

# JOIN JUDY'S ONLINE WORKSHOP

## “COMEDY FORMULAS THAT WORK”

12 Video Lessons  
3 Live Webinars



[TheMessageOfYou.com](http://TheMessageOfYou.com)

# Turning Your MESS into a MESSage & Turn Your Problems into Punchlines

---

## The Making Fun of Yourself Formula: Turning Problems into Punchlines

Every speaker has to do this exercise -- it's making fun of yourself. It may seem a little counter-intuitive to your expertise, but it takes a confident person to make fun of themselves.

### EXERCISE 1: MAKING FUN OF YOURSELF

In this exercise, think about something that is not too flattering about yourself or what jokes people may say behind your back or what negative defects people might see when they meet you. I'm going to help you how to turn those problems into punchlines.

#### The Formula:

I'm [INSERT DEFECT]

Woohoo!"

Hey there are advantages to being [INSERT DEFECT]

[INSERT ADVANTAGE]

[INSERT ADVANTAGE]

[INSERT ADVANTAGE]

1. Create a list of what people see when you walk out on stage. Is there anything striking that people can see?  
[e.g., your weight, receding hairline, your ethnicity, your height, DO NOT use being lactose intolerant because people can't see that.]

## Turning Your MESS into a MESSage & Turn Your Problems into Punchlines

---

2. Look at your speech, read through and list any “negatives qualities” or “defects” you may list in your speech. Make a list below.  
[e.g., you’re overly scared, you’re a worrywart, you’re not the best communicator]
  
3. List things people may say behind your back or make fun of you about. If you can’t think of anything, than you can say “I’m in denial.”  
[e.g., you’re a micro-manager, you’re a bad boss ]
  
4. From the three prior lists, pick three qualities you want to work with.
  
5. Give a funny reason why it’s an advantage. List 5 advantages  
[e.g., You can list anything here. Be funny. Use your imagination!]

## Turning Your MESS into a MESSage & Turn Your Problems into Punchlines

---

6. Let's write the joke.

"I'm ...

"Woohoo!"

"Hey there are advantages to being ...

"I'm ...

"Woohoo!"

"Hey there are advantages to being ...

"I'm ...

"Woohoo!"

"Hey there are advantages to being ...

"I'm ...

"Woohoo!"

"Hey there are advantages to being ...

# Turning Your MESS into a MESSage & Turn Your Problems into Punchlines

---

## EXERCISE 2: HANDLING HECKLERS

Stand up comics get heckled. Speakers, not so much, but you will get heckled in life by your loved ones. Don't get mad ... get funny! First repeat the insult and then you exaggerate it! People love people who do not take themselves so seriously.

The Formula:

You think I'm [INSERT INSULT]

Got it, sometimes I am.

Matter of fact ... [INSERT EXAGGERATION]

1. Make a list of things people have called you.

2. Make a list of an exaggeration of that insult.





# Turning Your MESS into a MESSage & Turn Your Problems into Punchlines

---

## The List of Three Formula: One, Two and TURN

Anytime you have a list or a Power Point slide presentation, the third one has to be funny. Keep people laughing and they will love you! It's better than putting people to sleep.

The Formula:

[The set up using one of the FOUR ATTITUDE WORDS]

[INSERT STATEMENT ONE]

[INSERT STATEMENT TWO],

[INSERT STATEMENT THREE - The Turn]

1. First list of three: BIG, BIG, small

It's a SCARY world out there. We have terrorism, we have wars, we have ...

*(insert something small)*

2. Secod list of three: small, small, BIG

Break ups are HARD. There are three subtle clues that your relationship is over ...

*(Hint: First two are unfunny and subtle, and the last one is over-the-top obvious)*

## Turning Your MESS into a MESSage & Turn Your Problems into Punchlines

---

3. Third list of three: Obvious, obvious, weird  
It's SCARY how being broke can just happen. There are three signs that you are broke ...
  
4. Fourth list of three: Subtle, subtle, obvious  
It's HARD breaking an addiction. You know it's time to stop drinking when ...
  
5. Corporate list of three: Subtle, subtle, obvious  
There are three subtle clues that communications in your department is deteriorating ...

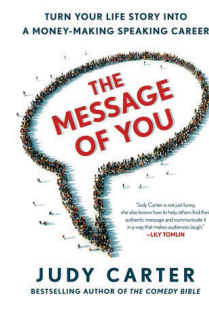


## Tools to Get Your Story Out

### ***The Message of You: Turn Your Life Story Into a Money-Making Speaking Career*** (St. Martin's Press, 2013)

Before you write your speech or book, design your website, or promote your business, you better know The Message of You -- as it is what makes you unique, connects you to others, and makes you a force of inspiration.

*Today's Price: \$25*

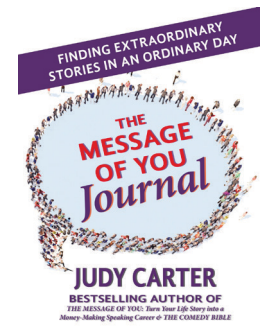


### ***The Message of You Journal: Finding Extraordinary Stories in an Ordinary Day***

Judy Carter's created a 21-day interactive PDF journal to guide you to uncover the inspiring stories that occur in an ordinary day. She then shows you how to use these stories for speeches, TED talks, blogs, social media, and TV appearances, as well as discover lost childhood memories and find and live The Message of You. Works on PC, Mac, iPhone/iPad, Android, etc.

*Today's Price: \$9.95*

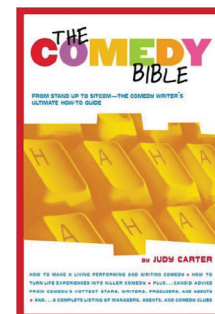
<http://tinyurl.com/ocnss2p>



### ***The Comedy Bible: From Stand-up to Sitcom -- The Comedy Writer's Ultimate "How To" Guide***

Judy Carter, guru to aspiring comedy writers and stand-up comics, tells all about the biz of being funny and writing funny in this bright, entertaining, and totally practical guide on how to draw humor from your life and turn it into a career.

*Today's Price: \$15*



**ALL THREE BOOKS AVAILABLE FOR \$45**