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How To Make More Sales By Using Humor

By Dessy Oundian

If you are a salesperson doing a PowerPoint presentation or you simply have to talk in front of a large group of people, then you know how hard it is to get your ideas across. Here is one trick I've learned the hard way that will help you and will make your job a whole lot easier!

Use humor! Use humor!! Use humor!!! (...as you see, I like repeating)

Humor will put your clients/listeners/readers at ease and will help break the ice as well as set a tone with the audience that helps to loosen everyone up a little. Everybody (from Donald Trump and Bill Gates to John Doe) loves to laugh and disconnect for a little from this, otherwise, overly serious world.

If you have a natural talent for humor, then go for it — make your own routine, but keep it relatively simple and try not to overdo it. If you feel uncertain what to do, use the services of professional humorists who can help you! Humor will make a presentation much easier to listen to and much more fun for you to create and present it.

All different types of humor work best in different situations. Some speakers always start with a joke, or tell a funny story in the beginning of their speech to break the ice.

But not everyone has a talent for telling a joke or a funny story right. There are too many examples of bad stand up comics...Relax! There is an easier way!

Use cartoons! They are perfect to communicate your thoughts and your message, and have proven to be one of the best marketing tools. A recent New Yorker survey shows that newspaper readers typically check the cartoons out first before reading the actual articles.

Cartoons are great, because they will deliver your message at a first glance. A good cartoon can attract your clients' attention and make it easier for you to do the rest!

Where do you get cartoons? Probably one of the best online sources is eToon.com (

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<http://www.etoon.com>

), a cartoon licensing company created by Vlad Kolarov (

<http://www.evlad.com>

),

a professional cartoonist with over 27 years experience. At eToon.com you can select from tens of thousands of cartoons and get licenses for multiple purposes.

Doing it is extremely easy. You can search for a cartoon by topic, keyword or author. After choosing the best cartoon for you, you can find out how much it will cost to license it, pay for it with a credit card and then you can download it.

The licensing fees are quite reasonable for most businesses and individuals. For example, you can download and use a cartoon in a PowerPoint presentation for only \$35!

There are, of course, occasions when you can not find a suitable cartoon...No problem! Just email a cartoonist for a custom made one. Vlad Kolarov can make a custom cartoon for you in usually 24 hours. The cost, of course, is a bit higher, but it is definitely worth it! (You can email Vlad here:

<http://www.evlad.com/contact-info>

)

Cartoons work great not only for presentations, but in other ways too, such as:

--- Advertising: Many Fortune 1000 companies (from Coca Cola to Volkswagen) use cartoons in their ads. There is a reason why!

--- Email Campaigns: Cartoons are fun and they will grab your clients' attention

--- Company Newsletters: If you want your employees to really read your newsletters, give them something fun!

--- Training Manuals: a fun way to break up the often boring training sessions. Cartoons provide great visual aid and reinforce important information by making it easy to remember.

--- Fax Cover Sheets: fax cover sheets beg for a good cartoon!

--- Websites & Intranets: give your clients/employees a great reason to check in on all your company information too.

All in all, cartoons are an original, extremely effective way of marketing and delivering across important

messages to your clients and prospects. They make you stand out from the crowd and your business a success.

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Five Ways to Sharpen Your Sense of Humor and Improve Your Relationships

By Mike Moore

Humor has long been considered one of the most effective tools to judge the quality of any relationship. If there is laughter present you can be sure the relationship is a healthy one. When the laughter ceases the relationship is on the down slide. If you want to have more fulfilling relationships you might want to consider sharpening your sense of humor as a great place to start.

Here are five ways to improve your sense of humor and improve your relationships in the process.

1. Begin to cultivate an atmosphere of humor and laughter in your relationships by focussing on the funny things in life and enjoying the laughter they evoke. Soon you will be seeing humor all over and enjoying it fully.
2. If you don 't laugh as much as you used to and want to correct the situation start associating with humorous, fun loving people and avoid the downers.
3. Learn to laugh at yourself. If you don't you leave the job to others. So many people are unable to laugh at themselves because of their own insecurities and fears. We are afraid to look foolish in the eyes of others and appear to be incompetent. It is important to realize that we all make mistakes and when we do a good laugh makes the mistake seem trivial and human.
4. Collect cartoons and jokes and put them on display on the fridge or the bulletin board for all to see and enjoy. Make sure to avoid racist, sexist or filthy humor. There is plenty of good clean humor to go around without resorting to these. Remember that there is a difference between dirty and earthy humor. I personally like earthy humor. I don't appreciate dirty material.
5. Use humor to neutralize conflict in your relationships. When things get tense use self deprecating humor to lighten things up. I remember one evening having an argument with my wife, Carol. In the heat of the moment she said something totally out of character. She said something hurtful. In my surprise I looked at her and said, " Carol, when you say things like that you stoop to my level." She started to laugh and so did I. It wasn't long before things were back to normal.

Remember that a sense of humor is learned, not inherited. You can sharpen your sense of humor if you really want to. When you do, you will find that your relationships become richer and more rewarding and that people find you more attractive and fun to be with. This alone makes improving your sense of humor worth the effort.

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Mike Moore is an international speaker/ writer/ cartoonist on humor, motivation and human potential.
Visit him at

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<http://www.motivationalplus.com/cartoons.html>

Five Ways to Sharpen Your Sense of Humor and Improve Your Relationships

Humor on the Net

Incorporate Humor in Your Next Speech

How to Use Humor to Increase Sales

Why We Laugh!

The Power Of Laughter

Take Control of Alcohol

Stress The Silent Killer

How to Gain and Retain More Customers

Profitable Crafts Vol 4



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