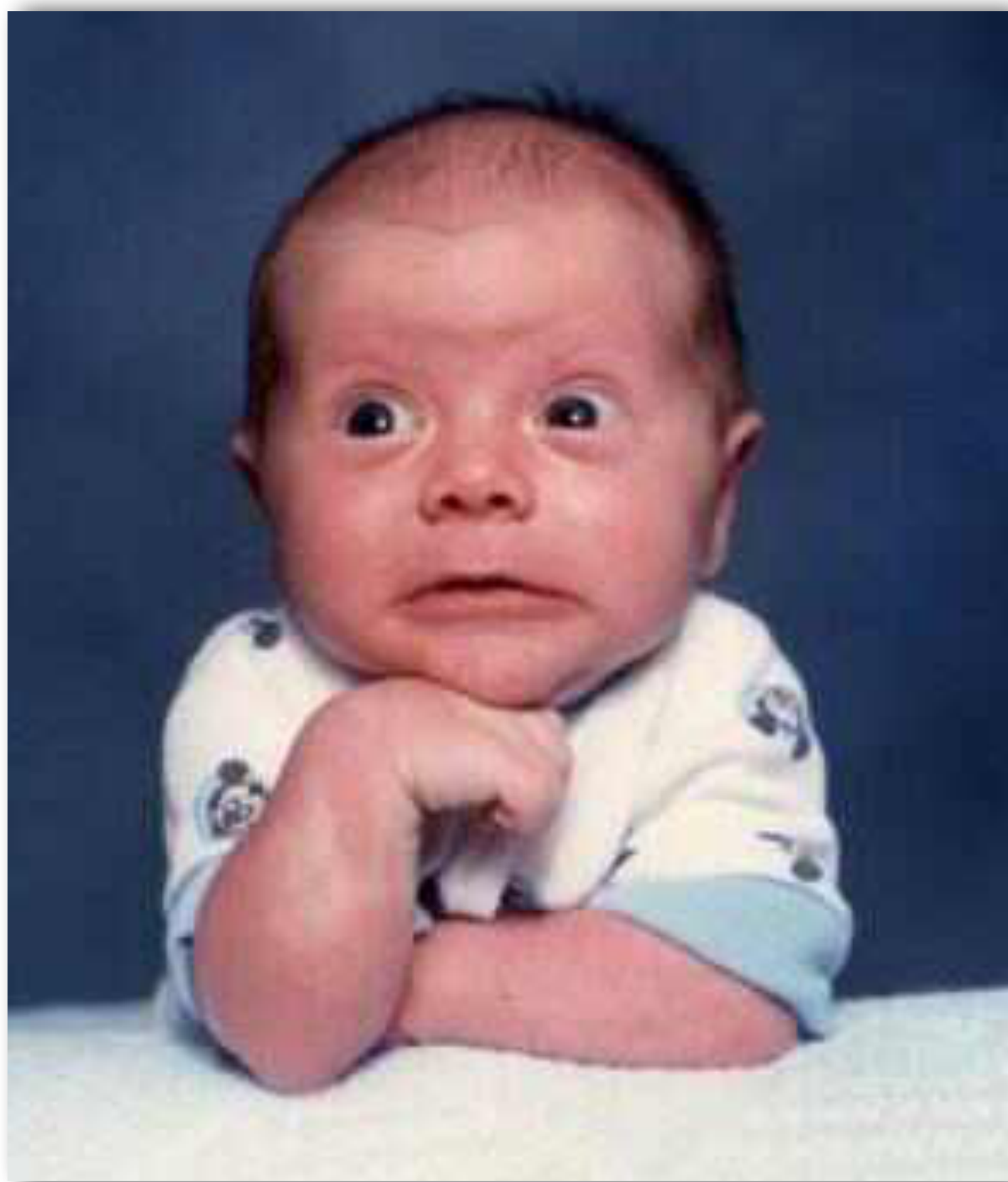


MORE FUNNY, MORE MONEY

How do you feel when you think about trying to deliberately create brand new, totally foolproof funny?









MORE FUNNY. MORE MONEY

Why is funny so essential
for speakers?



This is how delegates AND potential clients see you



This is how delegates AND potential clients see you





motivational speaker

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About 9,640,000 results (0.56 seconds)



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About 351,000,000 results (0.44 seconds)

It's time for YOU to stand out









Enriching people's lives with plants

OMG SPRING!!!

I'M SO EXCITED

I COULD WET MY

PLANTS



It's time for you to
Stand Up,
and Stand Out



Time for **YOU**
to be funny...







Why Listen to Me...

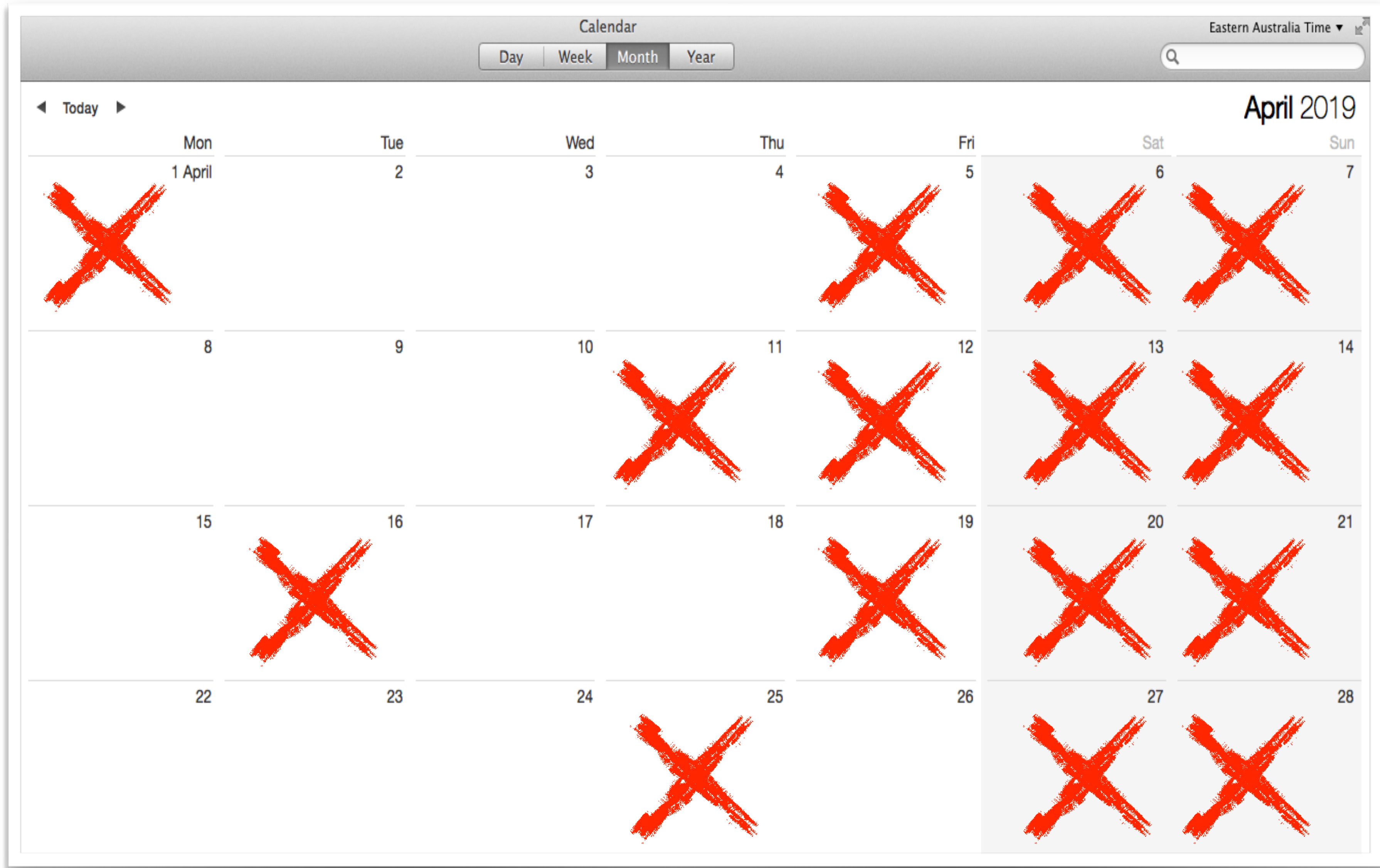
Dared Into My First Gig.



