I'm all about showing people that I'm a little messed up, I have a lot of the same problems you have. By exposing myself and putting myself out there, people can relate to me and my act won't grow stale. I mean, nobody wants to hear a comedian say, 'Life is great.'

How to Write Comedy Like Gabriel “Fluffy” Iglesias



Background

- Originally from San Diego, but went to school in Long Beach, CA.
- Recently had a series on Netflix called Mr. Iglesias. Canceled after 3 seasons.
- Sold Out Madison Square Garden, Staples Center, and The Sydney Opera House.
- Has over 15 million followers across social media.
- **In 2018, Iglesias was one of the top 10 paid comedians in the world**
- **In 2022, Iglesias was the first comedian to sell out Dodger Stadium in Los Angeles. The concert was released to Netflix on October 18, 2022, as *Stadium Fluffy*.**

What You'll Learn:

Success leaves a paper trail.
What makes Gabriel Iglesias successful?
What techniques does Iglesias use when he performs?

Exposure

Last Comic Standing 2006

Gabriel iglesias last comic standing
Fluffy was kicked off Season 4 of Last Comic Standing, because he was texting his girlfriend. There were complaints that he was getting jokes from the "outside." But the scandal is said to have actually been more of a positive for Fluffy's career instead of a negative.

Social Media Exposure.
Podcast Exposure
Acting Exposure on TV shows

How does Gabriel Iglesias Write?

Fluffy talks about how he writes his material with Snoop Dog.

GGN News with Gabriel Iglesias | FULL EPISODE

So, if Gabriel Iglesias doesn't "write" his material, how do we do a class on how to write like Gabriel Iglesias? Because Iglesias uses structures and devices just like any other comedian who gets laughs.

So in this class we're going to spend time identifying his techniques so you can see which ones speak to you so you can apply them to your act.

Techniques

Recognition, recognition, recognition, Superiority, recognition.

Gabriel Iglesias I'm Not Fat I'm Fluffy Full Show2009

In this bit Fluffy sets up the fact that he wound up at an “Alternative” Night Club.
Act-out, Sound Effects, 3-way Build-up (within an act-out).
Fluffy Entertains. It’s a show, it’s not a monologue.

Storytelling with Act-outs, voices, sound effects with a Beginning, Middle and End.

Nickelodeon - HBO - Gabriel Iglesias I'm Not Fat I'm Fluffy Full Show2009

I’m getting chills… 2009 Gabriel Iglesias I'm Not Fat I'm Fluffy Full Show2009
I’m getting chills… 2013 Gabriel Iglesias | 2013 | Aloha Fluffy [Full Show 1080p]

Fluffy’s go-to strategy is to tell these mini-stories that involve character voices where he can make the audience feel superior. He does this by either making himself the butt of the joke or one of the characters in the story.

Compare & Contrast using Behaviors & Act-outs

Luau Gabriel Iglesias | 2013 | Aloha Fluffy [Full Show 1080p]

One of the things I learned while being on the road is if you take something that is common and or unique to the area you are in and repeat it or reenact it for the audience from where it is from, they LOVE it.

It builds community
Uses Recognition
Triggers Coincidence

- Superiority
- Sound Effects
- Voices



- Characters
- Act-outs
- Compare & Contrast Act-Outs

Superiority

Fluffy's act relies a lot on making the audience feel superior to the situation, superior to a character in the story, or superior to him (another character in his story).

Sound Effects

Sound effects are a great way to add dimension. You've heard me speak about dynamic shifts in your act. Dynamic shifts are a great way to keep the attention of your audience. They add surprise and texture. They are an effective way to keep a story moving when you don't have jokes.

Voices

Adding voices introduces incongruity. While the audience can see that it's Fluffy up there on the stage, then he adds the voice. This does a brain trick on his audience. The voices add dimension and a dynamic shift in his act which makes the act more interesting and helps with the flow of the story. The voices are also designed to give the audience a perception of who the antagonist and the protagonists are in the stories.

Characters or Celebrity Voices

By doing a voice (or impression) of a voice that we might already know, Fluffy triggers the recognition and incongruity laughter triggers.

Act-outs

By taking the characters and putting them into a first person narrative by acting out the characters, the story jumps to life as if we're now watching a sketch or a scene in a sit-com. It heightens the tension in the story and gives us more of a reason to laugh. Fluffy takes it to the next level by adding the structure of…

Compare & Contrast

One very effective way to get laughs is through side-by-side comparisons. Fluffy uses this technique more often than most. Do a character in a situation that behaves one way, (let's say, smart) then do another character in the same situation that behaves opposite to that.

Flow of Act

Start with something local.
Build Tension using Dramatic Irony. This creates tension and superiority.

"They took me to a place called Portillos." (Iglesias is the Fish out of water so the audience knows this place, he does not therefore he doesn't know what to expect)

Watch the way he builds this piece…

Chocolate Cake Shake | Gabriel Iglesias

"Wound up in a place called the OP"
Gabriel Iglesias I'm Not Fat I'm Fluffy Full Show2009

Identifying the Structure

One of the best and fastest ways to develop your skill set is to study other comedians who are successful. In this next video, we're going to look at a piece. Then you'll identify the structure.

Quotes

In the beginning, work as clean as you possibly can and stay away from topics that could be controversial or offensive. For example, don't talk about politics, don't talk about religion. Stay away from sports. Talk about things that are relatable to everyone. The more relatability you have, the bigger the fan base you're going to have.