

FUNNY ON PURPOSE FORMULA

 **BUILD THE BUSINESS**

 **FIND THE FUN**

 **MANAGE THE MOOD**

 **DEFINE**


Signature
Humour Style


Fill Up On
Funny


Humour Plan

 **DEVELOP**


Stealth Humour
Mindset


Create or Curate
Material


Relate to the
Recipient

 **DELIVER**


Protect
Credibility


Plant Humour
Seeds


Read the Need