A man in a patterned short-sleeved shirt and jeans stands on a stage, holding a microphone in his right hand and gesturing with his left. He is looking towards the audience. The background is dark, with warm stage lights illuminating the scene. In the foreground, the heads and shoulders of an audience are visible, looking towards the performer.

Dared Into My First Gig.
Won Australian
Comic of the Year

4.5 gigs a week, for 8 years...



Fri 5th & Sat 6th July
NORRIS JACK RUSSEL SMILEY DAVE JOHNS
 K RUSSELL Edinburgh Festival regular, in 1995 voted Perrier Best
 omer. A lively, sharp and original performer who is likely to bound
 and the stage doing Lara Croft impressions whilst balancing beer on
 head. Top compere and Geordie all-rounder **DAVE JOHNS** making
 appearance. "Performs stand up's greatest magic - simply being
 THE GUARDIAN. **SMILEY**; playwright, actor and unsurpassable.
 will have you rolling in the aisles with his own brand of acerbic
 ern Irish humour, he "...walks it like he talks it" BELFAST TELEGRAPH.

10th July
ZENON £8
 e Street, On the Road' In Aid of the Nation Missing Persons Helpline
 unniest magician you're ever likely to see" THE TIMES. 'Paul Daniels
 not - brilliant he is' THE LIST. The UK's top trickster comedian, star of
 Channel 4 Specials, brings his unique street magic to the stage in
 xclusive preview of his Edinburgh Festival show. Proceeds from
 now will go to help the National Missing Persons Helpline.

11th, Friday 12th & Saturday 13th July
SMITH KEVIN HAYES JUNIOR SIMPSON JOHN OLIVER
 nchy comedienne, very, very funny" LONDON EVENING STANDARD.
SMITH brings her punchy, no-holes-barred comedy to the Glee
 onth, slapping you in the face with a gamut of gags that unreservedly
 n her rise to the top. **KEVIN HAYES** has opinions and he's not
 to flaunt them. Informed, intelligent and hilarious to boot, let this
 ncrease your grey matter and lead you down a garden path of
 comedy. Also featuring the one and only **JUNIOR SIMPSON**,
 ur at all the best comedy clubs and one of the most popular and
 it after acts in the UK. As a writer **JOHN OLIVER** has written
 rly for Smack The Pony (C4) and the 11 O'Clock Show (C4), having
 him these sure...ous flair for comedy." THE

8th July Edinburgh Preview Show
BOOTHBY GRAFFOE SEAN LOCK
LOCK won The British Comedy Award for Best Live Stand Up in
 beating Barry Hill and Rich Hall. He has accolade (other winners
 e Jo Brand, Peter Kay, Emma Freud and Lee Evans). Nominated
 Perrier on his feet. In Edinburgh he is widely tipped for major
 rs this year, soon to have his crazy world transferred to the small
 n, where stardom awaits. He is "one of the finest and most original
 dians around today" THE INDEPENDENT. **BOOTHBY GRAFFOE** was
 nner of the 2002 Chortle Award for best male circuit comic and
 ompere. Behind his amiable façade lurks a mind of rare comic
 nce. A thoroughly entertaining man with surreal leaps of
 ation, twists of language and intelligent one liners, the man's got
 "one of the funniest and most inventive comics you'll find west of
 g" TIME OUT.

th & Sat 20th July
R MONKHOUSE BRENDAN BURNS STEVE HARRIS ADAM HILLS
 expressions to amaze, feet capable of damming the Panama
 and manners akin to a hotel bellboy. Could this amuse you? Check
ODGER MONKHOUSE for the answer as he rides into the Glee
 more astride a comedy horse named satire. **BRENDAN BURNS**
 ruthlessly funny...don't go along expecting your usual bland
 rational rubbish, steel yourself for something far more exciting
 BUT—punko-socio/political-foulmouthed...AND highly origi
STEVE HARRIS is an upcoming performer, rising through the ranks
 g his worth by winning the Johnny Vegas, Steve Coogan and Har
 B (previously won by Johnny Vegas, Steve Coogan and Har
 st others.) **ADAM HILLS** is currently in demand as a world class
 ne act and one of the best MC's in the business, playing the top
 in London, Sydney, Melbourne, Dublin, Edinburgh, and
 ham). "Comedy so brilliant it could come with a money
 Hills you cannot have a pulse."

july



Paul Zenon



Jojo Smith



Boothby Graffoe



Adam Hills

Fri 26th & Sat 26th July
PHIL NICHOL STEVE K AMOS TONY LAW PATRICE O'NEILL
 Let **STEVE K AMOS** light up your life with the wicked warmth this he
 brings to the Glee after huge success at Edinburgh Fringe, Bug Jam,
 Glastonbury and is one of the Glee's favourite performers. "A demon
 set and staggering stage presence" COMEDY REVIEW. A Canadian comic
 born of an Irish father and a Trinidadian Mother, based in the UK. **TONY**
LAW projects his comedy from a slightly confused platform to say
 least! Yet this heady brew of global muses results in intriguingly pleas
 laid back and downright smart comedy. A definite crowd pleaser.
PATRICE got his first real taste of stand-up at a place called Estelle's
 Boston, where he heckled a comic. The comic suggested maybe Patrice
 thought he could do better. Patrice did - the following week, he went
 to the club and brought down the house. He is now a regular visitor to
 the UK Comedy Circuit.

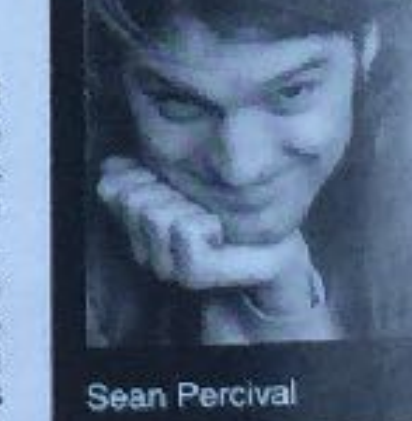
Members FREE Night...Thursday 18th July

Thu 1st Fri 2nd & Sat 3rd August
RICK RIGHT GAVIN WEBSTER NOEL JAMES CHARLIE CHUCK
 The Rock & Roll Comic still rocks on! **RICK RIGHT** is still a major
 presence on the US (and now the world!) comedy scene after over a
 decade. As long as the Pop Music biz continues to manufacture its
 stars based on how they look in a video, Rick will continue to be there to
 point out the hypocrisies. Joining Rick is **GAVIN** 'heckle silencer'
WEBSTER, take note! **NOEL JAMES**, Pontardawe's hottest comedy
 product and one of our favourite performers will be putting in some time
 in Birmingham. If there is a comedy club in purgatory then its resident
 compere is **CHARLIE CHUCK**...sporting a dishevelled dinner jacket, a
 moth-eaten bow-tie and a huge mane of frizzy hair...an unchallenged
 idiot savant of British comedy...indescribable and pure madness...just
 remember to shout 'DONKEY-CAKEY PIG-ONE EYED DOG!!!'

Thu 8th Fri 9th & Sat 10th August
EDDIE BANNON STEVE HUGHES ROY DIAMOND JOJO SMITH
 Father Ted legend **EDDIE BANNON** dropping into Birmingham for the
 weekend bringing classic gags, personal-adrenaline fuelled poetry and
 a constant look of disbelief. Fecking class. Joining Eddie will be **STEVE**
HUGHES who spent 10 years as a headliner on the live comedy circuit, **ROY**
DIAMOND (a.k.a. Marcus Rowley is the 'Inner City Steve Coogan'
 (The Voice) and **JOJO SMITH** has made guest appearances on
 the video show Flava.

