

by dan s kennedy make em laugh take their money

a few thoughts on using humor as a speaker or

writer or sales pr

****By Dan S Kennedy Make Em Laugh Take Their Money: A Few Thoughts on Using Humor as a Speaker or Writer or Sales PR****

by dan s kennedy make em laugh take their money a few thoughts on using humor as a speaker or writer or sales pr is more than just a catchy phrase; it's a powerful philosophy that has transformed how professionals connect with audiences, whether on stage, in writing, or through sales and public relations campaigns. Humor, when used skillfully, can break down barriers, build trust, and enhance persuasion. Dan S Kennedy, a renowned marketing expert, emphasizes this approach as a way to engage and convert prospects effectively. If you're a speaker, writer, or involved in sales PR, understanding how to integrate humor can be a game-changer.

Why Humor Matters in Speaking, Writing, and Sales PR

Humor isn't just about making people laugh. It serves several critical functions in communication, especially in sales and marketing. When you use humor effectively, you:

- Create an emotional connection with your audience.
- Make your message more memorable.
- Diffuse tension or resistance.
- Establish your personality and authenticity.
- Encourage sharing and word-of-mouth.

Dan S Kennedy's mantra, "make 'em laugh, take their money," encapsulates this beautifully. He

suggests that humor is not a distraction from your message; it's the vehicle that delivers it in a way that resonates deeply.

The Psychology Behind Humor in Sales and PR

People buy from those they like and trust. Humor is a shortcut to likability. According to behavioral psychology, laughter triggers the release of endorphins, making people feel good and more open to your message. When a speaker or writer uses humor, it lowers the audience's defenses, making them more receptive to the sales pitch or the story being told.

In sales PR, where trust and credibility are paramount, humor can humanize a brand or spokesperson. Instead of appearing cold or overly polished, a touch of wit suggests relatability and confidence.

Implementing “Make Em Laugh Take Their Money” in Speaking Engagements

If you're a speaker, humor can transform a dull presentation into a captivating experience. But it's not about telling jokes randomly; it's about weaving humor naturally into your narrative.

Know Your Audience

Understanding your audience's preferences and sensitivities is crucial. Humor that works for a group of entrepreneurs might fall flat or even offend a corporate audience. Dan S Kennedy stresses the importance of tailoring humor to fit the context and cultural nuances of your listeners.

Use Stories and Anecdotes

People love stories, especially ones they can relate to. Funny stories about real-life experiences or industry quirks can break the ice and make your presentation feel authentic. For example, a sales professional might share a humorous tale about a past client interaction that went awry but taught a valuable lesson.

Timing Is Everything

Good comedians know that timing can make or break a joke. The same applies to speakers. Pausing just before the punchline or using a well-timed facial expression can amplify humor's impact.

Incorporating Humor in Writing: Articles, Blogs, and Sales Copy

Writing humorously is an art that combines creativity with an understanding of your audience's mindset. When done correctly, it increases reader engagement and drives conversions.

Lighten the Tone Without Diluting the Message

Humor should enhance clarity, not obscure it. Using playful language, puns, or witty observations can make your writing enjoyable while still delivering important information. Dan S Kennedy's approach encourages writers to be bold and inject personality into their sales copy to stand out in crowded markets.

Use Relatable Humor

Readers connect with humor that mirrors their experiences or frustrations. For instance, a blog post about marketing challenges might include humorous quips about the endless jargon marketers face daily. This creates rapport and builds trust.

Balance Humor and Professionalism

Depending on your niche, you might need to strike a balance between being funny and maintaining credibility. For example, a financial advisor's newsletter might use light humor to demystify complex concepts without undermining the seriousness of the topic.

Sales PR: How Humor Drives Results in Campaigns

In sales PR, humor can serve as a strategic tool to differentiate your brand and make your messaging stick.

Humanize Your Brand

Consumers today crave authenticity. Brands that show a fun, approachable side through humorous content or campaigns tend to build stronger emotional connections. Dan S Kennedy's philosophy highlights that humor can reduce the distance between a brand and its audience, making people more inclined to buy.

Use Humor to Cut Through the Noise

In a world saturated with advertising and PR messages, humor helps your communication stand out. Whether it's a witty tagline, a funny video, or humorous social media posts, these elements capture attention and encourage sharing.

