

# Three Simple Templates For Instant and Impactful Audience Engagement Plus Five Tips to Make Any Story Funny

## Introduction template

(1 to 3 sentences)

1. Why should the audience care about your topic
2. What will you be telling or talking about
3. Who are you

Example: “Malcolm Grissom wants to change the world for generations to come. He’s going to share his new concept for recycling. Please welcome Mr. Malcolm Grissom!”

## Basic story template

1. First pattern
2. Significant event
3. New pattern

Example: When I first started my business, my priority was to get all the software that I needed and do everything by myself. I nearly bankrupted myself. But then I found this awesome community of entrepreneurs and was reminded that no one can do it alone. Now, with the help of my friends and community I have a six-figure business.

## Entire Presentation as a Story

A story about the problem The  
problem today is.....

Story hook (more exaggerated-higher the stakes the better)

Point 1

Point 2

Point 3

The urgency of the call to action

The problem's solution and call to action

## Five ways to make your story funnier

### 1. Find and add surprises

Like the genres of thrillers and horror, comedy is born from surprises. See how many surprising plot twists you can add.

### 2. Double meanings

One easy way to find the surprise is to look at double meanings of a word. Set up the audience to assume one meaning and then surprise them with another logical meaning. For example, "I took my dad out." The word out could mean either outside of the house to dinner or I killed him.

### 3. Use the rule of three.

When using a list in your story, list three things and have the third be completely different. For instance, I want three things for Christmas, peace on Earth, goodwill towards men, and a scriptwriter so Everything that comes out of my mouth won't be a cliché.

### 4. Use similes and metaphors

While the goal for the writer is to create pictures in the reader's head, this is especially true for humor writing. Of course, don't just use similes and metaphors, but go back to the first rule which is to find the surprise.

### 5. Wear something funny

The idea is not to Use a prop to create laughter. The idea is to wear a prop like a wig or a costume piece that makes you feel funny. if you feel funny, what you write has a better chance of being funny. This is similar to the concept "acting from the outside in."