Thu 15th Fri 16th & Sat 17th August
JIM JEFFRIES MARTY WILSON ANDY ROBINSON RICHARD MORTON
 High-flier **MARTY WILSON** leapt from try-out to sell-out in his native
 Australia in just under two years. Now a top spot regular in all the right
 places: Amsterdam, Sydney, London and Auckland he now lists
 Birmingham amongst his admirers. "ANDY ROBINSON is the comedy
 e...id dust, pure talent just waiting to be discovered" THE
 GUARDIAN. **RICHARD MORTON** has got credits coming out of his ears, mostly for being a
 small, grey-white Geordie on Channel 5 comedy shows. Is there more
 him? Of course there is and it's presented for your pleasure, gift-
 apped at the glee.

Thu 22nd Fri 23rd & Sat 24th
SEAN PERCIVAL KEVIN MCCARTHY DAVE FULTON LEWIS SCHAFFER
KEVIN MCCARTHY was born in Dartford, Kent at the age of 32. He
 has a magnificent beard and tells magnificent gags. The beard has
 featured in all of his performances and will soon be headlining instead
 of Kevin himself. Catch the man before the alter-beard takes over.
 Following the furious facial hair, thick and fast, are authentic observations
 from **DAVE FULTON**. This Seattle based comedian pulls no punches
 and is still one of the best pillion passengers on the planet; dynamic, and
 at with a deceptively relaxed manner. Fellow American **LEWIS**



European comedy circuit. **COLIN COLE**'s stand up comedy is fast,
 urious and is definitely not for the faint hearted. With the greatest of
 ease he can slip from a gentle giant character into an intimidating hell-
 raiser...he is massive!

Members FREE Night...Friday 30th August

Thu 5th Fri 6th & Sat 7th September
CHRIS ADDISON JULIA MORRIS MARK MAIER PAUL THORNE
 "Chris Addison has once again come up with one show that contains
 enough brainy mirth for five. A truly instructional and imaginative brand
 of comedy." THE HERALD. Smart, young, witty and intelligent Chris will
 be plying his own brand of laughs with top Australian comedienne and
 glee favourite **JULIA MORRIS**, known to hold her own with Jonathan
 Ross on his Radio 2 show, no mean feat, Julia is rapidly establishing
 herself as one of the most popular female acts on the circuit. **MARK**
MAIER is no stranger to large audiences, he has played to audiences
 of over twenty million people, admittedly it was on America's version of
 blind date and thankfully for Mark it was never transmitted to these
 shores. **PAUL THORNE** was born in a Fish and Chip Shop in
 Warrington, Cheshire and knows "a good potato when I see one and I
 feel very at home amongst wet fish." Useful adventure skills considering
 he has toured with Lee Hurst and Rory Bremner.

Thu 12th Fri 13th & Sat 14th September
JIMEOIN (extended set) TOBY FOSTER TOM RHODES
 Acclaimed as one of the hottest comics to grace Australia's stand-up
 scene, Irish born **JIMEOIN** has been there, got the t-shirt and probably
 sold you the CD. Television, three CD's and a film ("The Craic", starring
 and written by yep you guessed it himself, became Australia's highest
 grossing movie in history). A prolific writer known for his brilliantly
 perceptive wit and absurd observations, Jimeoin is an old hand at being
 one of the best on the comedy stage. **TOM RHODES** comes to us fresh
 from Jay Leno's The Tonight Show: subversive and politically incorrect,
 and **TOBY FOSTER** will almost certainly be getting drunk again, fuelling
 this cheeky Northern chappy's loud and mighty comedy.

Thu 19th Fri 20th & Sat 21st September + Sat. Late Show (Studio
 Theatre)
PHIL DAVEY DARA O'BRIAIN MARCUS BRIGSTOCK JIMMY CARR
PHIL DAVEY was born in Melbourne, and in 1987 moved to England to
 begin a career as a butler to the aristocracy. He was chosen to work for
 Prince Charles, the late Princess Diana, Fergie and the Queen Mother.
 Sometime in 1992 Phil unbuttoned his lip, threw away the morning suit
 and launched himself onto the comedy circuit. Joining Phil is one of the
 best names in Irish comedy and the support act for Emo Philips
 on his recent national tour, **DARA O'BRIAIN**. A few years ago **MARCUS**
BRIGSTOCK entered the popular hit parade at number 11 as the voice
 of DJ Klines. 'Don't Smoke The Reefa', coughed, went white and
 decided to stick with comedy. A brilliant stand-up described by Mel
 Maker as "...Alarming, psychotic, delightful". "The funniest man in Brit
 LBC RADIO. **JIMMY CARR** is an ex-pyschotherapist and desperate
 middle class. He crafts gentle, effortless comedy deconstructing mod
 living with rapid one-liners. Sharp.

Thu 26th September (Studio Theatre, Doors 8.30pm)
MANDY KNIGHT "SOME OF MY BEST FRIENDS ARE GINGER" £8/£7.50 online
 Time Out Winner and Glee Club favourite brings her acclaimed show to
 our Studio Theatre. Taking you on a journey of "ginger phobia" througho
 the ages, this brilliant one woman show is a "heady mix of hair raising
 stand up and inspired character comedy" (TIME OUT) Warning : Not for
 the faint hearted or hard of thinking.

Fri 27th September (Studio Theatre, Doors 7pm)
THE FUNJABIS "Don't Worry Be Funjabl" £9/£7
 Hot from their sell-out run at the Leicester Comedy Festival 2002,
 Britain's favourite and only Asian comedy group are back with a brand
 new show packed with a curried mix of spicy stand-up and sketches
 washed down with a lager and a laugh.