Be Careful with Humor in Sensitive Situations

While humor can be powerful, it's essential to exercise caution. Misjudged humor can backfire, damaging your reputation instead of enhancing it. Always test your humorous content with a sample audience or colleagues before launching widely.

Practical Tips for Using Humor Like Dan S Kennedy

Dan S Kennedy's "make em laugh take their money" concept isn't just about jokes; it's about strategic communication. Here are some actionable tips inspired by his teachings:

- **Start Strong:** Open with a funny observation or story that grabs attention immediately.
- **Be Authentic:** Use humor that fits your personality and brand voice.
- **Keep It Relevant:** Humor should always support the core message or sales pitch.
- **Use Self-Deprecation:** Poking fun at yourself can make you more relatable and approachable.
- **Practice Delivery:** Whether speaking or writing, refine your humor to ensure it lands well.

- **Observe and Adapt:** Pay attention to audience reactions and adjust your humor accordingly.

Examples of Humor-Driven Success Inspired by Dan S Kennedy

Many successful marketers and speakers have embraced the philosophy of “make em laugh take their money.” For instance, some sales letters that have gone viral or massively boosted conversions used light-hearted humor to disarm skeptical readers. Similarly, keynote speakers who incorporate well-timed jokes often receive standing ovations and higher engagement scores.

One memorable example is a sales pitch where the presenter joked about common objections before smoothly addressing them — making the audience laugh and nod in agreement simultaneously. This technique eased resistance and led to better sales outcomes.

Final Thoughts on Humor as a Sales and Communication Tool

By embracing the lessons behind “by dan s kennedy make em laugh take their money a few thoughts on using humor as a speaker or writer or sales pr,” professionals can elevate their communication to a higher level. Humor is not just entertainment; it is a strategic asset that can build rapport, foster trust, and ultimately drive sales. Whether you’re delivering a keynote, crafting an article, or managing a PR campaign, a well-placed joke or witty remark can open doors and hearts.

Remember, the goal isn’t to be a stand-up comedian but to use humor as a bridge that connects you to your audience authentically and memorably. With practice and thoughtful application, you’ll find that making people laugh truly can lead them to say “yes” — and take out their wallets with a smile.

Frequently Asked Questions

What is the main premise of Dan S. Kennedy's 'Make 'Em Laugh and Take Their Money' regarding humor in sales?

The main premise is that using humor effectively as a speaker, writer, or sales professional can engage the audience, build rapport, and ultimately increase sales by making the message more memorable and persuasive.

How does Dan S. Kennedy suggest speakers use humor without undermining their credibility?

Kennedy advises using humor that is relevant, tasteful, and aligned with the speaker's personality and message, ensuring it enhances rather than detracts from authority and trustworthiness.

What types of humor does 'Make 'Em Laugh and Take Their Money' recommend for sales presentations?

The book recommends using relatable anecdotes, light self-deprecation, and situational humor that resonates with the audience's experiences to create a connection and keep them engaged.

Can humor in writing be as effective as in spoken presentations according to Dan S. Kennedy?

Yes, Kennedy emphasizes that well-crafted humor in writing can capture attention, break down resistance, and make sales copy more compelling, provided it fits the tone and audience expectations.

What are common mistakes to avoid when using humor in sales and

marketing as highlighted by Kennedy?

Common mistakes include using humor that is offensive, irrelevant, or overdone, which can alienate or confuse the audience, and failing to balance humor with clear, persuasive messaging.

How does humor influence consumer behavior based on insights from 'Make 'Em Laugh and Take Their Money'?

Humor creates positive emotional associations, lowers resistance to sales messages, and makes the brand or product more memorable, thereby increasing the likelihood of purchase decisions.

Additional Resources

****By Dan S Kennedy Make Em Laugh Take Their Money: A Few Thoughts on Using Humor as a Speaker or Writer or Sales PR****

by dan s kennedy make em laugh take their money a few thoughts on using humor as a speaker or writer or sales pr serves as a compelling entry point into the nuanced relationship between humor and persuasion. Dan S Kennedy, a renowned marketing strategist and copywriter, emphasizes humor not merely as a tool for entertainment but as a strategic device that can elevate the effectiveness of sales presentations, public speaking, and written communication. This article delves into Kennedy's perspective on humor's role in influencing audiences, explores best practices for integrating wit into professional contexts, and examines the potential pitfalls and benefits of leveraging comedy in sales and public relations.

