

FUNNY ON PURPOSE HUMOUR COACHING MORE LAUGHS. MORE ENGAGEMENT. MORE BOOKINGS.

GOT A BIG SPEAKING GIG COMING UP?

Do you need help delivering a funny, engaging, and memorable presentation that gets you **more business and bookings**?

- Do you struggle to make your presentations more **entertaining and engaging**?
- Wish your **humour felt more natural** and less awkward?
- Are you tired of delivering presentations that audiences forget by the time they leave the room?
- Do you want to get **more speaking gigs** and **charge higher fees**, but you're not sure how to stand out?

If you've answered yes to any of these, you're not alone. Many Speakers face these challenges — but the good news is, there's a solution.



KATE BURR
COMIC INTELLIGENCE

BUT WHY DO THESE PROBLEMS HAPPEN IN THE FIRST PLACE?

The root cause of most Speaker's challenges is **disengagement**. When your audience isn't engaged, your message doesn't land, your impact is diminished, and opportunities are lost.

THE DISENGAGEMENT DILEMMA

Disengagement is like Kryptonite to a Speaker. The table below shows how the Engagement Exchange (the difference between a disengaged and engaged audience) can have a huge impact on your success:

DISENGAGED AUDIENCE	ENGAGED AUDIENCE
FEEL CRAP	FEEL GOOD
 Bored and Distracted: The audience loses interest, checks their phones, or zones out.	 Engaged and Present: The audience is focused, interested, and fully immersed in the moment.
 Disconnected: The atmosphere feels flat, and the audience struggles to connect with the Speaker or content.	 Connected: A lively atmosphere helps the audience feel connected to the Speaker and the content.
 Overwhelmed: Complex or dry content leaves the audience confused or tuned out	 Refreshed and Focused: The content is delivered in a way that feels clear, engaging, and easy to follow.
DO CRAP	DO GOOD
 Speaker Struggles: A disengaged audience makes the Speaker's delivery feel strained and ineffective.	 Speaker Excels: An engaged audience energises the Speaker, enhancing their confidence and delivery.
 No Rapport: The audience feels distant, with minimal interaction or response.	 Great Rapport: The audience responds with interest, creating a strong connection with the Speaker.
 Message Falls Flat: The delivery doesn't land, leaving the audience indifferent to the Speaker's key points.	 Message Lands: Engagement strengthens communication, making the delivery memorable and relatable.
LIFE'S CRAP	LIFE'S GOOD
 No Impact: The audience forgets the content, disengages afterwards, and takes no action.	 Memorable Impact: The audience remembers and applies the content, improving their lives or work.
 Missed Opportunities: The Speaker's credibility suffers, with a risk of negative feedback and lost opportunities to influence or inspire.	 Positive Feedback: A strong presentation earns great feedback, boosting the Speaker's reputation.
 Lost Potential: The audience misses the value of the message and how it could improve their lives.	 Transformational Outcomes: The audience is inspired, motivated, and equipped to make meaningful changes.

Without engagement, **everyone struggles** —
the audience, the message, and the Speaker.
But **with** engagement, **everyone shines!**

THE SOLUTION: ENGAGING THROUGH HUMOUR

Humour isn't just about making people laugh — it's a powerful tool to engage your audience and amplify your message. Being FUNNY ON PURPOSE with the use of strategic humour can transform your presentations in three ways:

FEEL GOOD

When your audience feels good, they're more **present, focused, and open** to your message.

- Humour **reduces stress** and **boosts endorphins**, creating a positive and receptive state.
- Shared laughter **builds trust and rapport**, setting the stage for meaningful connection.

DO GOOD

Engaged audiences take action. Humour helps create **energy and connection** that drives **participation** and **responsiveness**.

- It strengthens relationships between you and your audience, building **credibility and rapport**.
- Your delivery feels more confident, and your **message resonates with clarity** and impact.

LIFE'S GOOD

Humour increases your audience's **cognitive capacity**, making it easier to **learn** new concepts, **understand** them more deeply, and **remember** them long after your presentation ends.

