



# **Your Presentation is a Joke: Using Humor to Maximize Your Impact (Black & White Pics)**

*Marshall Chiles*

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"Humor increases persuasion's effectiveness." - Dr. Jim Lyttle

I am comedian/author/dudeman Marshall Chiles and I will show you step-by-step proven methodologies to help add humor to your business presentations in order to increase your persuasion, maximize your impact, and be one of the cool kids.

"I used your recommendations and absolutely crushed my sales presentation at the conference. Was told I was a stand out speaker and was really able to get the crowd engaged with some humor. You the man!" - Ryan Hughes, 360 Rick Partners

After 16 years as a comedian and comedy entrepreneur, I have taken my knowledge of comedy and business to write this book. *YPIJ* initially was as an introductory course for new comedians, then I adapted it for business presenters as a speech. Over the last three years, I have been able to fine-tune the lessons that easily help people be funnier on stage. What really reenforced my belief in what I have to offer happened in 2015 when the presentation form of *YPIJ* won an award from YPO (Young Presidents' Organization [www.ypo.org](http://www.ypo.org)). YPO is one of the most elite executive groups on the planet, and they not only hired me, but honored *Your Presentation is a Joke* as award worthy which helped me finally feel acceptance.

If you have a business presentation, then you want to stand out, make people pay more attention and give you their money. I submit humor is the way to reach those goals. In this book you will learn proven techniques from adding funny images, to finding the funny in (almost) any subject, to writing self-deprecating jokes, and more. So whether you're a seasoned public speaker, a new speaker, or you just think I'm pretty and want to give me money, you should get *Your Presentation is a Joke*.

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