

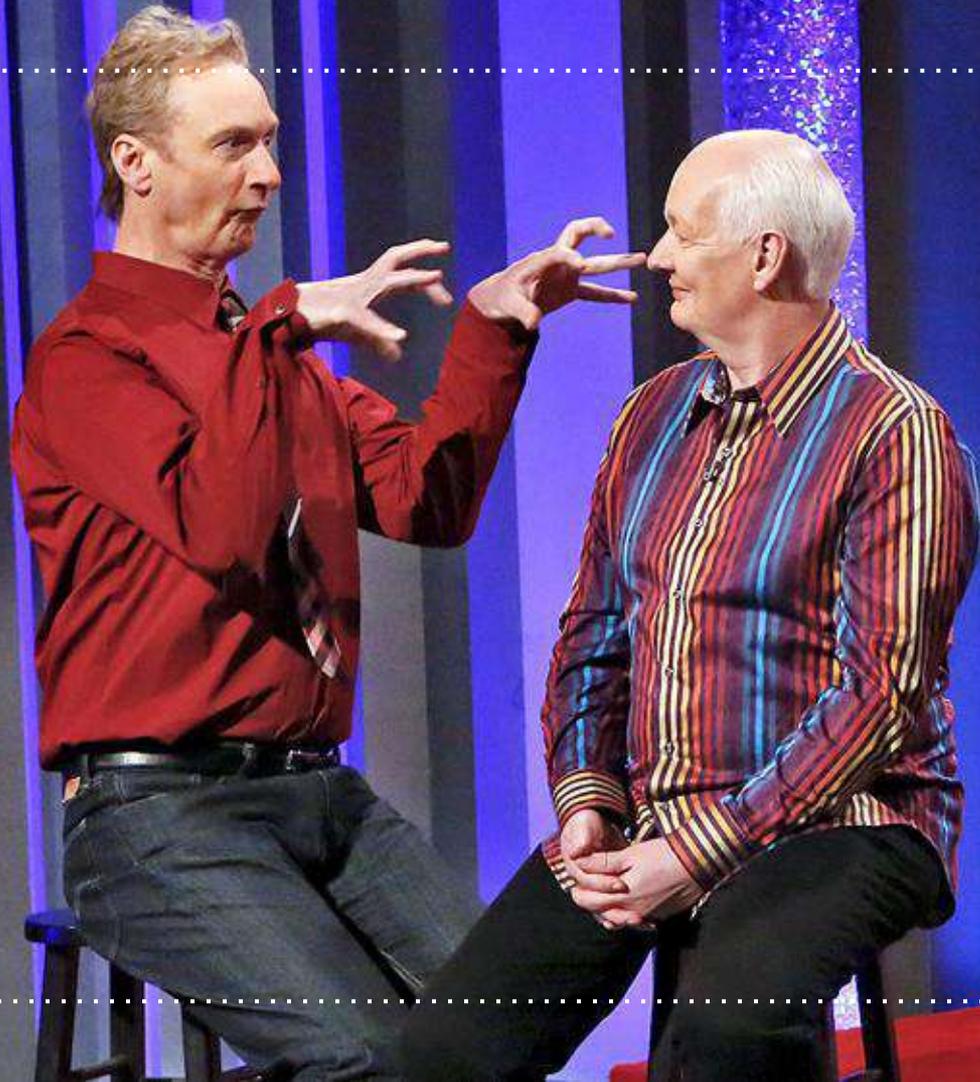
How to Be Funny (...Even if You're Not)