- Your audience leaves motivated, empowered, and **ready to act** on your ideas.
- You deliver **lasting impact**, earn positive feedback, and open doors to **more opportunities**.

Feel Good. Do Good. Life's Good.

That's the power of purposeful humour.

It's what FUNNY ON PURPOSE Humour Coaching is all about.

"Working with Kate helped me to include more humour in my signature keynote. As an academic and researcher, I wanted to infuse more humour into my keynote to bring statistics and data to life. Kate certainly helped me do that, and I'm receiving overwhelmingly positive feedback to confirm it."

Dr Kristy Goodwin

2023 PSA Breakthrough Speaker of the Year



WHAT IS FUNNY ON PURPOSE HUMOUR COACHING?

FUNNY ON PURPOSE Speaker Coaching is a unique program designed to help Speakers, Coaches, Authors, and Thought Leaders master the art of purposeful humour. You'll learn how to:

- Captivate your audience and hold their attention.
- Deliver presentations that are funny, engaging, and memorable.
- Build stronger connections with your audience and inspire them to take action.

THE KICK-ASS FRAMEWORK

At the heart of Funny On Purpose Speaker Coaching is the **KICK-ASS Keynote Framework**, guiding you through seven essential steps to transform your presentations:

K **Keep It** **Engaging**

Capture your audience's attention from start to finish.

I **Include Some** **Humour**

Add humour to support your message & enhance your brand.

C **Connect With** **The Audience**

Build trust and rapport to create a stronger connection.

K **Know Your** **Next Step**

Ensure your presentation has clear & actionable takeaways.

A **Articulate** **The Issue**

Highlight relatable challenges your audience faces.

S **Show** **The Symptoms**

Help them see the impact of the problems they face.

S **Supply** **The Solution**

Deliver insights that inspire action and lasting change.

"Kate helped me turn my OK keynote into an exceptional one, which led to me getting a standing ovation in front of 6,000 finance professionals at MDRT in the USA. Her BIG Finish methodology is unbelievable."

Heidi Dening – Keynote Speaker



CHOOSE YOUR LEVEL OF COACHING



STAND OUT SPEECH

Perfect for: One-off or high-stakes presentations.

STAND OUT SPEECH is ideal for important, one-time presentations where making an impact is non-negotiable. Through three focused sessions, we will:

- **Define:** Identify humour strategies that align with your message and goals.
- **Develop:** Craft humour that enhances your presentation and supports your credibility.
- **Deliver:** Refine your delivery to ensure humour feels confident, natural, and free of awkward or cringe-worthy moments.

By the end of this program, you'll have a polished, engaging presentation that positions you as **THE Stand-Out Speaker**.



BOOKED OUT SPEAKER

Perfect for: Professionals delivering regular presentations, workshops, or training

BOOKED OUT SPEAKER is designed for Speakers, Coaches, Authors, and Thought Leaders who deliver regular presentations as a **key part** of their business. Throughout personalised coaching sessions, we'll focus on the **essentials for humour success**:

- **Right Approach:** Align humour with your brand to maximise audience engagement and reinforce your message.
- **Right Material:** Create humour that feels authentic, supports your message, and leaves a lasting impression.
- **Right Performance:** Build confidence in delivery techniques to ensure humour feels natural and lands effectively every time.

This program equips you to deliver **impactful, memorable presentations** that **establish your authority** and make you the **go-to speaker** in your field.



STEALTH HUMOUR ELITE

Perfect for: High-level Professional Speakers and Industry Leaders.

STEALTH HUMOUR ELITE is for CSP-level speakers and above whose **core business** revolves around delivering exceptional keynotes, training, or programs. This exclusive program includes everything in the BOOKED OUT SPEAKER package plus:

- **Customised Material:** Written specifically for your needs and adapted for your individual style.
- **Implementation Coaching:** Fully integrate humour into your presentations, ensuring seamless delivery and impeccable timing.
- **Audience Interaction:** Tailor humour to specific audiences, clients, or events for maximum resonance and engagement.
- **Spontaneous Humour:** Build the confidence and agility to deliver humour spontaneously and adapt to in-the-moment situations.