Julia Morris





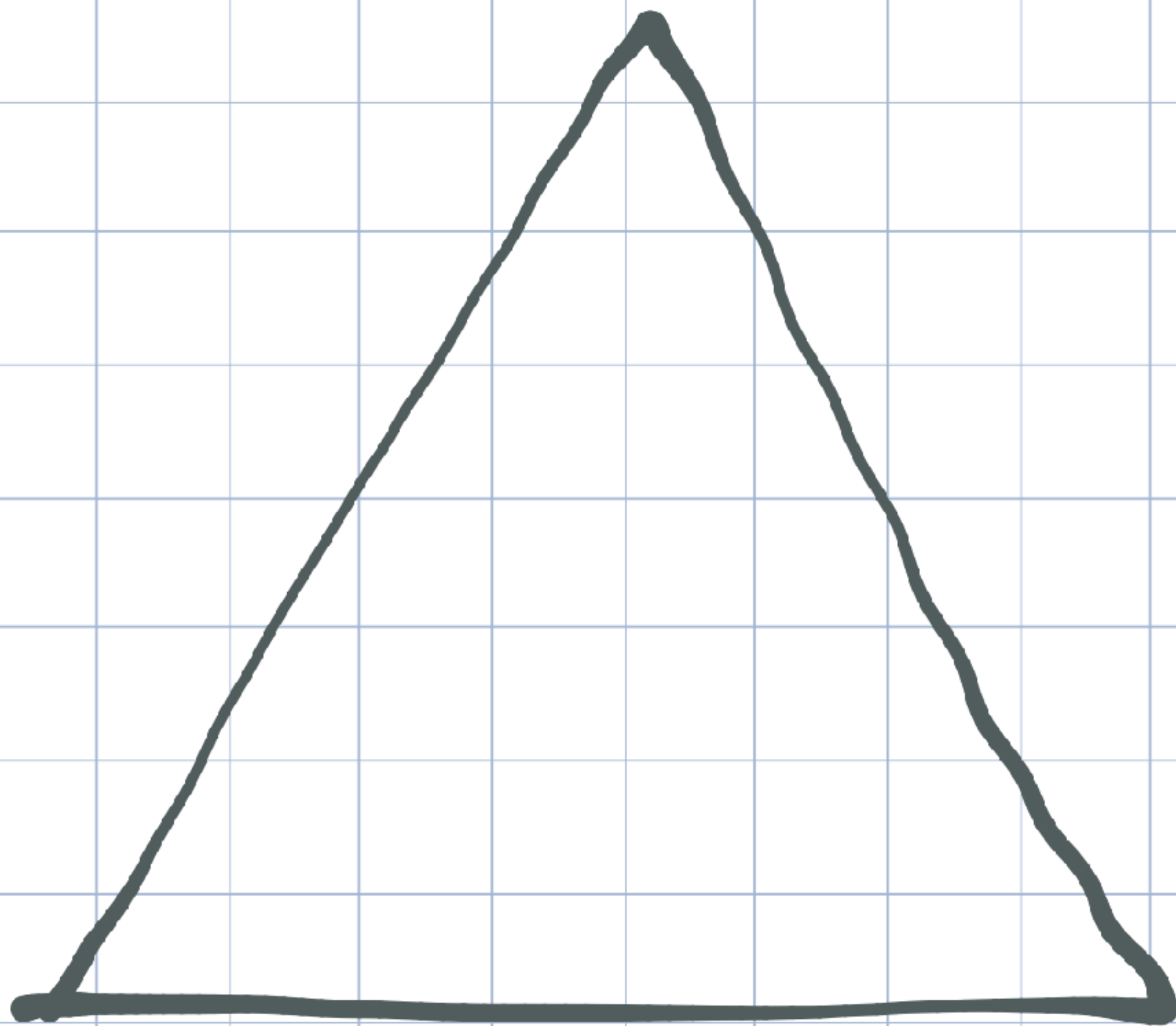
I'm going to
give you the
Magic Key

Time to stop feeling like this...



And start feeling like this.

