

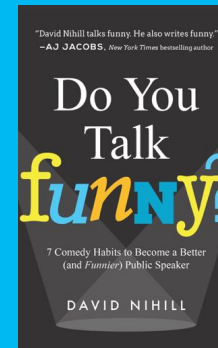
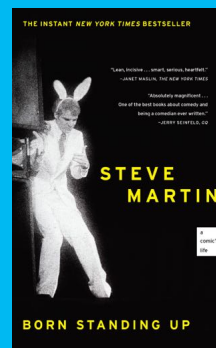
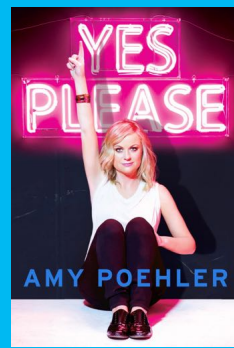
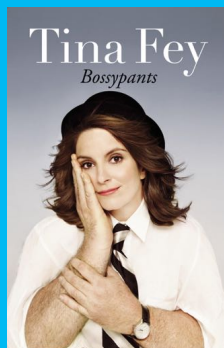
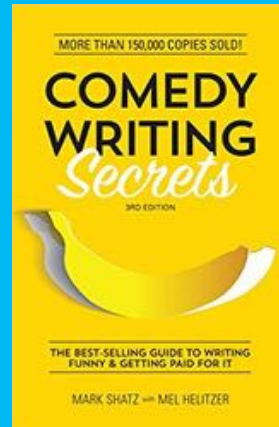
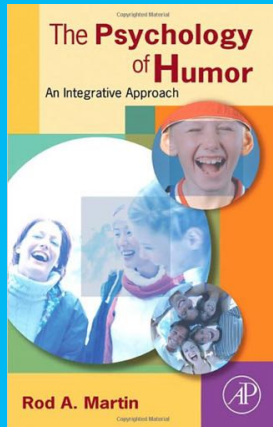


How to Be **Funny** (...even if you're not)

Comedy-inspired copywriting tips
for ecommerce owners + 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 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



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...



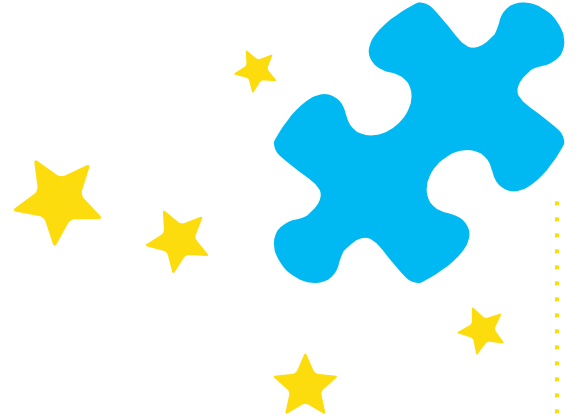
1. **WHY** humor affects us
2. **WHERE** to use humor to best effect

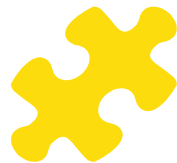
I'm gonna show you...



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

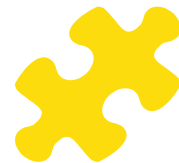
**WHY
humor
affects us**





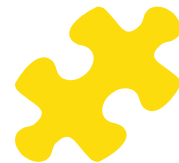
Why is humor sometimes uncomfortable?

- Joking makes us vulnerable



Why is humor sometimes uncomfortable?

- Past experiences make us wary

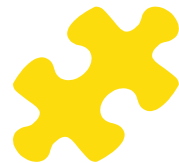


Why is humor sometimes uncomfortable?

- 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,

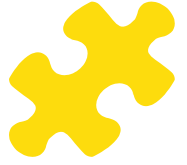
Thanks for signing up for Cards Against Humanity's Ten Days or Whatever of Kwanzaa. Throughout the month of December, we will mail you 10 or whatever gifts on 10 different days.

How humor works in the **brain**



- Activates parts of the brain associated with happiness + fulfillment

How humor works in the **brain**

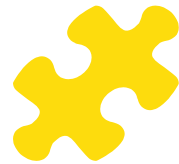


- Alleviates anxiety + releases tension

Goal state



Play state





Don't make your reader
feel like **you're a**
taskmaster

Unbounce



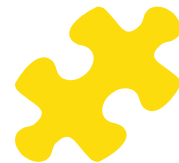
Oh, hi there.

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

I made you an important video.



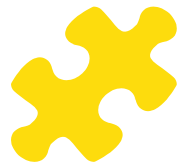
How about that sweet deal, amiright?



