

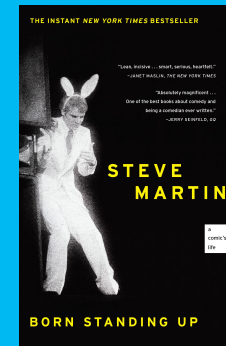
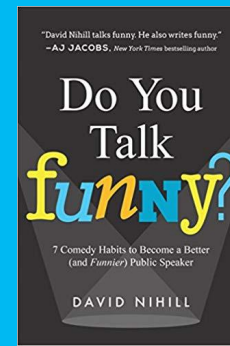
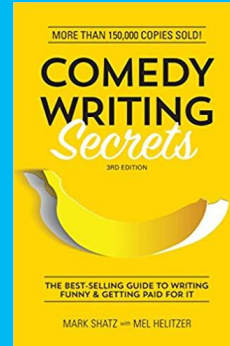
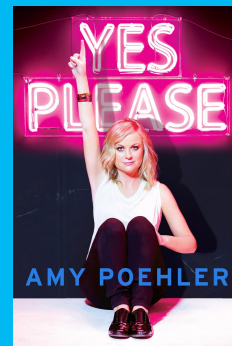
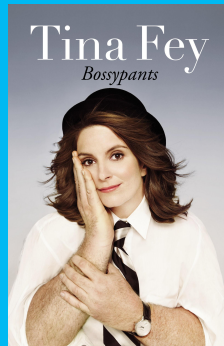
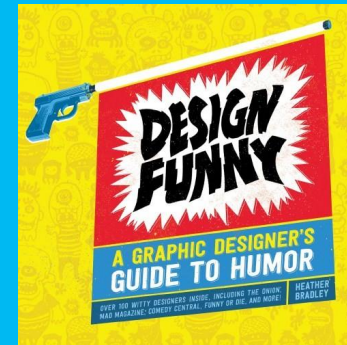
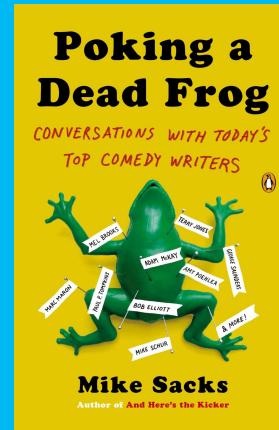
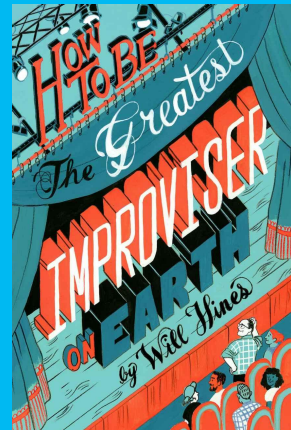
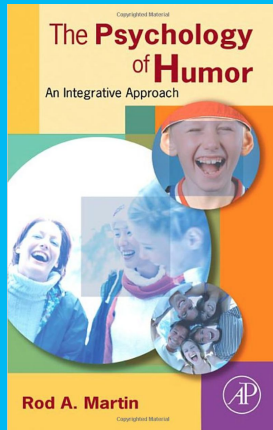


How to Be **Funny** (...even if you're not)

Comedy-inspired copywriting tips
for marketers









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 copy doesn't use
humor, **you're not getting
the results you deserve**

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.

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



Add to Cart +196%

Purchases +20%

Manly Bands



THE COWBOY

★★★★★ 91 Reviews

\$185.00

Or 3 interest-free payments of \$62 with [Affirm](#). [Learn more](#)

RING SIZE

Select Your Size

QTY

— 1 +

MAKE A SELECTION

POPULAR ACCESSORIES



Manly Birch Box
\$22.00

THE DETAILS

We can't legally tell you that John Wayne wore this ring (because it's not true and also he died before we started Manly Bands), but we're pretty sure he would have.