With an emphasis on **pro-level performance** and **elite audience engagement**, STEALTH HUMOUR ELITE is designed to elevate your speaking skills, helping you consistently deliver **world-class keynotes** that **inspire, entertain, and influence**.



READY TO MASTER HUMOUR AND ELEVATE YOUR SPEAKING?

Have a look at the table on the next page to choose the coaching program that's right for you:

- **STAND OUT SPEECH:** One-off presentations made unforgettable.
- **BOOKED OUT SPEAKER:** Consistently captivate your audience and grow your influence.
- **STEALTH HUMOUR ELITE:** Master humour and engagement at the highest level.

Let's make it happen!

Call Kate on 0400 955 007 or email her at Kate@KateBurr.com.au to schedule your first session and start transforming your presentations today!



MEET KATE BURR

Whether you're a Speaker, Coach, Author, or Thought Leader, Kate specialises in helping you make your presentations and keynotes more funny, engaging and memorable.

Rather than just telling jokes to make people laugh, Kate's approach focuses on using humour to engage and influence your audience while amplifying your core messages, brand identity and unique personality.

In business, the primary reason for humour isn't laughter; it's engagement - as better engaged audiences, clients, and prospects lead to better business outcomes.

Creator of **COMIC INTELLIGENCE** and the **FUNNY ON PURPOSE FORMULA**, Kate has "left-brained" comedy by adding her own templates, checklists, laugh data and reference maps methodology. She's worked with the likes of Keith Abraham, Amanda Stevens, Michelle Bowden, Yamini Naidu and breakthrough speaker of the year (2023) Dr. Kristy Goodwin.

Get ready to shine on stage! Through Kate's guidance, you can be more confident and engaging while delivering an outstanding experience for your audience!

KATE BURR
COMIC INTELLIGENCE

FUNNY ON PURPOSE HUMOUR COACHING	STAND OUT SPEECH	BOOKED OUT SPEAKER	STEALTH HUMOUR ELITE
INITIAL ASSESSMENT			
Communication Style Analysis To determine your personal style of communication so we can align humour with your natural strengths.	✓	✓	✓
Message & Material Analysis To understand your message's purpose, key points and any challenges you have with your material.	✓	✓	✓
Business, Industry and Target Market Analysis To understand your business objectives, industry relevance and how to resonate with your audience.	✓	✓	✓
Obstacles and Barriers Analysis Identify and address potential resistance or obstacles from your audience.	✓	✓	✓
Presentation Map A visual representation of audience engagement before, during, and after the coaching process to track progress and identify opportunities for improvement.			✓
1:1 COACHING SESSIONS			
Total Coaching Sessions (<i>Sessions topics will be tailored to your specific needs; the topics below are suggestions</i>)	3	5	10
Topic 1: Define Establish objectives for humour, define your humour style, and identify key points for humour integration.	✓	✓	✓
Topic 2: Develop Create material that supports your message, resonates with your audience, and reflects your personality.	✓	✓	✓
Topic 3: Deliver Ensure your delivery feels natural, risk-free, and aligned with your professional image.	✓	✓	✓
Topic 4: Audience Interaction Learn techniques to interact with your audience to maintain engagement and build rapport.		✓	✓
Topic 5: Spontaneous Humour Develop skills to deliver humour on the fly, tailored to specific audiences and events.			✓
Topic 6: How to MC Your Own Presentation Handle unexpected situations, recover from a bad introduction and warm up the audience effectively.			✓
Implementation Coaching (Performance & Timing) Perfect your timing and delivery to ensure your humour consistently lands.		✓	✓
Implementation Coaching (Audience Spontaneity) Hone advanced techniques to adapt humour dynamically during presentations.			✓
LEARNING MATERIALS			
Call Recordings Access audio and video recordings of all coaching sessions for future reference.	✓	✓	✓
FUNNY ON PURPOSE Checklists & Templates Step-by-step guides to help you systematically create humour quickly and effectively.		✓	✓
FUNNY ON PURPOSE Formula (Online Program) A comprehensive online curriculum for mastering humour in professional contexts.			✓
SPEAKER KIT REVIEW			
Speaker Intro Craft or refine your introduction to set the right tone for your presentation.		✓	✓
Speaker Bio for Conference Programs Ensure your bio stands out and highlights your unique value.		✓	✓
Speaker One Sheet Review and assess to ensure a polished, professional one-sheet that helps you secure more bookings.			✓
Speaker "Sizzle" Reel Review and assess to optimise your promotional video to showcase your skills effectively.			✓
INSPIRATION & IDEAS			
Tailoring Trending Topics Sessions Adapt current trends & major events to your individual topic, ensuring you stay relevant & timely.			✓
MENTORING & ACCOUNTABILITY			
Unlimited Email Support Get answers to your questions whenever you need them.	✓	✓	✓
Unlimited On-Call Advice On-call access for real-time advice and support.		✓	✓
TOTAL VALUE	\$4 975	\$9 725	\$18 725
YOUR INVESTMENT	\$3500*	\$6000*	\$9000*