“People who use [humor], particularly in stressful or seemingly one-down positions, **are viewed as being on top of things,** being in charge and in control, whether they are in fact or not.”

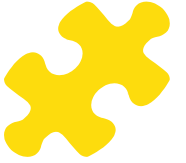
- Martha Craumer, *Harvard Communication Letter*

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

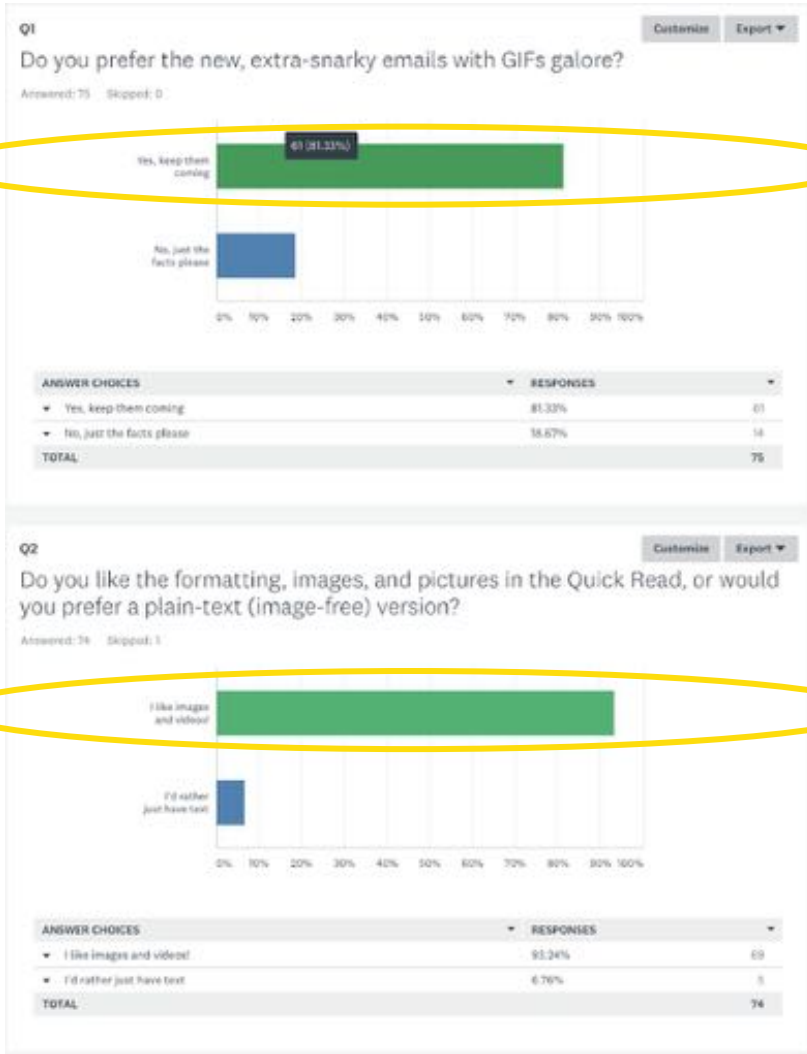


Philosoraptor



Ermagerd

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](#)

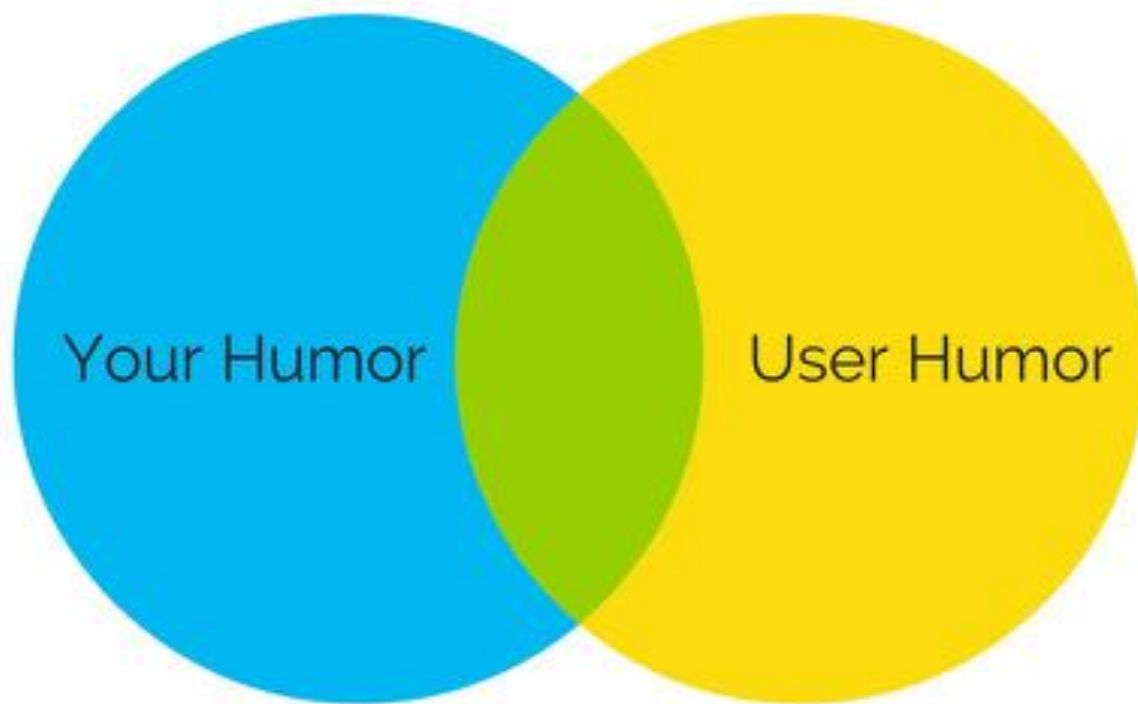
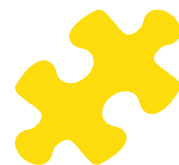
You crack me up. Thanks for the info. and the grins.

