# Paired Phrases & Simple Truth

## 2 UNDER USED YET POWERFUL COMEDY STRUCTURES




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## 2 UNDER USED YET SUPER POWERFUL COMEDY STRUCTURES

# Uses for Paired Elements

- Political Speeches
- Teaching
- Presentations
- Ad Slogans
- Bumper Stickers
- Toasts
- Roasts
- Thought for the Day
- Comebacks

# 4 Types of Paired Elements

1. Paired phrases
2. Paired sentences
3. Paired words
4. Paired statistics
5. Comparison Pairings

# Paired Phrases → POWER OF WORDS, SENTENCES, RHYTHMS

**To be most effective, paired phrases must be parallel—equal in grammatical structure and rhythm.**

# Paired Phrases → POWER OF WORDS, SENTENCES, RHYTHMS

- **Simple declarative statement**
- **Often uses the power of expectation**
- **Craftily repeated by reversing the order of the last few words.**
- **Lyrical in rhythm**
- **Memorable**

# Famous Paired Phrases

NON HUMOROUS

*"WHEN THE GOING GETS TOUGH, THE TOUGH GET GOING"*

*"IF GUNS ARE OUTLAWED, ONLY OUTLAWS WILL HAVE GUNS."*

# Famous Paired Phrases

RE-WORD FOR HUMOR

*"ASK NOT WHAT YOUR COUNTRY CAN DO FOR YOU, ASK WHAT YOU CAN DO FOR YOUR COUNTRY"* - JFK

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RE-WORD FOR HUMOR

*"ASK NOT WHAT YOUR COUNTRY CAN DO FOR YOU, ASK WHAT YOU CAN DO FOR YOUR COUNTRY"* - JFK

*"ASK NOT WHAT YOUR COUNTRY CAN DO FOR YOU, ASK WHO YOU CAN DO IN YOUR COUNTRY."*

# Famous Paired Phrases

RE-WORD FOR HUMOR

*"WHEN THE GOING GETS TOUGH, THE TOUGH GET GOING"*

*"IF GUNS ARE OUTLAWED, ONLY OUTLAWS WILL HAVE GUNS."*

*"THE BIGGER THEY ARE, THE HARDER THEY FALL"*

# Humorous Paired Phrases

GREAT FOR TWEETS, ROASTS, TOASTS & QUOTES THEY ARE EASY TO REMEMBER AND USUALLY PARADOXICAL.

# Humorous Paired Phrases

GREAT FOR TWEETS, ROASTS, TOASTS & QUOTES

*LET'S GET OUT OF THESE WET CLOTHES AND INTO A DRY...*

*I LEFT TEACHING BECAUSE I MET TOO MANY INTERESTING PEOPLE AT AN UNINTERESTING...*

*YOUR MANUSCRIPT IS BOTH GOOD AND ORIGINAL BUT THE PART THAT'S ORIGINAL IS NOT GOOD AND...*

# Humorous Paired Phrases

THE WAY I WOULD FLIP THESE TO KEEP THE INTENDED EFFECT OF THE PAIRED PHRASE. NOTE: THERE IS NO "RIGHT" OR "WRONG" IF IT GETS A LAUGH KEEP IT.

*LET'S GET OUT OF THESE WET CLOTHES AND INTO A DRY...MARTINI*

*I LEFT TEACHING BECAUSE I MET TOO MANY INTERESTING PEOPLE AT AN UNINTERESTING...SALARY*

*YOUR MANUSCRIPT IS BOTH GOOD AND ORIGINAL BUT THE PART THAT'S ORIGINAL IS NOT GOOD AND...AND THE PART THAT'S GOOD IS NOT ORIGINAL.*

# Paired Sentences

MY FAVORITE

- *CONSISTS OF TWO PAIRED PHRASES*
- *USED IN TWO SEPARATE SENTENCES*
- *MOSTLY SPOKEN BY TWO DIFFERENT PEOPLE*
- *CAN BE VERY USEFUL FOR COMEBACKS (BENIGN RETALIATION) WHERE YOU CAN USE THE PERSON'S WORDS SWITCH THEM AND PUT THEM RIGHT IN THEIR FACE.*
- *USE THE IRRESTISTIBLE MOMENTUM OF ACUTE EXPECTATION*

# Paired Sentences

*A LOT LIKE A CLICHE REFORMATION WITHOUT THE NEED FOR THE CLICHE OR THE APHORISM TO CREATE THE EXPECTATION.*

*YOU CAN USE THE OTHER PERSON'S WORDS TO CREATE AN EXPECTATION*

*ALSO IS GREAT AS BENIGN RETALIATION TO MIRROR SOMEONE'S WORDS FOR AN "IN-YOUR-FACE" TYPE OF RESPONSE.*

# Paired Sentences

## The Power of Expectation

*LIKE THE POWER OF A MUSCLE CAR, THERE A FEW THINGS IN COMEDY AS RELIABLE AS CREATING AN EXPECTATION IN THE MIND OF YOUR AUDIENCE.*

*UNLIKE CLICHE REFORMATIONS WHERE WE RELY ON A KNOWN CLICHE, APHORISM OR IDIOM, QUOTE, ETC. WITH PAIRED SENTENCES YOU CAN JUST USE ANOTHER PERSON'S OWN WORDS TO CREATE THE EXPECTATION*

# Examples




A writer sent a script and query letter to a producer: "To Whom it May Concern: Please read and get back to me ASAP as I have a lot of irons in the fire."