The Cowboy is a Stetson-hatted nod to the good ol' days — when all you needed was a reliable horse, a jug of whiskey, and the starry night sky as your blanket.

It's a little bit woodsy and a little bit dark. It's basically a Bon Iver song in ring form, so you can just wear it instead of having to learn to play guitar.

Smell that? It's the smoldering embers of your love. And it's beautiful.

Manly Bands



THE COWBOY

★★★★★ 91 Reviews

\$185.00

Or 3 interest-free payments of \$62 with [Affirm](#). [Learn more](#)

RING SIZE

Select Your Size

QTY

— 1 +

MAKE A SELECTION

POPULAR ACCESSORIES



Manly Birch Box

\$22.00



Add to Cart +17%

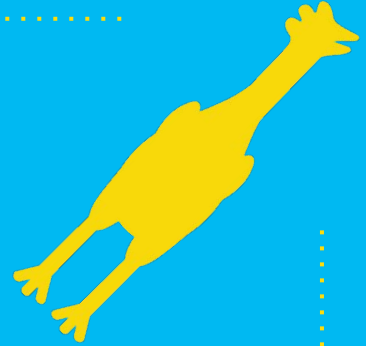
Purchases +98%

I'm gonna show you...



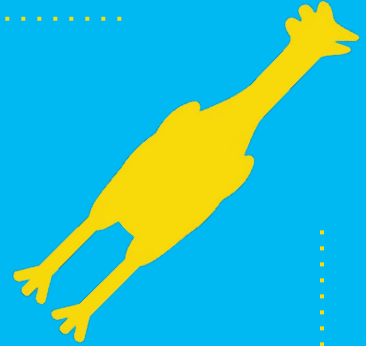
1. **WHY** humor affects us

I'm gonna show you...



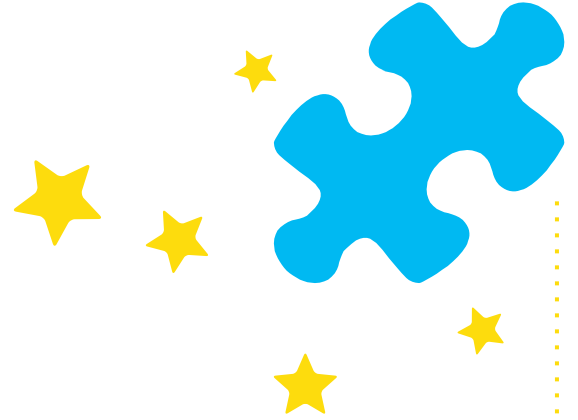
1. **WHY** humor affects us
2. **WHERE** to use humor to best effect

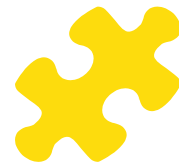
I'm gonna show you...



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

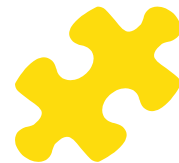
**WHY
humor
affects us**





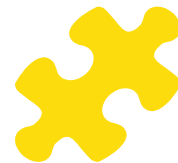
Why is humor sometimes uncomfortable?

