

FUNNIER ADS

BY LISA ORKIN



LIFE IS FUNNY



Types of Humor

SITUATIONAL

WORD PLAY

SURREAL HUMOR

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!)



PAIN T A PICTURE



STRUCTURE

SET UP THE PROBLEM



Neighbor has yaks in suburban backyard.

SHOW THE PAIN



Trying to figure out the confusion of retirement.

RESOLVE THE PROBLEM



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



WORDS



BRAIN STORMING

LISTS

IMPROV

STORIES



NO ACTING PLEASE

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



ANYTHING IS
POSSIBLE





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