The Strategic Value of Humor in Sales and Communication

Humor has long been recognized as a powerful human connector. Kennedy's insights suggest that when speakers or writers skillfully "make em laugh," they lower barriers, build rapport, and foster

trust—key ingredients in successful persuasion. The phrase “make em laugh take their money” encapsulates the idea that humor can prime an audience for receptivity, leading to higher engagement and eventual conversion.

Research supports this approach. According to a study by the University of Kansas, people who laugh during presentations are more likely to remember the key messages and feel positively toward the speaker. This aligns with Kennedy’s assertion that humor is not a frivolous add-on but a strategic element that can enhance message retention and audience connection.

However, humor must be carefully calibrated to the audience and context. Misjudging the tone or content can backfire, resulting in alienation or loss of credibility. This risk underscores the importance of understanding the audience’s sensibilities and cultural nuances before deploying humor in sales PR or public speaking.

Humor as a Differentiator in Sales Presentations

In an increasingly crowded marketplace, standing out is imperative. Kennedy’s approach to “make em laugh take their money” suggests that humor can differentiate a speaker or sales professional from competitors who rely solely on conventional pitches. A memorable joke or witty anecdote can make a presentation more engaging, helping the speaker to break through the noise.

Furthermore, humor humanizes the salesperson, fostering a sense of authenticity and approachability. This can be particularly effective in long sales cycles or complex B2B environments, where relationship-building is paramount. By weaving humor into their narrative, sales professionals create a more relatable persona that can ease negotiations and build long-term loyalty.

Yet, not all humor is equal. Self-deprecating humor, for example, tends to build trust and likability without appearing arrogant. In contrast, sarcasm or edgy jokes might alienate some prospects. Kennedy’s guidance implies that humor should be used judiciously to align with brand identity and audience expectations.

Writing with Humor: Engaging Readers While Maintaining Professionalism

Writers, especially those in marketing, copywriting, or PR, can also benefit from Kennedy's philosophy. Humor in writing can transform dry or technical content into compelling narratives that capture and sustain reader interest. By integrating clever wordplay or lighthearted commentary, writers can create emotional connections that motivate readers to act.

Effective humor in writing often relies on timing, tone, and context. Kennedy advocates for a balance—enough humor to entertain but not so much that it distracts from the core message. This balance is crucial in sales-related content, where the ultimate goal is conversion rather than mere entertainment.

Incorporating humor also helps break down complex ideas, making them more accessible. Analogies, witty metaphors, and playful language can clarify abstract concepts, which is particularly useful in industries such as finance, technology, or healthcare.

Benefits and Challenges of Using Humor in Sales PR

When used appropriately, humor can be a powerful asset in sales PR campaigns. It attracts attention, encourages sharing, and can humanize brands. Kennedy's "make em laugh take their money" mantra highlights humor's ability to convert interest into tangible sales outcomes.

Key Benefits

- **Enhanced Engagement:** Humor captures audience attention and encourages active listening or

reading.

- **Emotional Connection:** Humor fosters positive emotions, which can increase trust and brand affinity.
- **Improved Recall:** Audiences are more likely to remember humorous content, supporting brand awareness.
- **Viral Potential:** Funny content is more likely to be shared on social media, expanding reach organically.

Potential Downsides

- **Offending Audiences:** Humor that misses the mark can alienate or offend, damaging reputation.
- **Distracting from the Message:** Overuse or inappropriate humor might detract from the sales pitch or key points.
- **Misinterpretation:** Humor often relies on subtlety, and jokes can be misunderstood, leading to confusion.
- **Inconsistency with Brand Voice:** Humor that conflicts with a brand's identity may confuse customers.

These considerations necessitate a strategic approach to humor in sales PR, one that Kennedy implicitly advocates by encouraging speakers and writers to understand their audience deeply and to

test their material carefully before broad deployment.