- Joking makes us vulnerable



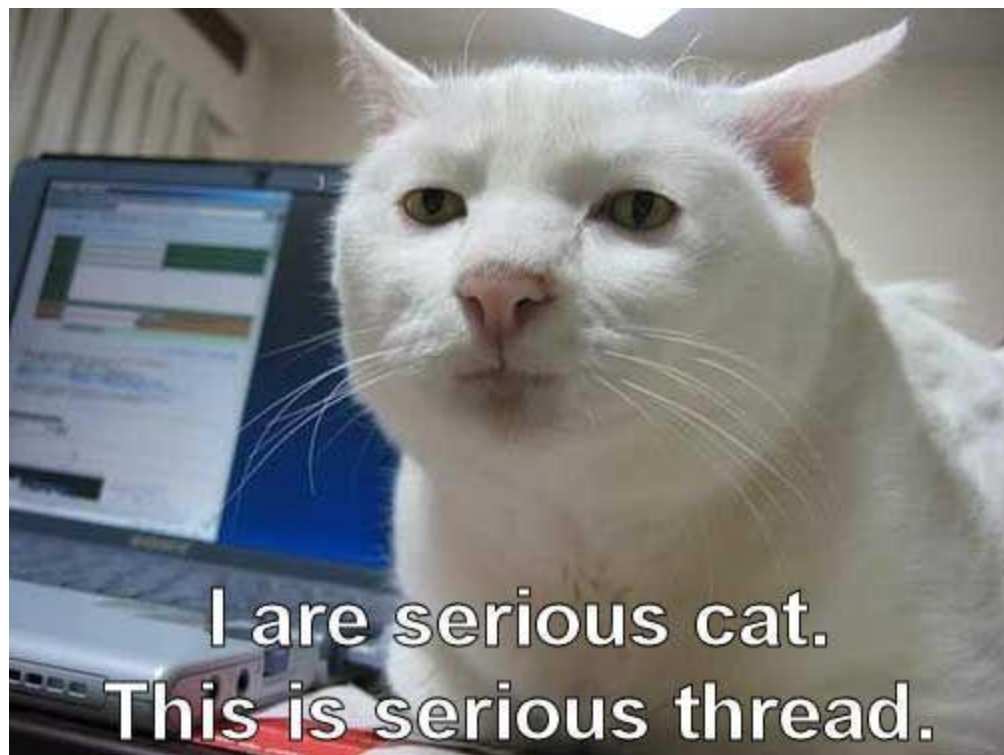
Why is humor sometimes uncomfortable?

- Past experiences make us wary

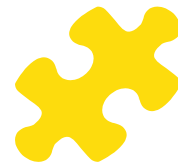


Why is humor sometimes uncomfortable?

- Work is serious... right?



I are serious cat.
This is serious thread.



Why is humor sometimes uncomfortable?

- We don't want to offend

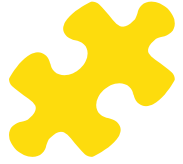
Dear horrible friends,

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,

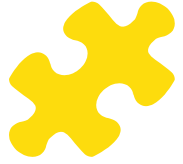
Thanks for signing up for Cards Against Humanity's Ten Days or Whatever of Kwanzaa. Throughout the month of December, we will mail you 10 or whatever gifts on 10 different days.

How humor works in the **brain**



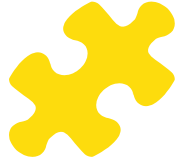
- Activates parts of the brain associated with happiness + fulfillment

How humor works in the **brain**



- Alleviates anxiety

How humor works in the **brain**

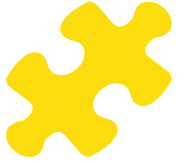


- Boosts information recall

Goal state



Play state





Don't make your reader
feel like **your copy or offer**
is a taskmaster

Unbounce



Oh, hi there.

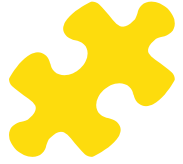
Kieran here, your Unbounce CDO (that's Chief Discount Officer).

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
- Consider language, culture, current events

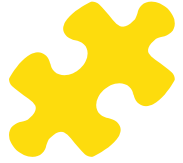
Paddy Power



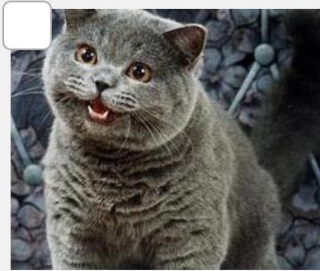
Paddy Power



Which meme is funniest?



