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**MAKE 'EM LAUGH: SELLING HUMOR ONLINE**

**By Dave Bealer**

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Every day, thousands and thousands of people venture out into the complicated world of online business. The vast majority of these people are joining affiliate programs, MLMs, or trying to market information products. These can make great businesses, but if you really want to stand out, maybe you should try something that gives people a unique, fun, and always appreciated gift: laughter.

People love people who make them laugh. We admire and remember people who can inspire a good chuckle or full-out belly laugh, because we associate them with smiles and good times. Our minds tend to hold onto specific quotes from movies, television, or books that we thought were especially funny, and we always remember where we heard them or who coined the phrase. When someone makes us laugh, they leave a lasting, positive impression. If you want your name or your business to be remembered that way, making people laugh will get you there.

For example, just last weekend I was walking by a small shop that specialized in decorative and humorous doormats. Looking in the window, I saw one that caught my eye and tickled my funny bone. All it said, in plain lettering, was "Hi, I'm Mat." I laughed out loud, and even though I hadn't planned on making a purchase that day, I walked in and bought it. I'll remember that store, and every time I need a housewarming gift, I'll go back. It all boils down to the simple fact that their merchandise made me laugh.

There are literally millions upon millions of e-commerce web sites on the Web today, yet a very small percentage of those are marketing humorous merchandise. Giving your business a sense of humor can really make it stand out and give you a special place in the minds of your customers. Think for a minute about a few people that you genuinely like. Why do you like them so much? Most likely, one of the reasons is because they make you laugh.

Great-selling humor items can range from stationary, to posters, to doormats, key chains, shirts, mugs, and a huge variety of other items. You don't need to be an expert on salesmanship, because your merchandise will speak for itself and compel people to buy. Most of all, you'll be associated with good times and

great memories.

Dave Bealer has made a successful business selling humorproducts online. For more information about Dave and hisbusiness, see <http://www.just4yucks.com>. Email Dave at [atdave@buttonlore.com](mailto:atdave@buttonlore.com).

### **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

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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.

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

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

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