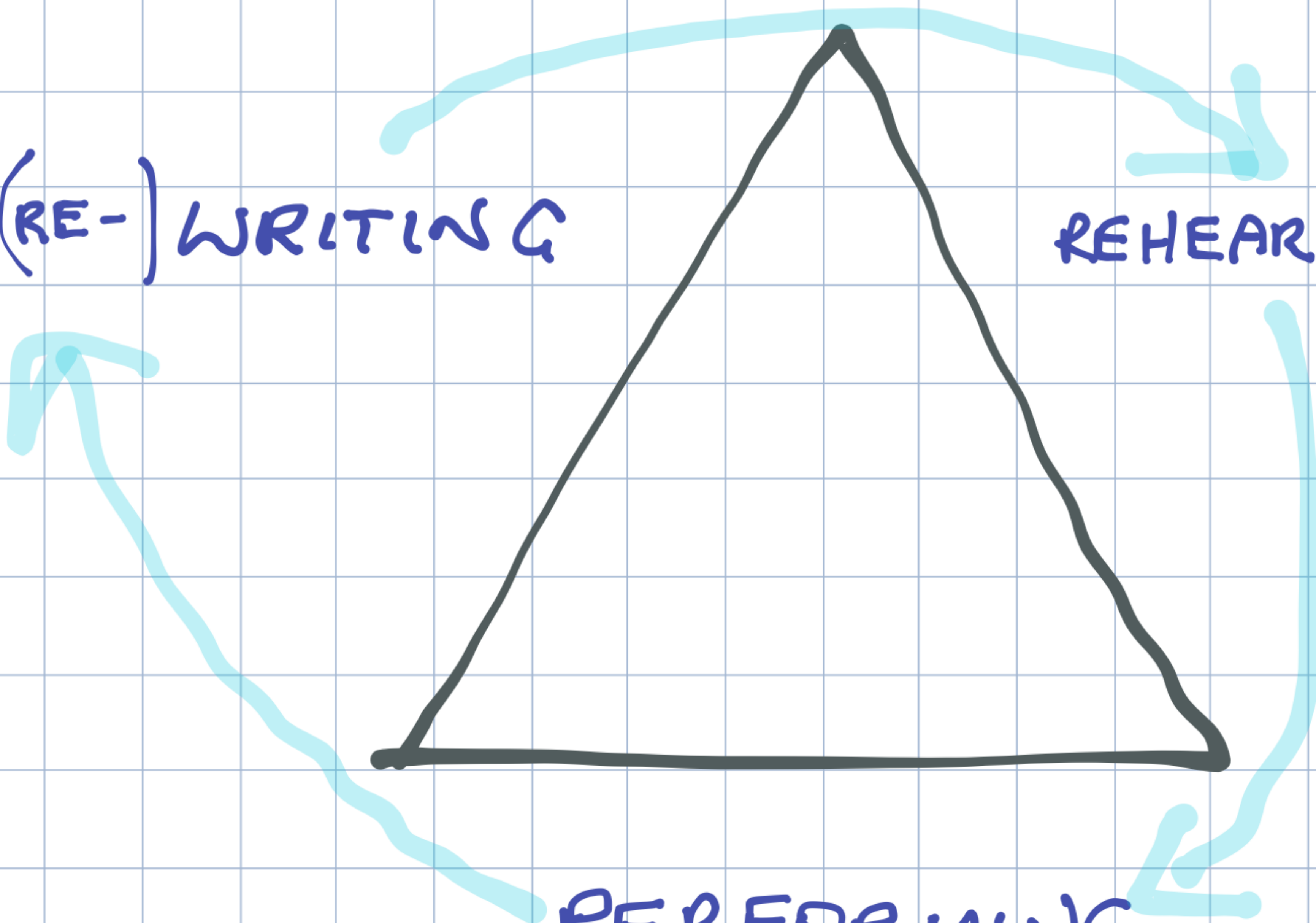




(RE-) WRITING

REHEARSING

PERFORMING



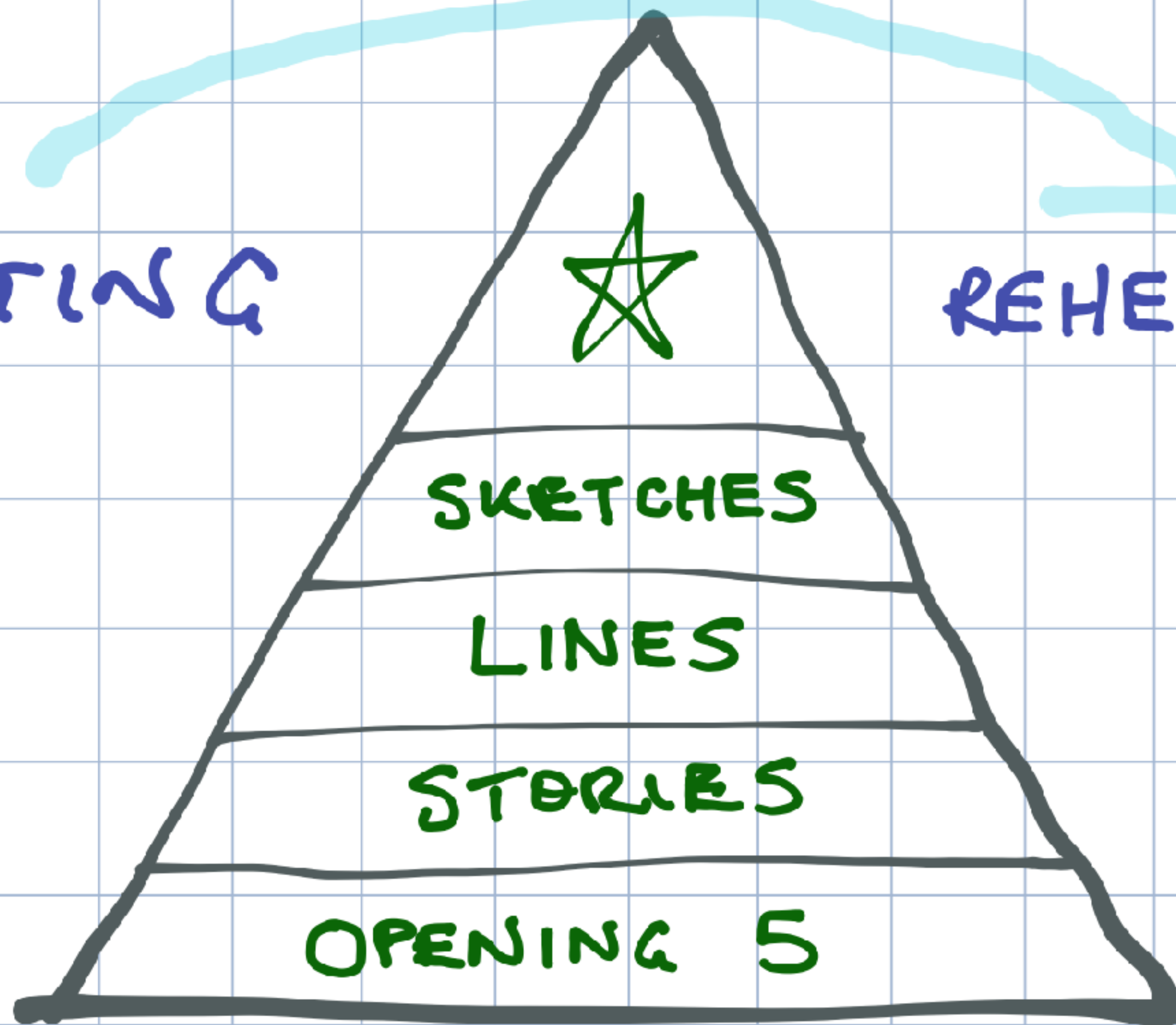
(RE-) WRITING

REHEARSING

PERFORMING

(RE-) WRITING

REHEARSING



PERFORMING

(RE-)WRITING

REHEARSING

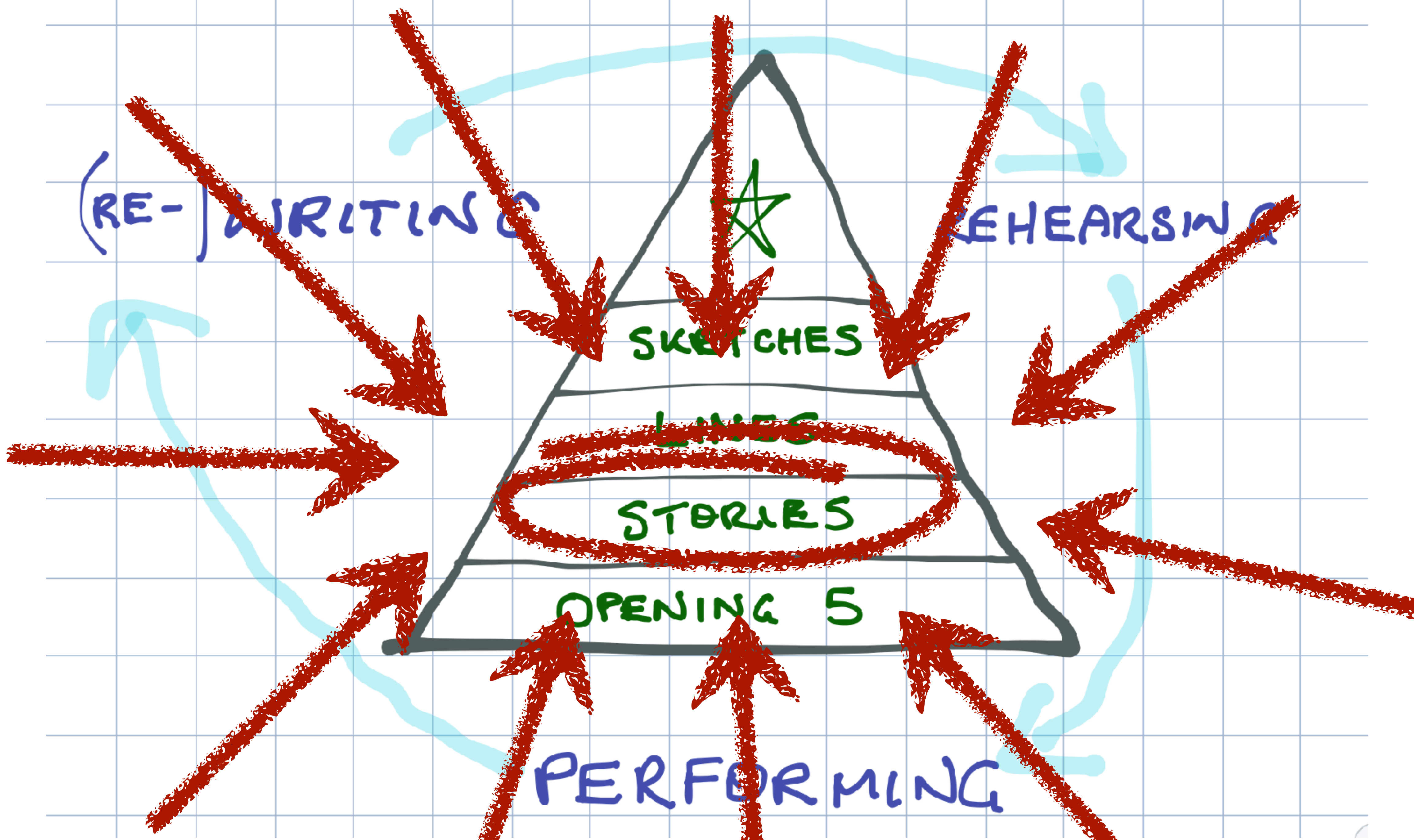
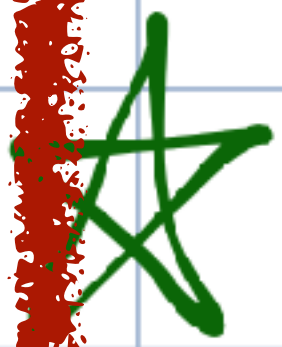
SKETCHES

LINE

STORIES

OPENING 5

PERFORMING



MORE FUNNY. MORE MONEY

MAGIC KEY:

Use funny stories you
ALREADY know



MORE FUNNY, MORE MONEY

WHAT ARE YOUR TOP 5
FUNNY STORIES?

LIFE IS CHANGE



*WHEN YOU REFUSE TO CHANGE,
YOU DON'T HOLD ON TO THE PAST,
YOU JUST LOSE THE FUTURE*







TELLING FUNNY STORIES FROM YOUR
OWN PERSONAL EXPERIENCE IS THE
MASTER SKILL TO **INSTANTLY**
PUT YOUR KEYNOTE, CONTENT,
PITCH OR PRESENTATION
HEAD AND SHOULDERS ABOVE
OTHER SPEAKERS IN YOUR NICHE



LET'S TELL STORIES...



MORE FUNNY, MORE MONEY

Why should I use stories to persuade?

1. Stories bypass our judgement
2. Stories are flight simulators for the brain
3. The listener gets to *experience* the benefit

MORE FUNNY. MORE MONEY

Why Funny?