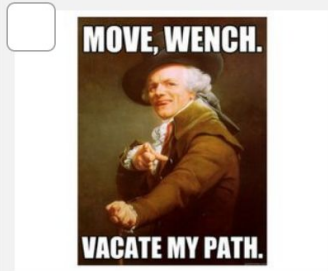
Doge



Cheezburger



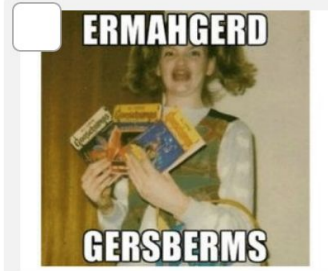
dat boi



Joseph Ducreux

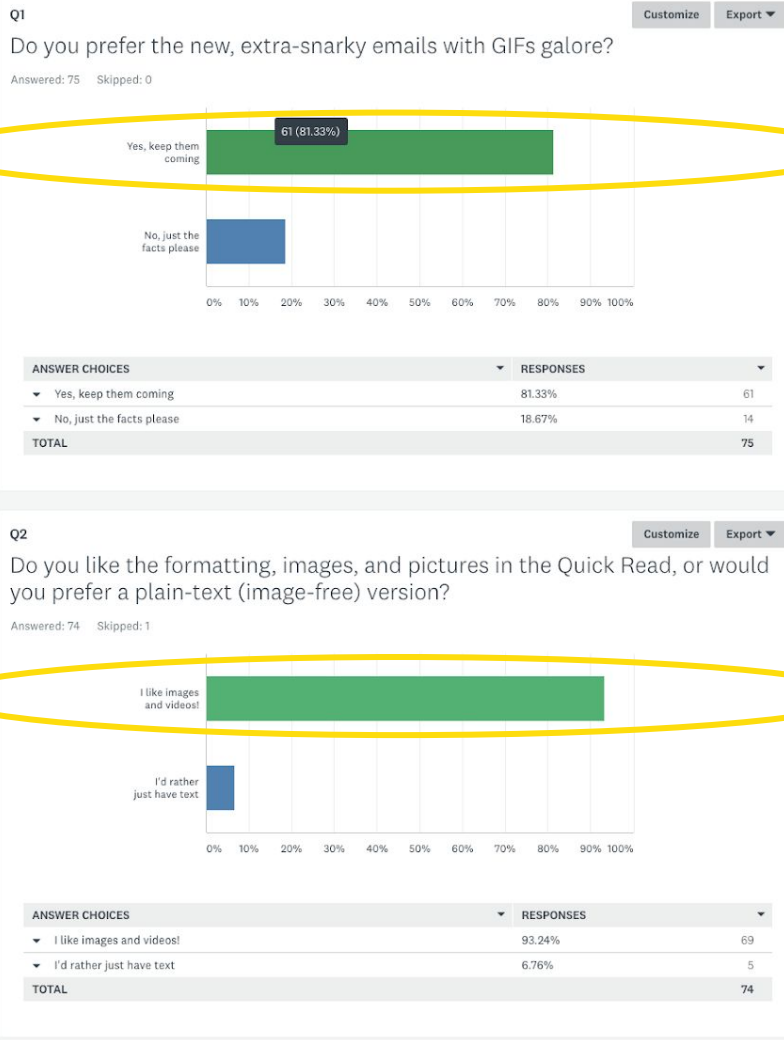


Philosoraptor



Ermagerd

Mapistry



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 😊

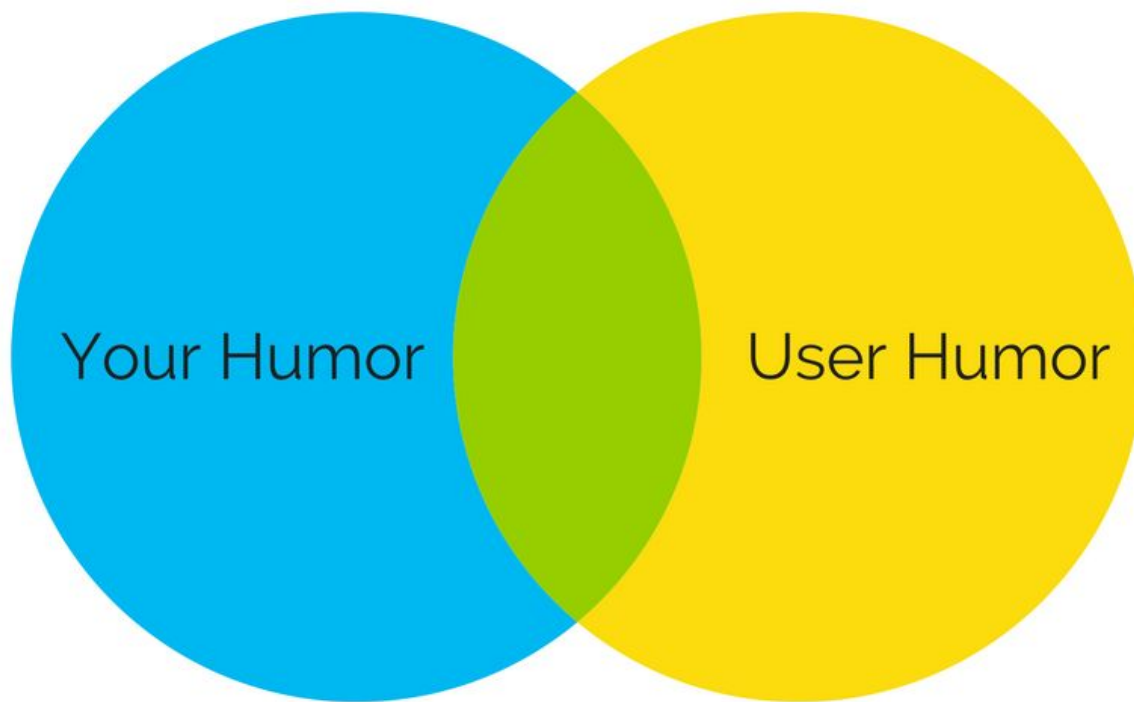
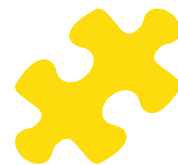


Look for
patterns + preferences

Great survey questions to ask



- What was going on in your life that led you to consider [PRODUCT]?
- How will [PRODUCT] make your life better?