* Price does not include GST

FREQUENTLY ASKED QUESTIONS

Is FUNNY ON PURPOSE Humour Coaching Just For Speakers?

Not at all! Whether you're a Speaker, Coach, Author, or Thought Leader, FUNNY ON PURPOSE Speaker Coaching will help you use humour to engage and influence your audience while amplifying your core messages, brand identity, and unique personality.

How Is This Different From Regular Comedy Training?

Humour is a powerful business tool — but only if it's used with business in mind. That's where FUNNY ON PURPOSE Coaching differs from most comedy training. Traditional comedy training focuses on making a room full of drunk people laugh, often at any cost. While that's great for stand-up comedians, if you're a professional, humour cannot come at the expense of your credibility or your content.

With FUNNY ON PURPOSE Humour Coaching, your **content** comes first, your **credibility** comes second, and **comedy** material is there to support and enhance your message, not overshadow it.

Isn't Just Adding Some Random Humour Enough?

The old approach to humour is to sprinkle some random jokes into your presentation (because you've been told it's important to "add some humour") and hope for the best. This disjointed process often detracts from your message rather than supporting it.

FUNNY ON PURPOSE is a better way. Here, humour is used intentionally to:

- Enhance your message.
- Engage your audience.
- Support your personal brand.

This approach makes humour a tool for impact — not a distraction.

Is humour appropriate for all audiences?

Yes! The key is tailoring your humour to the audience. FUNNY ON PURPOSE coaching includes techniques for adapting humour to different contexts, ensuring it's always appropriate and engaging.

Should I Be Using Humour If I'm A Serious Speaker?

Yes! Humour won't make a serious speaker less serious — but it will help you deliver a stronger presentation with better results.

For your audience, humour is incredibly beneficial. It puts them in a **positive state**, helps **build rapport**, and **expands their capacity** for understanding, learning, and retaining your message.

As a serious speaker, humour benefits you, too. It creates a stronger connection with your audience, making it **easier to deliver your message** and achieve greater impact.

In a professional context, humour isn't about getting laughs — it's about creating engagement. Better engaged audiences lead to better results. The key is ensuring your **humour aligns** with your tone and **communication style** so it feels natural and seamless — not awkward or cringeworthy.

Done well, humour benefits both you and your audience — and FUNNY ON PURPOSE Humour Coaching will show you how to use it effectively without compromising your credibility.

What If My Topic Is Serious Or Sensitive?

Humour can absolutely work in serious contexts. In fact, it's a powerful tool to help your audience process heavy topics and feel more connected to your message. The key is to use humour strategically — not to make light of the topic, but to **help the audience cope** with the topic and stay engaged.

