

TABLE OF *Contents*

Foreword.....	1
Introduction.....	4
PART ONE: COMEDY WRITING 101	
Chapter 1: Introduction to Humor Writing	7
Chapter 2: Why We Laugh	24
Chapter 3: The Recipe for Humor	40
PART TWO: HUMOR WRITING TECHNIQUES	
Chapter 4: POW: Play on Words	62
Chapter 5: More POW: The Simple Truth and the Takeoff.....	82
Chapter 6: The Next Giant Step: Reverses	99
Chapter 7: Bewitched, Bothered, and Bewildered: Triples.....	112
Chapter 8: Realism, Exaggeration, and Shock.....	125
Chapter 9: Brainstorming and Editing	141
PART THREE: WRITING HUMOR FOR SPECIFIC MARKETS	
Chapter 10: Testing, Testing, One, Two, Three: Writing Humor for Speeches.....	156
Chapter 11: Print Humor: Columns, Articles, Greeting Cards, and Abbreviated Humor	172
Chapter 12: Writing Humor for the Cloud: Social Media, Blogging, and More	190
Chapter 13: Teach, Learn, and Laugh.....	208
Chapter 14: That’s a Wrap	228
Index	233