Comedy-inspired copywriting
tips anyone can use

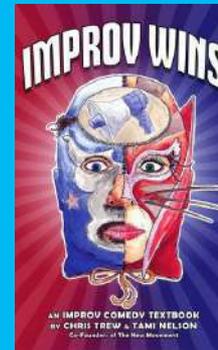
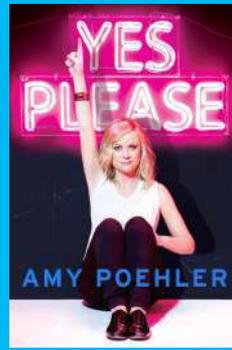
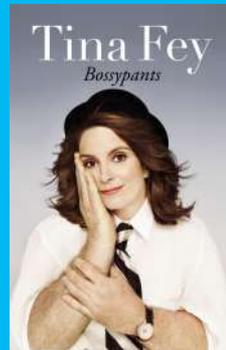
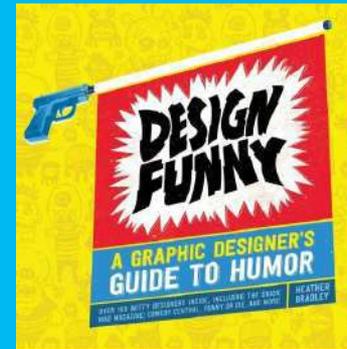
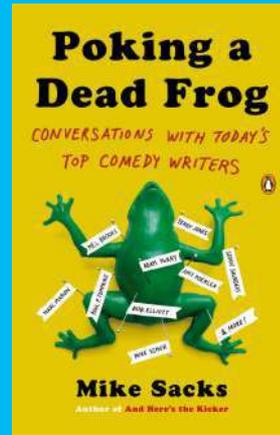
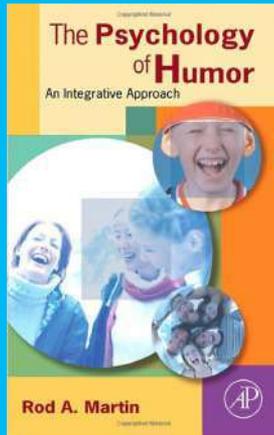


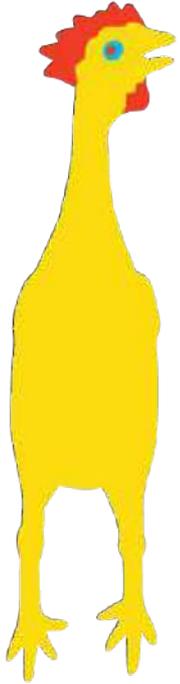
How to Be **Funny** (...even if you're not)

Comedy-inspired copywriting tips
anyone can use









PUNCHLINE

CONVERSION COPYWRITING



funny copywriter



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About 1,730,000 results (0.41 seconds)

Punchline Conversion Copywriting

<https://www.punchlinecopy.com/> ▼

Knock knock. Who's there? A shitload of money! It's science that laughing makes us feel good. But why would you want your clients or customers to laugh at you? **Humor** activates parts of the brain associated with happiness and fulfillment (Harvard, 2010). When your customers associate your business with "having a great ...

[Work With Punchline](#) · [About](#) · [Blog](#) · [Watch + Read](#)





If your business doesn't
use humor, **you're not
getting the results
you deserve**

Bluetick

Quickly add your own personal touch

It's a fact that personalized emails get higher reply rates. If you decide to manually approve an email before sending, you can personalize it for the recipient without changing the underlying template.

Take what you know about your prospect. Then try adding a line like, "How 'bout those Pats?" or "Looks like perfect weather for this weekend's ritual sacrifice!" ... and watch your response rates climb.

You can even send emails as threaded replies that include the contents of all previous emails in the sequence, so it looks like you dug up and answered the original email.

Spend more time outside your inbox

Closing deals is great. Closing deals automatically is waaay better. And nope, the folks you're emailing will never know you're using Bluetick – so you'll get better response rates.



Start My 14-Day Free Trial

Give Bluetick a try for 2 weeks. You'll like it.
If you don't like it, hey, it was free.

Manly Bands



THE JOURNEYMAN

★★★★★ 26 Reviews

Make a selection

SIZE

Select Your Size

QTY

—

1

+

MAKE A SELECTION

POPULAR ACCESSORIES



Manly Birch Box

\$19.00



THE DETAILS

“Grandpa, where did you get that dope ring, and can we have it!” - Your future heirs.