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



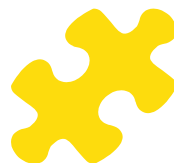
ding ding ding

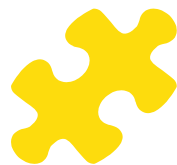
Your Humor

JACKPOT!

User Humor

there it is



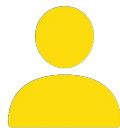


How to pick your **humor style**

There are 2 failsafe humor styles:



Our environment = Observation



Ourselves = Self-deprecation



Observational humor



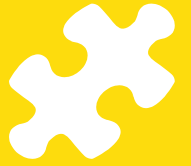
Hi Lianna,

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.

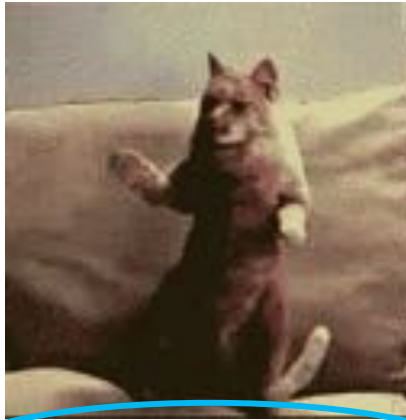


Self-deprecating humor

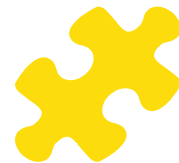


Yep, this is an extremely low-tech way to track your follow-ups, but it works, especially if you tackle it on a regular, scheduled basis.

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 content, 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

Whoops!

404 - Page not found

One of our Development Team must be punished for this unacceptable failure!

PICK WHO TO FIRE!



Luke

James

Martin

Chris

In a forgiving mood? Let them all keep their jobs.

Return to the [homepage](#).

What if I told you...

The entire world was nothing but a **lie** that had been pulled over your eyes to **blind** you?

That you were a **slave**? And that I had the **truth**?



Well, you'd break into a cold sweat, and you'd keep listening...

And once I mentioned that life as you knew it was actually **bondage, prison** — and that the Matrix was **Wonderland**, a **deep rabbit hole** ripe for exploration...

Well, you'd probably decide to take the red pill and stick around.



But if I told you...

| "Hey, I've got a brand-new, high-quality, reality-based solution to replace your substandard day-to-day experience!"

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”



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-interneing, 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



We got your order (thank you!), and we're getting it ready to ship it out. Because of the holiday weekend (remember to wear sunscreen!), orders may take a little longer than usual to process. We'll send out your package ASAP.

Glossier



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]

**Piss off your
grammar teacher**



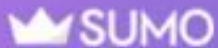


(POYGT)

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.





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



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



You can purchase all of our bestselling exclusive products without a subscription: [Dropps Detergent Pacs](#), [Dropps Oxi Booster Pacs](#), [Scent Booster Pacs](#), and [Dish Detergent Pacs](#).

The best part? We're giving you 20% off your order today with code:

TWENTYXX

Dropps



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



New Small Batch designs!

Our last Small Batch release was so popular, that we decided to throw caution/calendars to the wind and #bless the world with even more Small Batch amazingness. Available right this very instant, good people!

COOL NOW GIVE ME SMALL BATCH!


Foot Cardigan



Hi Alli,

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 **emails, content, + 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/cj2018