MORE FUNNY, MORE MONEY

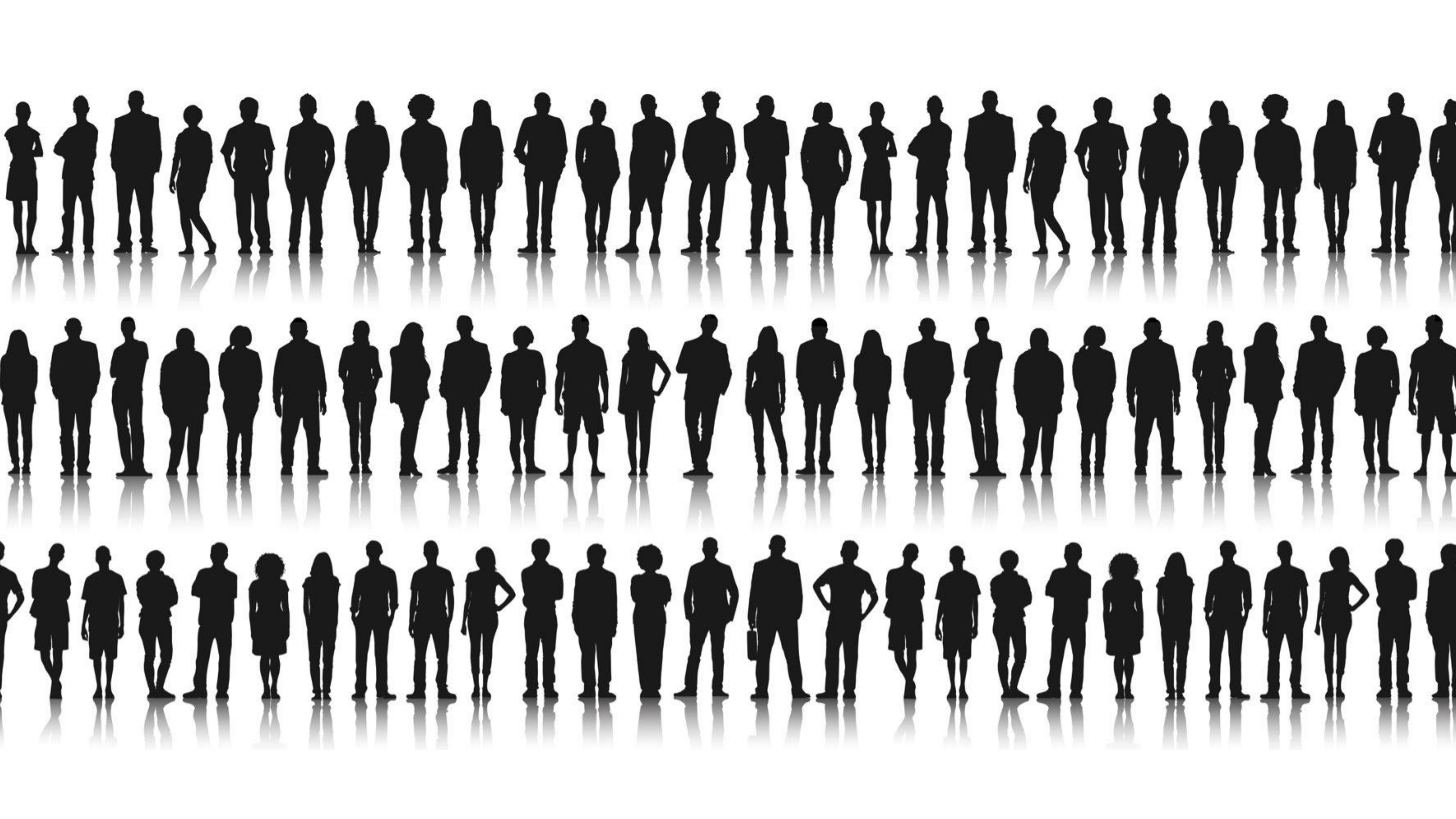
Know

Like

Trust

MORE FUNNY, MORE MONEY

We Notice Funny







Barber
Shop

BRITISH HAIRWAYS

Tel: 236 6922

Walk in
Service

FAST TAN SUNBEDS AVAILABLE HERE.

B. H. BARBER SHOP

B. H. BARBER SHOP



PLANET OF THE GRAPES

WINES & SPIRITS

020 7405 4912







MORE FUNNY, MORE MONEY

We Like Funny

eHarmony®

Elite
SINGLES

zoosk

matchi

rsvp

GSOH ❤️

MORE FUNNY. MORE MONEY

We Trust Funny

JIM HUNTER



Don't panic the troops.

LAUGHING WITH PEOPLE FEELS SAFE





1. Humour enhances perceived leadership skills (*Cann 2009*)
2. Humour builds credibility (*Cann, 2014*)
3. Humour increases profit (*Lynch 2009*)
4. Humour increases persuasion (*Kerr, 2014*)
5. Humour increases long-term memory retention (*Wanzer, 2010*)

FUNNY + STORIES = MAGIC



CAN YOU USE PERSONAL FUNNY STORIES?



THE MORE PERSONAL, THE MORE UNIVERSAL



**TELL YOUR STORY BUT
MAKE THEM SEE
IT'S ALSO THEIR STORY...**



1. EXPLICITLY TELL THEM THAT THIS IS THEIR STORY TOO

HAVE YOU EVER FACE A STRUGGLE JUST LIKE THIS...?

HAVE YOU EVER HAD TIMES IN YOUR LIFE WHEN YOU FELT XYZ...?

WHEN YOU'VE HAD A MOMENT LIKE THIS IN YOUR LIFE, WHAT DID YOU CHOOSE?



1. EXPLICITLY TELL THEM THAT THIS IS THEIR STORY TOO
2. EXPLICITLY EXPLAIN THE MORAL

**WHAT IS THE MORAL
OF THE 3 LITTLE PIGS?**



**WHAT IS THE MORAL
OF STAR WARS?**





**BECAUSE WE'VE
ALWAYS DONE
IT THAT WAY**





**BECAUSE WE'VE
ALWAYS DONE
IT THAT WAY**

“BECAUSE WE’VE
ALWAYS DONE IT
THAT WAY”
IS NO REASON TO
KEEP DOING
ANYTHING

WHEN INTERNAL
WARNING BELLS
ARE GOING OFF,
TAKE TIME OUT AND
LISTEN TO THEM

WHEN ANY
DECISION WILL
HAVE LONG-TERM
CONSEQUENCES,
THINK IT THROUGH
CAREFULLY

YOU CAN USE
ANY STORY IN
YOUR CONTENT
AS LONG AS YOU
TELL THEM WHY



YOU CAN TELL (ALMOST) ANY
STORY AS LONG AS YOU
EXPLAIN WHY YOU TOLD IT

THIS STORY IS A PERFECT ILLUSTRATION OF...

THE LESSON WE CAN ALL LEARN FROM THIS IS...

I TELL YOU THIS STORY BECAUSE...

THIS STORY REMINDS US ALL TO...

HAVE YOU EVER FELT LIKE THAT...?

MORE FUNNY. MORE MONEY

*The WONDERFUL thing is
they don't even have to be
YOUR funny stories*



Funny (Your Topic) Stories

Google Search

I'm Feeling Lucky



Funny (Your Industry) Stories

Google Search

I'm Feeling Lucky



Dumbest (Your Industry) Stories

Google Search

I'm Feeling Lucky



Dumbest (Sector You Are Trying To Sell To) Stories

Google Search

I'm Feeling Lucky



(Sector Whose Event You are Speaking At) Epic Fail

Google Search

I'm Feeling Lucky

MORE FUNNY. MORE MONEY

Start collecting a bank of hilarious stories

1. Top 5 Funny Stories from Your Industry

MORE FUNNY. MORE MONEY

Start collecting a bank of hilarious stories

- 1. Top 5 Funny Stories from Your Industry*
- 2. Top 5 Funny Stories about Your Message*