Meet The Journeyman: one of our favorite rings here at Manly Bands.

SHIPPING & RETURNS

- **Real F***in Classy Shipping**— Snugged up in a velvet ring box & delivered insanely fast by rugged outdoorsman and/or USPS
- **30 Day No-Hassle Returns & One-Year Warranty** — Don't dig it, or need another size? Ain't no thing but a wedding ring. We got you.

Mapistry

Painless Stormwater Compliance.
Yeah, We Said It.

83% of the facilities that used our software to help reduce contamination succeeded in getting back below allowed levels in less than a year.

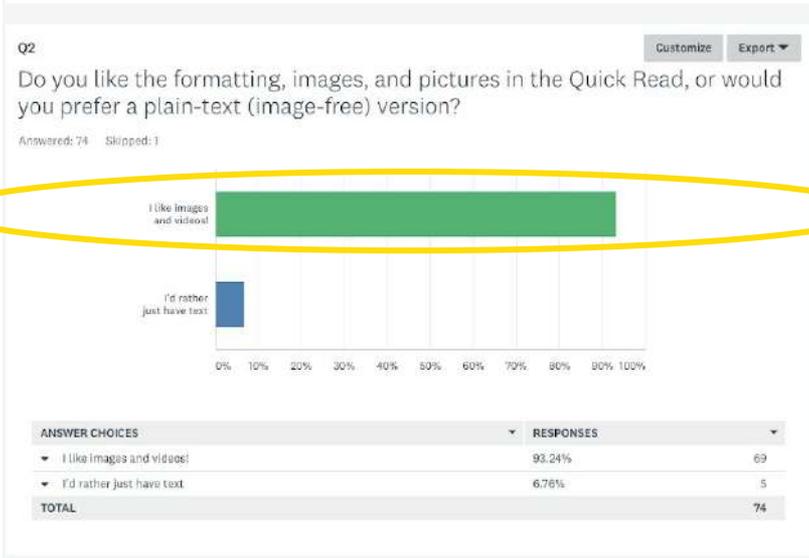
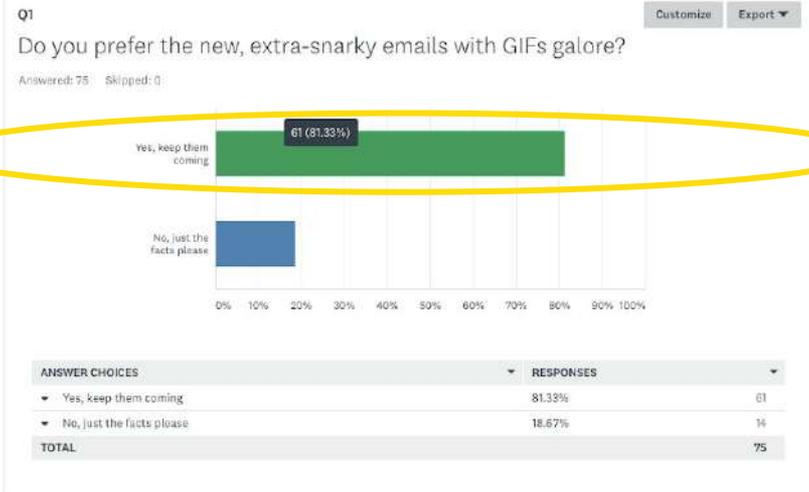
[Book Your Free Consultation](#)

You crack me up. Thanks for the info. and the grins.