- What would make [PRODUCT] irresistible to you?
- Who do you think [PRODUCT] is perfect for?



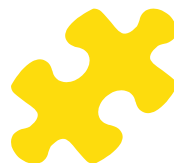
ding ding ding

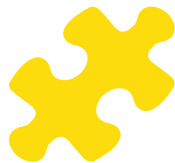
Your Humor

JACKPOT!

User Humor

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.

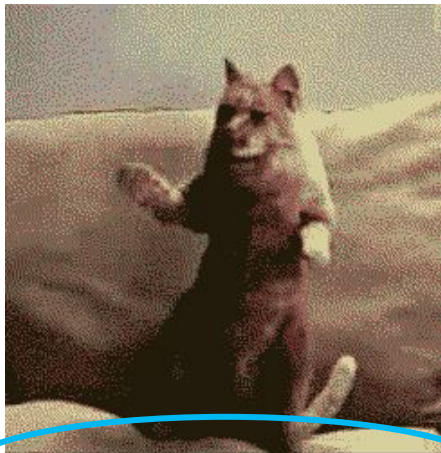


Self-deprecating humor

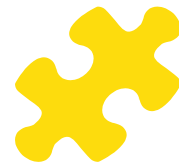


Yep, this is an extremely low-tech way to track your follow-ups, but it works, especially if you tackle it on a regular, scheduled basis.