Kate will guide you in finding the right tone and humour style to ensure your presentation is both impactful and respectful, striking the perfect balance for sensitive subjects.

FREQUENTLY ASKED QUESTIONS

What Are The 3 Main Things I Need To Do To Be Funny On Purpose?

To be FUNNY ON PURPOSE, you need to get these three elements right:

1. **Right Approach:** When you use the right approach to humour, it's painless and effortless. It feels natural, not awkward or uncomfortable.
2. **Right Material:** Good humour is aligned with your personal brand and enhances your message. It's valued by your audience and never cringeworthy.
3. **Right Performance:** Deliver humour in a way that feels professional, entertaining, and engaging—while maintaining your credibility.

What Humour And Comedy Experience Does Kate Have?

Kate Burr has over two decades of stage experience, including 11 years as a professional comedian and 8 years as a Humour & Leadership Coach. She has worked with some of Australia's top speakers, including:

- Keith Abraham
- Amanda Stevens
- Michelle Bowden
- Heidi Denning
- Yamini Naidu
- Dr. Kristy Goodwin

Kate combines her extensive knowledge and practical methodologies to teach speakers how to use humour effectively while supporting their message and personal brand.

How Long Does The Coaching Process Take?

Coaching timelines are flexible and depend on your needs. Single presentations (STAND OUT SPEECH) may require just a few sessions, while ongoing coaching packages for regular Speakers (BOOKED OUT SPEAKER or STEALTH HUMOUR ELITE) provide in-depth support.

What Is The KICK-ASS Keynote Framework?

The KICK-ASS Keynote Framework is a proven methodology designed to help speakers craft engaging, memorable, and impactful presentations. It breaks down the key components of a standout keynote into seven actionable steps:

- **Keep it Engaging:** Capture your audience's attention from start to finish.
- **Include Some Humour:** Add humour to support your message and enhance your brand.
- **Connect with the Audience:** Build trust and rapport to create a stronger connection.
- **Know Your Next Step:** Ensure your presentation has clear and actionable takeaways.
- **Articulate the Issue:** Highlight relatable challenges your audience faces.
- **Show the Symptoms:** Help them clearly see the impact of the problems they face.
- **Supply the Solution:** Deliver insights that inspire action and lasting change.

This framework ensures your presentation is not just entertaining but also meaningful and effective, leaving your audience motivated and inspired.

Why Do You Use The KICK-ASS Keynote Framework?

The **KICK-ASS Keynote Framework** was developed after years of coaching professional speakers and identifying the patterns of exceptional presentations. This framework will help you:

- Get your audience on your side from your very first words.
- Keep them smiling, engaged, and entertained throughout your presentation.
- Craft a message that can be summed up in three memorable sentences.
- Create takeaways that stick with your audience long after the presentation ends.
- Deliver a BIG finish that leaves your audience energised and ready to take action.

FREQUENTLY ASKED QUESTIONS

What Are The 5 Steps To Being FUNNY ON PURPOSE?

Here are the five key steps to mastering purposeful humour:

1. Understand the Basics

- Learn what humour techniques work for professionals and how to safely apply them in your communication. Think of humour as the ACE up your sleeve to:
 - **Alter** the state of wellbeing.
 - **Connect** with others.
 - **Expand** capacity for understanding and learning.

2. Get Clear on Objectives

- Define what you want each piece of humour to achieve – whether it's breaking the ice, building rapport, or making your key points memorable.

3. Create the Material

- Follow a three-step process: generate ideas, write the material, and edit/polish until it's ready for your audience.

4. Deliver Maximum Laughs

- Timing and delivery are critical. Without the right performance, even great material can fall flat.

5. Engage Your Audience

- Success is not only about what you say but how it's received. Engaging your audience ensures that your humour lands and resonates.

Will This Work For Me If I'm Just Not A Funny Person?

Absolutely! Humour isn't something you're "born with." It's a skill you can learn.

