FUNNIER ADS

BY LISA ORKIN



LIFE IS FUNNY





Types of Humor

SITUATIONAL

SURREAL HUMOR

WORD PLAY

PARODY



JUMP OUT OF THE BOX





SET UP THE CONFLICT/PROBLEM (20-ISH SEC)

AMPLIFY THE PROBLEM (10-ISH SEC)

SOLVE THE PROBLEM WITH YOUR 1ST BENEFIT (10-ISH SEC)

SOLVE THE PROBLEM WITH YOUR 2ND BENEFIT (10-ISH SEC)

GIVE YOUR CTA (10 SEC MAX!)



PAINTA PICTURE



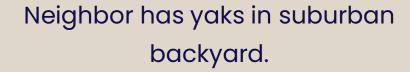


STRUCTURE

SET UP THE PROBLEM

SHOW THE PAIN

RESOLVE THE PROBLEM



Trying to figure out the confusion of retirement.

The IRA Store helps you the confusion of retirement.



KILLER DIALOGUE

- SHORT SENTENCES
- WRITE THE WAY YOU SPEAK
- EVERY WORD MOVES YOUR STORY FORWARD
- SHOW DON'T TELL
- PAINT A VISUAL PICTURE







BRAIN STORMING

LISTS

IMPROV

STORIES



NO ACTING PLEASE

- REACT DON'T ACT
- VISUALIZE
- PICK UP CUES
- MOVE IT ALONG
- PLAY



ANYTHINGIS POSSIBLE







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