

**How to Discover,  
Develop and  
Deliver  
More FUNNY!**



*"We all know what funny is. We just don't agree."*

## **Discovering and Developing Funny...**

What is it?

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Where do we find it?

Autobiography \_\_\_\_\_

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Existing Material \_\_\_\_\_

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Life \_\_\_\_\_

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Visuals \_\_\_\_\_

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# The Grid

TOPIC: \_\_\_\_\_

**PEOPLE**

**PLACES**

**PHRASES**

**THINGS**

**WORDS**

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# The Grid

TOPIC: \_\_\_\_\_

**PEOPLE**

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# Alternate Definitions

Barricade \_\_\_\_\_  
\_\_\_\_\_

Broadband \_\_\_\_\_  
\_\_\_\_\_

Castrate \_\_\_\_\_  
\_\_\_\_\_

Dateline \_\_\_\_\_  
\_\_\_\_\_

Diplomat \_\_\_\_\_  
\_\_\_\_\_

Filibuster \_\_\_\_\_  
\_\_\_\_\_

Dogmatic \_\_\_\_\_  
\_\_\_\_\_



# Alternate Emphasis

## “Do you cheat on your wife?”

Do you cheat on your **wife**?

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Do you cheat on **your** wife?

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Do **you** cheat on your wife?

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And, if you're ex-President Clinton,

Do you cheat on your wife?

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## Did you marry me for my money?

Did you marry me for **my** money?

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Did you **marry** me for my money?

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Did you marry me for my **money**?

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# Exaggeration

Bigger, smaller, faster, slower, shorter, longer, dumber, skinnier, fatter, balder, hairier, nicer, meaner, softer, harder, dimmer, brighter, colder, hotter... Okay you get the picture.

He was too old to trick-or-treat.

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It's been a long time since I've been to the movies.

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My retirement savings have really taken a hit.

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My kid's car insurance is really high.

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My dog is really ugly.

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My rental car was terrible.

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# Misdirection and The Rule of 3

Misdirection is taking the listener down a different path than they expected. Combined with “The Rule of 3”, it is using the first two examples to set a direction and the third to break it.

## Misdirection

If at first you don't succeed \_\_\_\_\_

It's always darkest \_\_\_\_\_

The early bird \_\_\_\_\_

Success is one percent inspiration and 99 percent \_\_\_\_\_

## The Rule of 3

The aging Pillsbury Doughboy is suicidal, evidence by his less frequent laughing, his persistent sleeping and, and \_\_\_\_\_

Christmas Day and Election Day are very similar. They're both traditional, they're both emotional, and \_\_\_\_\_

The biggest myths of romance are “love conquers all”, “time heals all wounds”, and \_\_\_\_\_  
\_\_\_\_\_



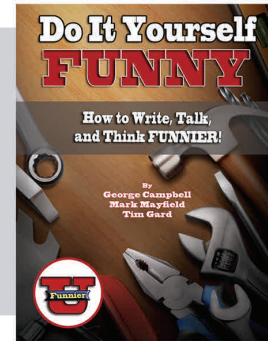




# What do you get with FunnierU???

## A 120 Page Workbook

19 Chapters and dozens of exercises and examples to teach you the techniques, tips, tricks and the mind set of professional humorists.



**3 CDs** to walk you through every chapter and exercise in the workbook. It will be like having Tim, Mark and George in the room with you! (But you won't have to feed us)

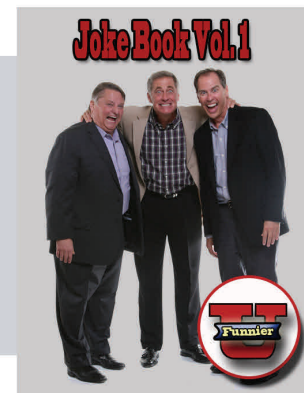
**3 DVDs** that will pull back the curtain on the development, refinement and evolution of comedy material.

See humorous material being performed and watch as we dissect and examine the process of developing the bits.



## A Book of 987 Non-Topical Jokes.

Each joke is original, and written by FunnierU. They are not tied to current events, so they can be used again and again.



Imagine **your own writing staff**, sending you 3-5 topical jokes every weekday. Each morning you will receive fresh, topical material that you can use immediately. We write, you look like a genius!

**And More!!!**



The Ultimate Humor Training System  
**FunnierU.com**