MORE FUNNY. MORE MONEY

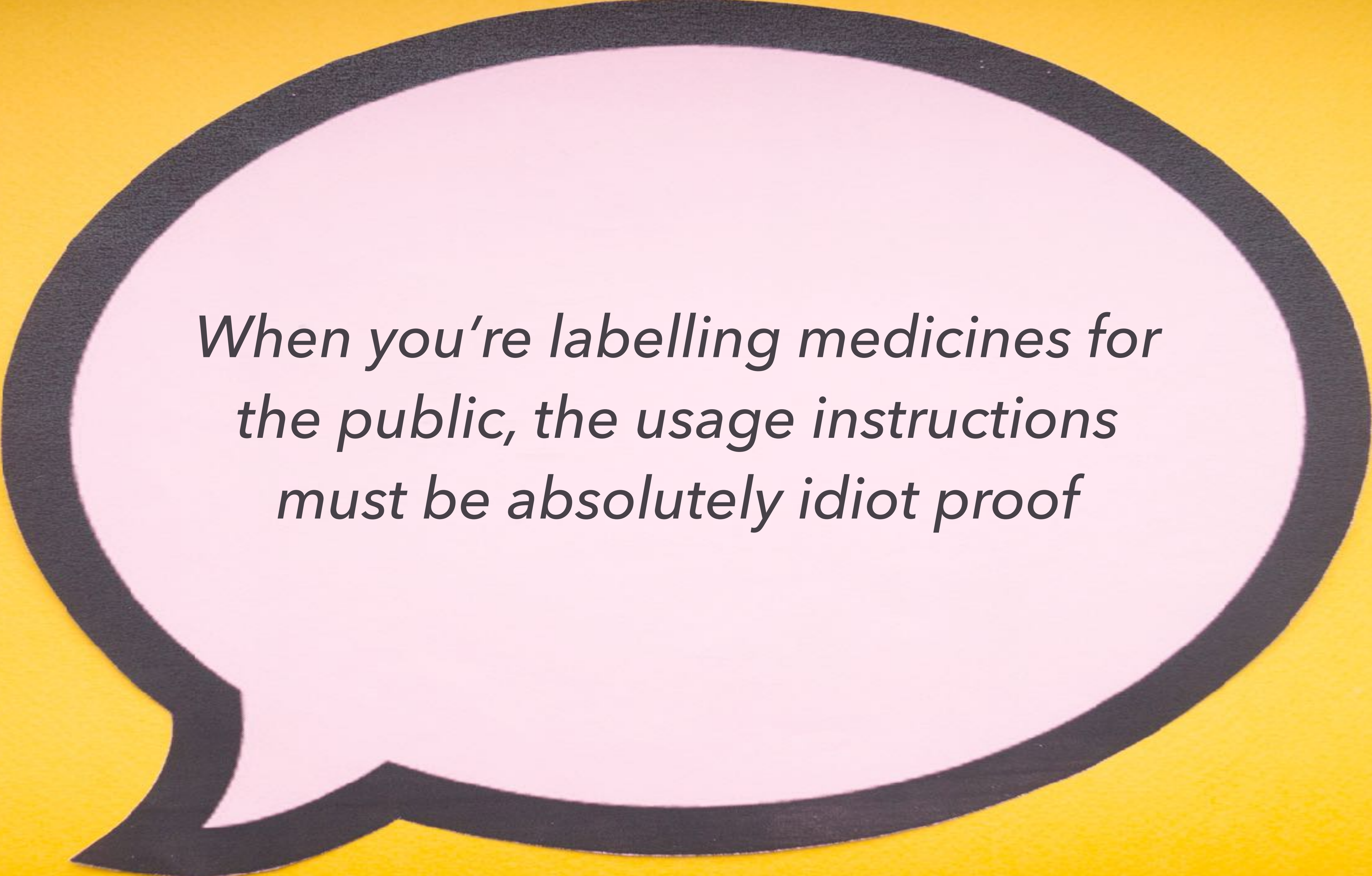
Start collecting a bank of hilarious stories

- 1. Top 5 Funny Stories from Your Industry*
- 2. Top 5 Funny Stories about Your Message*
- 3. Top 5 Funny Stories about Your Life*

MORE FUNNY. MORE MONEY


Start collecting a bank of hilarious stories

- 1. Top 5 Funny Stories from Your Industry*
- 2. Top 5 Funny Stories about Your Message*
- 3. Top 5 Funny Stories about Your Life*
- 4. Top 5 Funny Stories about Anything*



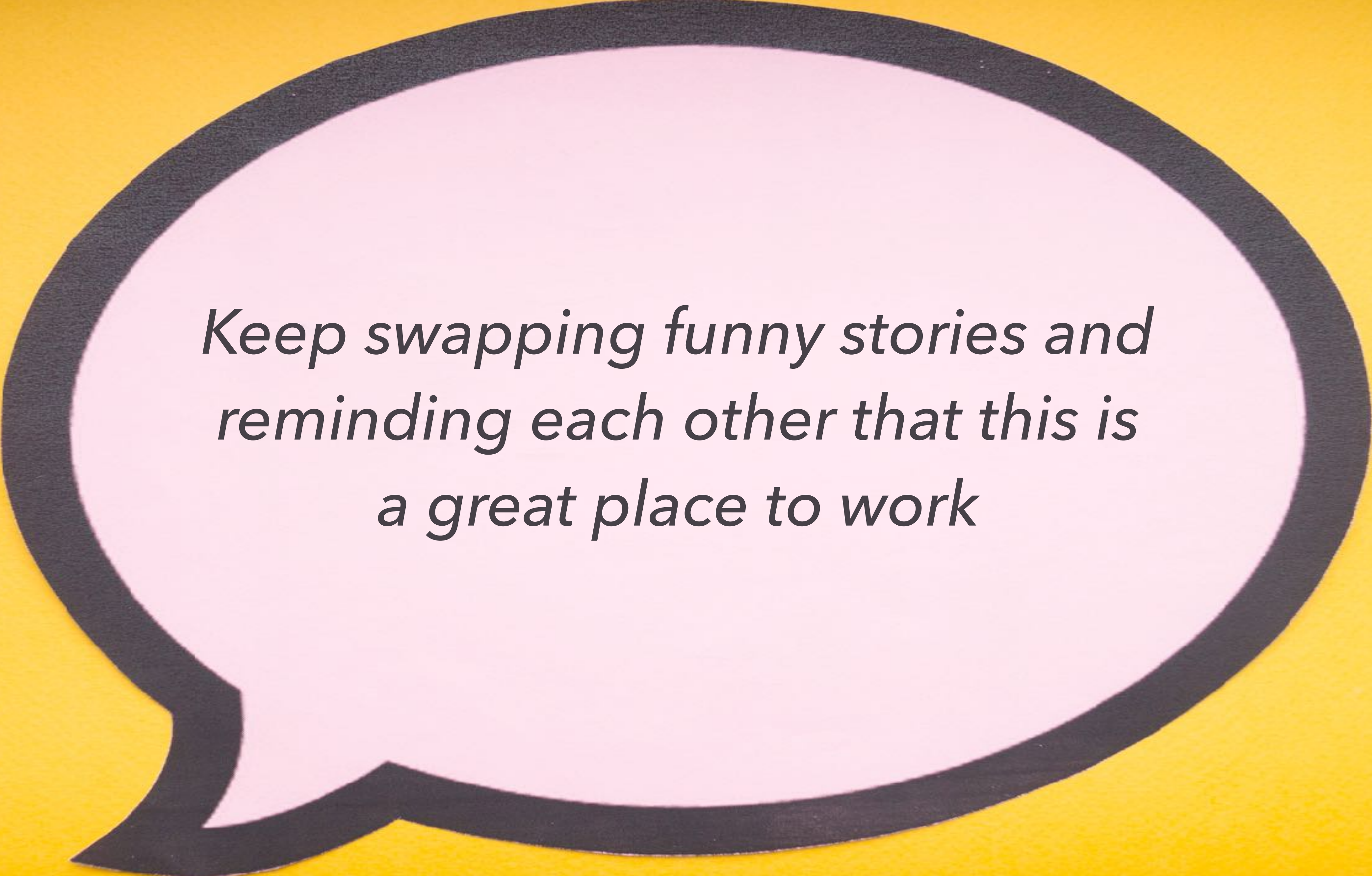
*When you're labelling medicines for
the public, the usage instructions
must be absolutely idiot proof*