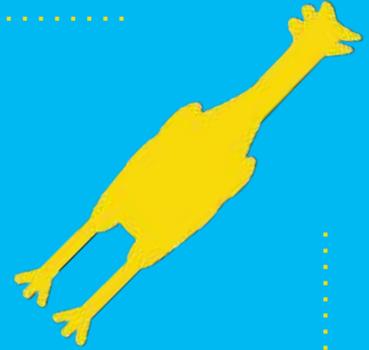
Ryan,

Wow! Thank you! Awesome newsletter! You rock the stormwater world! Love the Wednesday kitty too!
Enjoy and keep having fun 😊

Mapistry

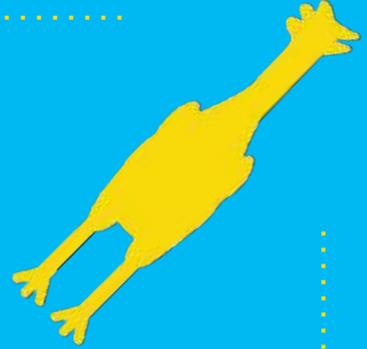


I'm gonna show you...



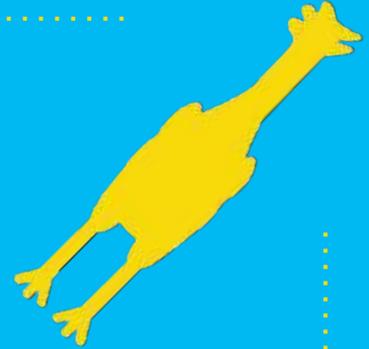
1. **WHY** humor affects us

I'm gonna show you...



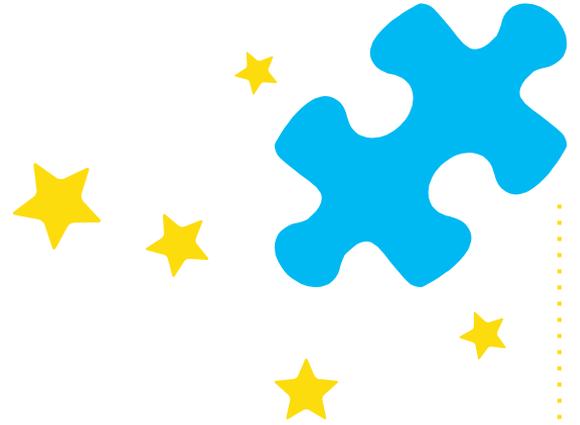
1. **WHY** humor affects us
2. **WHERE** to use humor to best effect

I'm gonna show you...



1. **WHY** humor affects us
2. **WHERE** to use humor to best effect
3. **HOW** to punch up your copy line by line

WHY
humor
affects us



Why is humor sometimes uncomfortable?

- Joking makes us vulnerable



Why is humor sometimes uncomfortable?