Many potential clients start off thinking, "I'm not funny, so there's no point," or, "No one would take me seriously if I started cracking jokes." These misconceptions hold you back from reaching your potential.

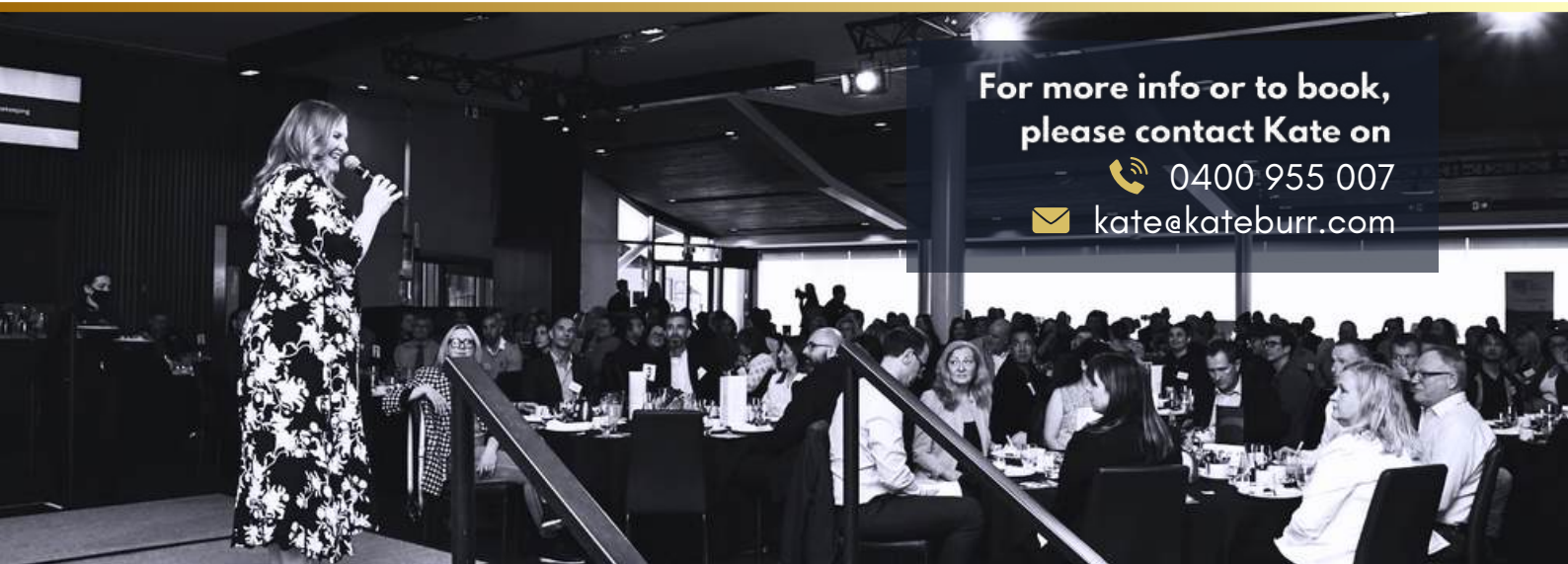
FUNNY ON PURPOSE unlocks the mystery of humour and shows you a pathway to being funny – without feeling awkward, uncomfortable, or embarrassed. With over 20 years in the comedy industry and eight years as a Humour Coach, Kate will teach you how to use humour confidently and effectively while supporting your key messages, brand, and personality.

How Do I Get Started?

Step 1: Choose the coaching program that's right for you:

- **STAND OUT SPEECH:** One-off presentations made unforgettable.
- **BOOKED OUT SPEAKER:** Consistently captivate your audience and grow your influence.
- **STEALTH HUMOUR ELITE:** Master humour and engagement at the highest level.

Step 2: Call Kate on 0400 955 007 or email her at Kate@KateBurr.com.au to schedule your first session. Let's start transforming your presentations today!



For more info or to book,
please contact Kate on

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