*When your role involves you
dealing with the public,
expect surprises*

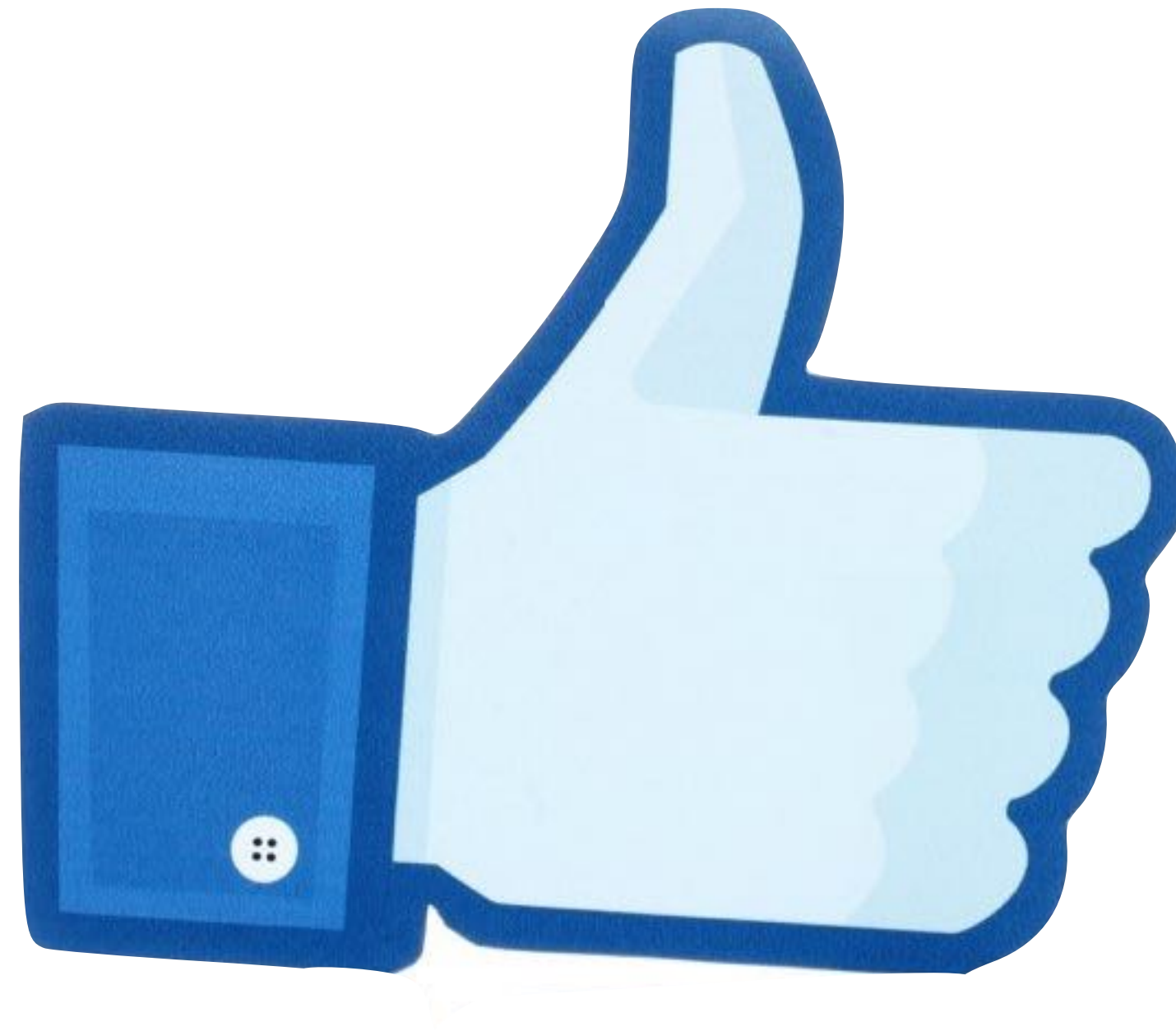




*Keep swapping funny stories and
reminding each other that this is
a great place to work*







Update Status



Add Photos/Video



Create Photo Album



A really great friend of mine learnt a lesson in what NOT to name your child...



Sydney



Friends ▼

Post

LET'S TELL STORIES...




HOW TO TELL BETTER STORIES



MORE FUNNY, MORE MONEY

A BONUS BONUS
THAT I GUARANTEE
WILL COME TOO...



LAUGHTER
is the best
MEDICINE!

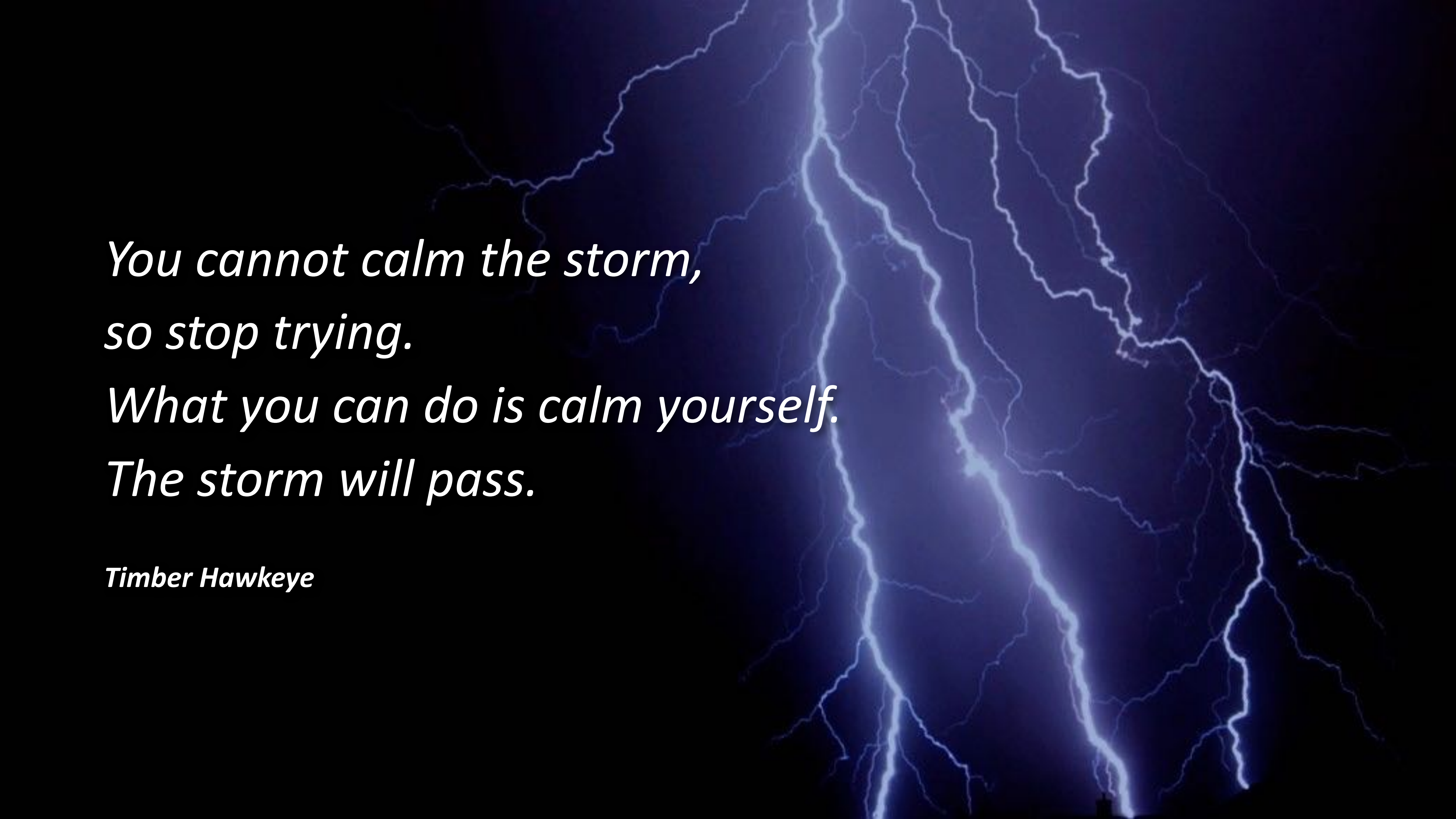
#LaughMore
#FearLess



1. Reappraise threats and reduce stress (*Abel 2002*)
2. Increase personal resilience (*Kuiper 2012*)
3. Facilitate psychological well-being (*Lefcourt 2001*)
4. Greater positive affect (*Cann & Collette 2014*)







*You cannot calm the storm,
so stop trying.
What you can do is calm yourself.
The storm will pass.*

Timber Hawkeye

Humour, more than anything else in the human make-up, can afford an aloofness and an ability to rise above any situation, even if only for a few seconds.

Victor Frankl, Man's Search for Meaning



*Your message
is too important
to take it too
seriously*



*Communication
is too important
to take it too
seriously*



*Life
is too important
to take it too
seriously*



*Take Funny
Seriously*

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PROGRAM \ MICHAEL ARNOT & MARTY WILSON



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**BECAUSE WE'VE
ALWAYS DONE
IT THAT WAY**









**BECAUSE WE'VE
ALWAYS DONE
IT THAT WAY**

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