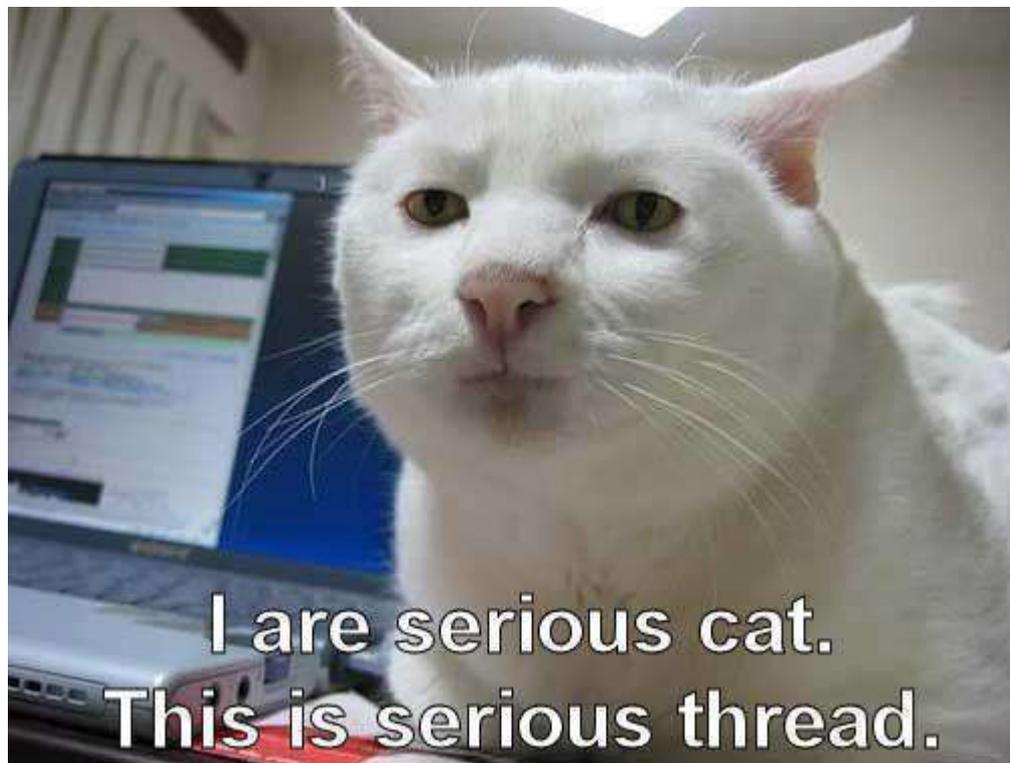


- Past experiences make us wary

Why is humor sometimes uncomfortable?



- Work is serious... right?



I are serious cat.
This is serious thread.



Why is humor sometimes uncomfortable?

- We don't want to offend

Dear horrible friends,

Cards Against Humanity here with another attempt to take your money. Time is running out to get in on this year's holiday hoopla, *Eight Sensible Gifts for Hanukkah*.

Dear consumer,

Thanks for signing up for Cards Against Humanity's Ten Days or Whatever of Kwanzaa. Throughout the month of December, we will mail you 10 or whatever gifts on 10 different days.

How humor works in the **brain**



- Activates parts of the brain associated with happiness + fulfillment

Goal state



Play state





Don't make your user feel
like **your product or offer**
is a taskmaster

Unbounce



Oh, hi there.

Kieran here, your Unbounce CDO (that's Chief Discount Officer).

I made you an important video.



How about that sweet deal, amiright?

How to pick your **humor topic**



- Customer research is your friend here!
- Ask your users what they like

Which meme is funniest?



