



Funny on Purpose

Instantly Connect, Engage and Influence Your Clients & Teams

Humour is a powerful tool, **helping us connect with others** by fostering rapport, reducing status differentials, increasing likeability and **building trust**. In business, it's essential to use humour not merely for laughs and entertainment but as a strategic element for **more influence, more engagement and more business**.

Join Kate Burr as she shows you how to use humour to captivate and connect with clients. Discover how to approach humour as a critical component in successful client relationships that can significantly impact your bottom line. For instance, did you know that **studies show a well-placed humorous line in a sales pitch can increase the willingness to pay by nearly 20%?**

KEY OUTCOMES:

- **Capture Attention:** Learn engaging techniques to instantly grab the attention of clients while still being taken seriously.
- **Risk-Free Humour:** Master the art of using humour in ways that maximise engagement and doesn't feel awkward, uncomfortable, or embarrassing.
- **Align Humor with Your Brand:** Utilise humour that resonates with your message and engages your target market without compromising your credibility.
- **Boost Memorability and Referrals:** Use humour to make your interactions memorable, maximising referrals and securing repeat business.

SESSION SUMMARY:

Elevate your client interactions with humour that goes beyond entertainment to create meaningful connections. "Funny On Purpose" will equip you with the skills to enhance your client relationships, ensuring that humour is a key component of your engagement strategy, leading to increased satisfaction and business growth.