Best Practices for Incorporating Humor Based on Kennedy's Insights

While Dan S Kennedy's core message advocates for humor's effectiveness, the mechanics of its use remain critical. Here are some practical guidelines inspired by his philosophy:

1. **Know Your Audience:** Tailor humor to the cultural, demographic, and professional context of your listeners or readers.
2. **Keep It Relevant:** Humor should reinforce the message, not derail it. Use jokes or stories that support your key points.
3. **Test and Refine:** Pilot your humor in smaller settings to gauge reactions and adjust accordingly.
4. **Use Humor to Humanize:** Self-deprecating or relatable humor builds rapport more effectively than sarcasm or harsh humor.
5. **Balance Entertainment with Persuasion:** Ensure that humor serves the ultimate goal of motivating action, whether buying a product or engaging with content.
6. **Maintain Professionalism:** Even playful humor should respect boundaries and uphold the speaker's or brand's credibility.

Examples of Successful Humor in Sales and Speaking

Several high-profile sales professionals and speakers illustrate Kennedy's principle with finesse:

- **Steve Jobs:** Known for his dry wit during product launches, Jobs used humor to disarm audiences and make complex technology relatable.
- **Gary Vaynerchuk:** Blends humor with blunt honesty in sales content that feels authentic and engaging.
- **Sheryl Sandberg:** Integrates light humor in keynotes to ease discussions on serious topics like leadership and gender equity.

These examples underscore humor's versatility and its capacity to make messages memorable and persuasive.

Dan S Kennedy's "make em laugh take their money" approach remains a valuable framework for anyone engaged in persuasive communication. While humor is not a silver bullet, when applied thoughtfully, it can transform the dynamics of selling, speaking, and writing. It fosters connection, enhances message retention, and ultimately drives action—key objectives for any professional in sales or PR. The art lies in balancing levity with purpose, ensuring that the laughter earned translates into trust and tangible results.

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Thoughts On Using Humor As A Speaker Or Writer Or Sales Pr

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Managers • Authors / Speakers • Newscasters • Columnists • Bloggers • Clergymen • Motivational Speakers • Tattoo Artists • And of course comedians

The number one fear of most people is speaking in front of an audience. It's right up there above death. That's because people fear rejection. Funny people don't share this fear. Funny people have something to say and so why would you reject them? Funny people are more afraid of dying than talking. This handbook will teach anybody the tools to be funny. If you're a comedian the contents are indispensable. You'll not only refine an act you can take anywhere, but learn the techniques to make adjustments when needed and maximize the tools in your arsenal to brand yourself as a multi-talented performer able to work in a multitude of situations. You'll also learn the invaluable lessons of once you've attained your success, how to maintain your success. If you're amongst the multitude of other non-comedic professions this book is your secret weapon. Your sales will increase. Your congregation will be more attentive. Your employees will be more motivated and nobody will quite know why they like you more. You'll be using the same techniques and mindset of professional laugh creators and finding how much easier your endeavors will become. You can even use the methods in your personal life. Want to nip an impending argument in the bud? Say something funny. Need to talk your way out of a traffic ticket? Make the cop snicker. Going to the DMV? Well, not even a joke can eradicate you from that hell, but you get the drift. Making others happier than before you showed up is the key to navigating through life with greater success. Not only will you get immediate perks; laughing gives the priceless gift of better health. Ever notice that most comedians live to be a ripe old age if they don't take themselves out? You'll look better, feel better and view the world through renewed eyes. Problems that plague the average person mean nothing to funny people because they know how to talk their way out of it. They'll get the right person to laugh. I've been a professional comedian in a career that currently spans over four decades. Throughout my career I've worked as a stand up, comedy actor, producer of comedy, voice-over artist, author of comedy books, promoter of comedy shows, writer for over 100 comedians, interviewer for comedy documentaries, columnist for comedy magazines and I sit on the advisory board of the Comedy Hall of Fame as a comedy historian. I've helped others feed their families and attain comfortable lifestyles through the art of laughter and I'm certain these pages will assist you.

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www.ypo.org). YPO is one of the most elite executive groups on the planet, and they not only hired me, but honored Your Presentation is a Joke as award worthy which helped me finally feel acceptance. If you have a business presentation, then you want to stand out, make people pay more attention and give you their money. I submit humor is the way to reach those goals. In this book you will learn proven techniques from adding funny images, to finding the funny in (almost) any subject, to writing self-deprecating jokes, and more. So whether you're a seasoned public speaker, a new speaker, or you just think I'm pretty and want to give me money, you should get Your Presentation is a Joke.

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