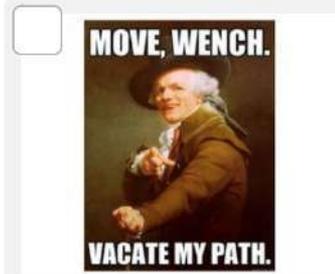
Doge



Cheezburger



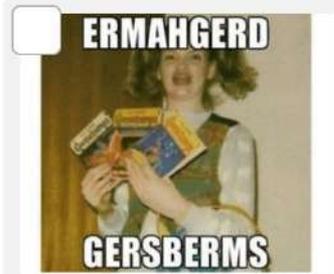
dat boi



Joseph Ducreux



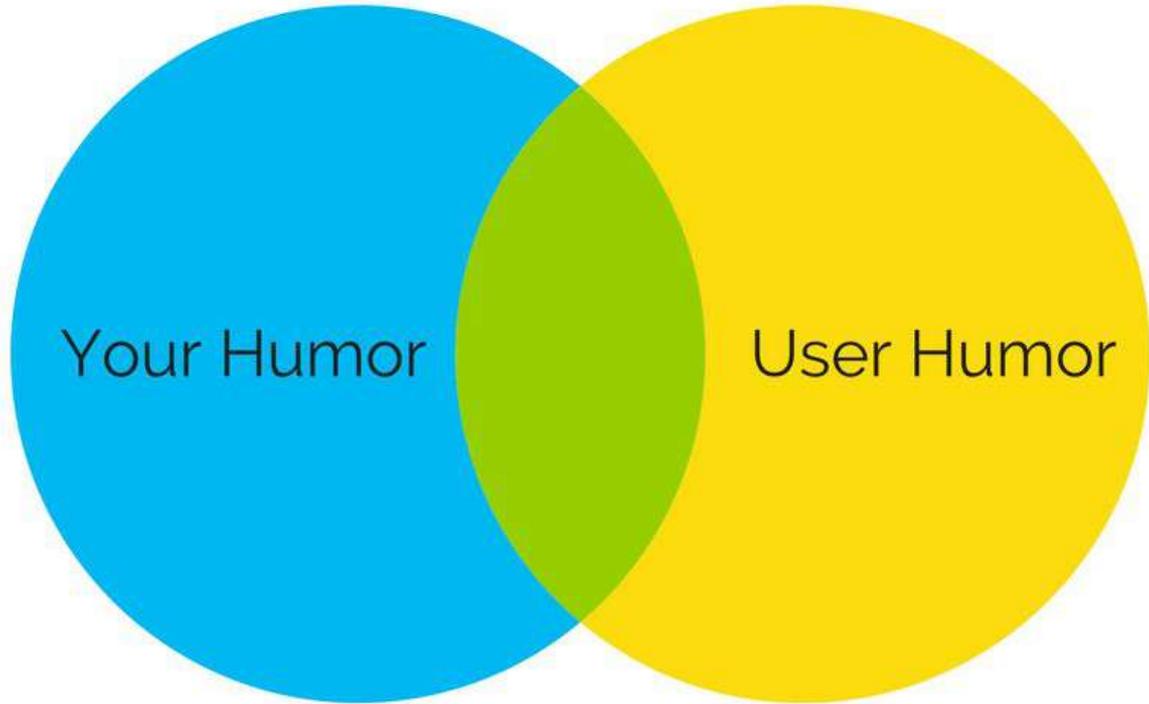
Philosoraptor



Ermagerd



Look for
patterns + preferences



ding ding ding



there it is





How to pick your **humor style**

There are 2 failsafe humor styles:



Our environment = Observation



Ourselves = Self-deprecation



Observational humor



Hi Lianna,

Your savings should be there when you need it most. Like that time you bought a coffee, and it cost you \$5 — plus \$35 in overdraft fees.

Starting today, you can turn on Low Balance Protection and worry less about overdrafts. With Low Balance Protection, Digit will automatically replenish your bank account balance if it dips below a certain level. It's another way that Digit has your back. Goodbye, overdrafts.



Self-deprecating humor



Yep, this is an extremely low-tech way to track your follow-ups, but it works, especially if you tackle it on a regular, scheduled basis.

I should know — it's how I started out.



And just look at me now!



RECAP >



**WHERE to
use humor**





Where to use humor

- NEVER in your value proposition



Where to use humor

- NEVER in your value proposition
- SOMETIMES in your landing pages and website copy



Where to use humor

- NEVER in your value proposition
- SOMETIMES in your landing pages and website copy
- ALWAYS in your emails and in-app

**HOW to
punch up
your copy**





3 categories of Punchups

- 1. Show your emotions**
- 2. Piss off your grammar teacher**
- 3. Lead the way**



Show your emotions



Write in ALL CAPS



Ahh the never ending chores. The dishes. The tidying up after the kids. The laundry. Oh for crying out loud, the LAUNDRY! Want to save a bit of your sanity and give your kids a life skill they'll use forever? Get them to help with the laundry! And by teaching them early, you're planting seeds of knowledge that even some college students don't yet have down. Your kiddos can be child-geniuses!

Rockin' Green

Choose comic book words





**Hey Lianna, your Purple
order is confirmed.**

***Awesome explosion noise* Get ready for the
most comfortable time of your life!**

Purple



Make “asides”



Hi Lianna,

Sorry to hear your password has gone missing! (It happens to the best of us.)

Here is a link to reset it: <https://www.warbyparker.com/account/reset-password/qycheyvqqaks-ins98kcrv1zokg10ejiubf5ep1eeai>

Thanks!

The Warby Parker team

Warby Parker



Confirm your awesomeness/your subscription.

Yes, subscribe me to this list.

If your spouse signed you up as a stinky hint, or if you accidentally signed up while sleep-interneeting, or if you simply received this email by mistake, just delete it. You won't be subscribed if you don't click the confirmation link above (but we might cry a little).



