Types of Humor

Planned

Prepared
jokes + funny
stories

Serendipitous

Funny things
discovered

Circumstantial

In the
moment

4 Easy Mistakes People Make With Humor

No humor at the
expense of character



No humor at the
expense of connecting



No humor at the expense
of audience members



No humor at the expense
of your credibility



15 Ways To Get Started With Humor

1

Be well prepared in everything

2

Try to enjoy yourself .. have fun

3

Amusing/slightly pithy is better than dull

4

Dead-pan can be hysterical

5

Test material in advance

6

Try to mix new material in with tested material

7

1st impressions matter-no apologies or untested jokes!

8

Collect funny pictures/videos/quotes

9

Save all your funny personal stories

10

Share your mistakes and stupid things you've done

11

Easier to share a funny story than to try and be funny

12

Collect funny jokes .. most won't work .. one or two might

13

You can use funny famous quotes!

14

Include payoffs: humor is first prize but any shift in energy - aha moment/shock/sad

15

It's easier to be funny virtually first rather than in front of an in-person audience