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 product pages and website copy
- ALWAYS in your emails + microcopy



Where to use humor

- ALWAYS in your emails + microcopy
- *Yes! Even transactional emails! Even in the tiny spots that “no one will notice”!*

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.
- **Real F***in Classy Shipping** — Lovingly bundled in a velvet ring box & delivered insanely fast by nuclear drone and/or USPS
- **Real F***in Classy Shipping** — Snugged up in a velvet ring box & delivered insanely fast by thoroughbred racehorse and/or USPS

HOW to punch up your copy





3 categories of Punchups

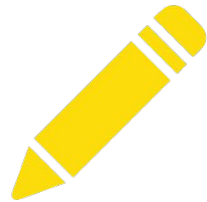
- 1. Show your emotions**
- 2. Piss off your grammar teacher**
- 3. Lead the way**



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



Increasing engagement, retention, and revenue doesn't have to be shrouded in mystery. [Join us for a live demo](#) of the Customer.io platform, where we'll show you how to make powerful customer messaging appear in your users' inboxes at just the right time to nudge them into action. Tadaaah!

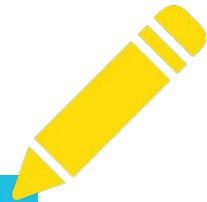
Hi there,

Ever feel like your app has a revolving door for new users to sign up and, whoosh, make their exit? It's frustrating to watch, especially after all the sweat, tears, and \$\$\$ you put into customer acquisition.

Customer.io



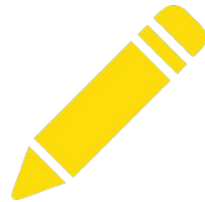
Make “asides”



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-interneting, 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).



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>

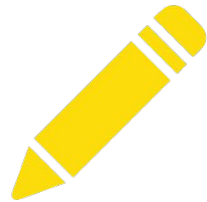
Thanks!

The Warby Parker team

Warby Parker



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

June Roundup



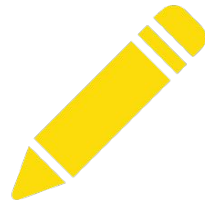
Summer is looking even brighter.

SHOP OUR TOP DESIGNS

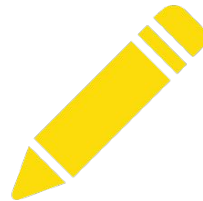
MeUndies

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,

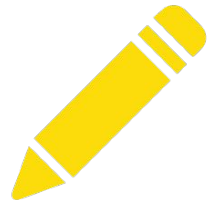
The [redacted] Team

This email was sent by: @ [redacted]

We want to die
choose



**Piss off your
grammar teacher**



(POYGT)

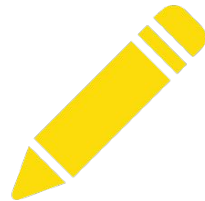
You're *definitely* not gonna forget that one



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



SaaSicorn



**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.



HOW DO YOU DO, FELLOW KIDS?



2.5 million water bottles **outta** landfills



Girlfriend Collective <no-reply@girlfriend.com>

to me 

Girlfriend



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



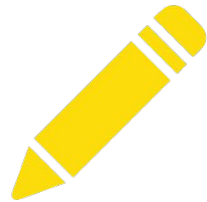
Delivered to your door

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

Order now



Who Gives a Crap



RECAP >

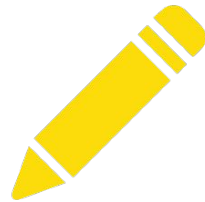




Lead the way



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



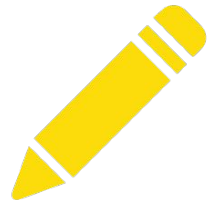
Want us to show you, not tell you?

Watch our Fill-in Snippets video.

TextExpander



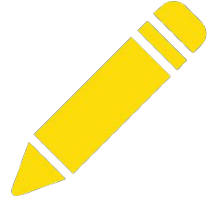
Trail off with ellipses



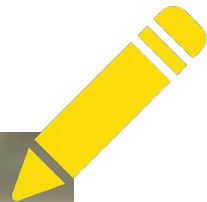
As a Brain.fm subscriber, you might've wondered why you haven't heard from us with new updates in a while. 🤔

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 Alli,

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

Take a look inside 

Cheers,
Team 





3CAP >





- You need to use humor — **it's science, brah**
- Use humor in **emails, landing pages + microcopy**
- 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/learninbound