Use GIFs + emoji



Hi Alli,

Airstory users are amazing! We've had so many great ideas and suggestions submitted to us since we launched in February.

Thank you, and keep 'em coming!



Today we're releasing **two big new features** into your account:

Airstory

Aw yeah!

Your first Soapbox video is lookin' squeaky clean. Way to go.



Soapbox by Wistia



Hi Alli,

Reminder to add your sync for today.

This is a friendly reminder to add your sync for today in [redacted] You can change the time for this reminder in your [redacted] profile page.



Add My Sync

Sincerely,

The [redacted] Team

This email was sent by: @ [redacted]

We want to die
choose



**Piss off your
grammar teacher**

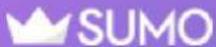


(POYGT)

You're *definitely* not gonna forget that one



Make mistakes



VIEW IN BROWSER



We just made your website faster

"I wanna go fast." ~~Ricky Bobby~~ Your friends at Sumo.

Today, we're making Sumo faster on your site — and laying the foundation for more speed improvements this year.

Introducing the brand-new Sumo embed code.

Sumo



Moar new speakers - BoS Europe and BoS USA. Creativity hangout today.



Mark Littlewood, BoS Conference <markl@businessofsoftware.org>

to me



Contract + abbreviate words



Hi Lianna,

How is it going? When we were posting update on your following social profile we noticed that the token for this profile has expired. It means that we will not be able to post further updates until you reconnect that account.

Hi Lianna,

How is it going?

profile we noticed
that we will not be
account.





Now that that's out of the way, I'll introduce myself: I'm Lauren, and I write most of what you'll read on our blog. I want my articles to be useful for you, so I wanna know: **What are you hoping to learn about event marketing? Event tech? Marketing in general? Life at a start up?**



Simple abbrevs you can use

- Gonna (going to)
- Spoused to (supposed to)
- Doncha (don't you)
- Hafta (have to)
- Jelly (jealous)
- Totes (totally)



Chop up your sentences



Delivered to your door

Well, to your front door. To your
bathroom would be creepy.

[Order now](#)

Who Gives a Crap



The Alma Mater

Hi there,

Awww yeah.

Big news today.

Can you smell the disruption?

What the heck are we talking about?

We're excited cuz the White House is launching an innovation office per Politico.

CBInsights

RECAP >





Lead the way



Ask + answer questions



TextExpander will expand your abbreviations as you type them by default. For example, if you type "ssig" to insert your signature in an email, your signature snippet will appear immediately.

What if you don't want immediate snippet expansion?

Use Delimiters



Want us to show you, not tell you?

Watch our **Fill-in Snippets** video.



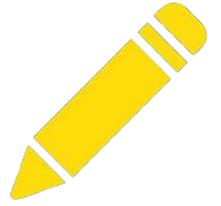
Trail off with ellipses



As a Brain.fm subscriber, you might've wondered why you haven't heard from us with new updates in a while. 🤔

Well, we've been deep in the trenches, brainstorming and implementing ways to improve the entire user experience. And today, we're happy to share some good news with you...

Announcing: Latest Updates In Our Ongoing Quest To Improve Brain.fm



Include a call to action



TunnelBear

We've sent you data!

Rawr! We spotted your tweet and the bears have added an **extra 1GB of free data** to your account! You'll be able to use this data until the end of the month.



Need even more data?

[Upgrade My Bear!](#)

Have something else to rawr about? Contact one of our friendly
[Support Bears.](#)

TunnelBear



Hi Ali,

Take a peek into our musings, momentum, and March updates.

[Take a look inside](#)

Cheers,
Team





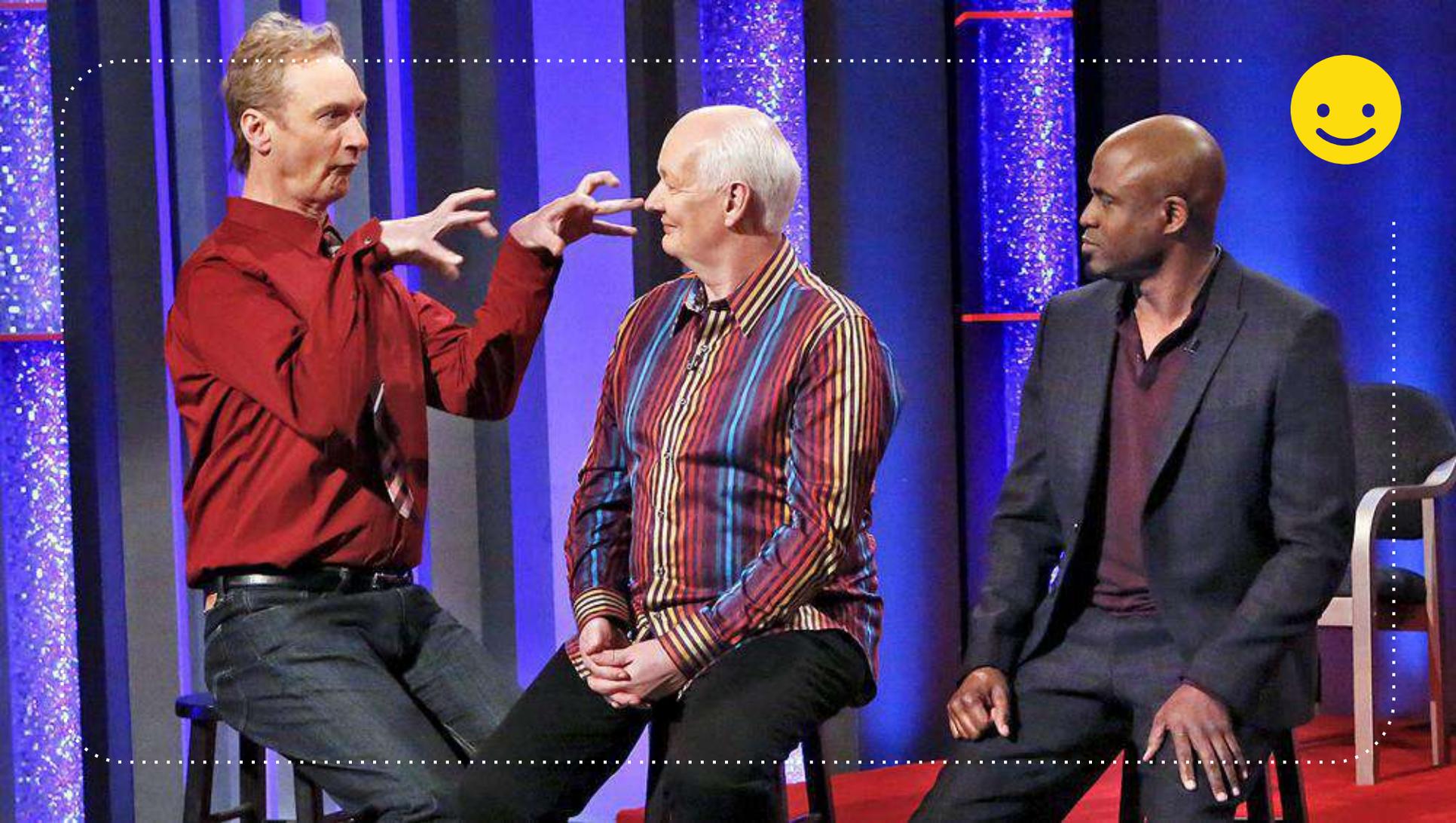
RECAP >





- You need to use humor — **it's science, brah**
- Use humor in-app and in **emails**
- Aim for **observational** and/or **self-deprecating humor**
- Punch up your copy line by line





Thanks!



I'm Lianna Patch,

a big dork who writes copy for SaaS and ecommerce.

Find me at **@punchlinecopy** + *right in front of your face right now*

More fun stuff

punchlinecopy.com/bbw-island-2018