**RESPONSE:** "Remove irons from fire. Replace with script."

# Examples



My wife an I have been married for 20 years, but there's still that tension between her father and me... he's always giving me a look like, *I know you're having sex with my daughter.* And I'm always giving him a look like, *"Barely."*

*--Brian Kiley*

# Examples

I was staying at my girlfriend's parent's house over the holidays. Her parents wouldn't let us sleep in the same room. Her dad was giving me a look like, *I don't trust you pal*. And I was giving him a look like, "Trust me pal, I'm fucking your daughter."

*--Anthony Jeselnik*



# Examples

It was my wife's birthday yesterday and for her birthday I got her a gift certificate for a "His and Hers" massage. My wife said, "Jerry, this is a 'We' gift, not a 'Me' gift. So I returned it and I got her a gift certificate for Dinner for One.

# Great for Heckle Comebacks

**Comedian:** What are you doing here sir?

**Heckler:** "I'm pretending to look at a comedian."

**Comedian:** "What a coincidence, because I'm looking at you thinking, *I'm pretending to look at an asshole*... I'm just kidding dude, I'm not pretending."



# Paired Words

A Rabbi, Lawyer, and Priest are on an airplane...
along with a troupe of boyscouts. The airplane is going down FAST. There are parachuts, but only enough for a few people.

The Rabbi says, "Listen. We need to give the parachutes to the boyscouts. It's the right thing to do."

The Lawyer then responds, "What are you crazy!? Fuck the boyscouts!"

The Priest quickly glances at his watch and says, "DO WE HAVE TIME!?"

# Paired Words

President's Obama, Clinton and Bush got together to raise money for the earthquake victims in Haiti, but they're going under the pseudonyms of
Hope, Grope and Dope

# Flatter the Audience...

**...because of the rhythm and melody of the paired phrase it's lends itself to letting the audience finish a joke... especially fun when the ending is blue.**

*There’s a difference between mono and herpes.*
*You can get mono from snatching kisses.*
*You can get herpes from… never mind.*

# Flatter the Audience...




*"Would you like some TWA coffee or some TWA Tea?"*

# Phrase Pairing

*"The L.A. Times said that you can buy happiness for 75 thousand dollars a year. I'll take mildly pissed off for 35-K."*

*SETUP: Happiness for 75 thousand dollars a year.*

Emotion Monetary Value

*PUNCHLINE: Mildly pissed off for 35K.*

Emotion Monetary Value

ComedyClinic

# Phrase Pairing

Let's try that earlier one miss paired...

*There’s a difference between herpes and mono*

*You can get mono from snatching kisses.*
*You can get herpes from… never mind.*

# Paired Statistics

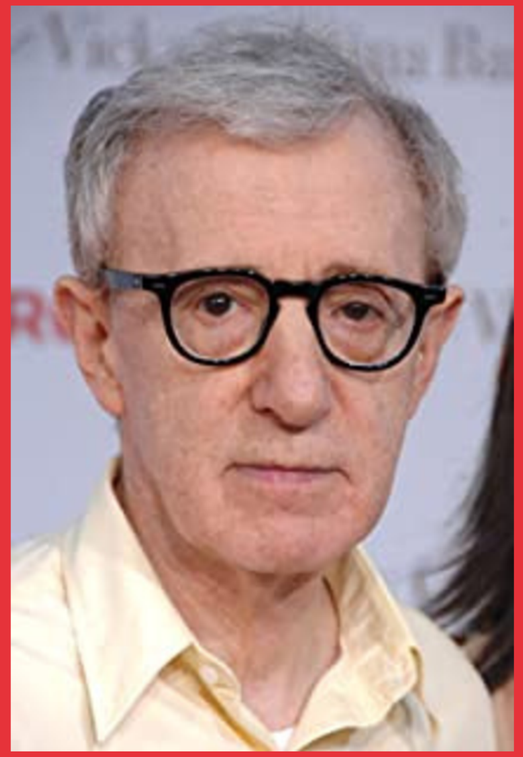
The mechanics of saving the surprise number for last.



# Paired Statistics

The mechanics of saving the surprise number for last.





*I wanted to be an FBI man, but you have to be 5 feet 7 and have 20/20 Vision. then I toyed with becoming a master criminal--but you have to be 5 feet 7 and have 20/20 vision. -- Woody Allen*

*I had sex with an aerobics instructor. I could always tell when she was going to climax because she would be like "And four more, and three more, and two more... "*



*Paired Elements are great for self deprecation jokes*





*I said that joke to my ex-girlfriend and she said, "You couldn't last 5 minutes with an aerobics instructor. I said, "Who needs that kind of time?"*

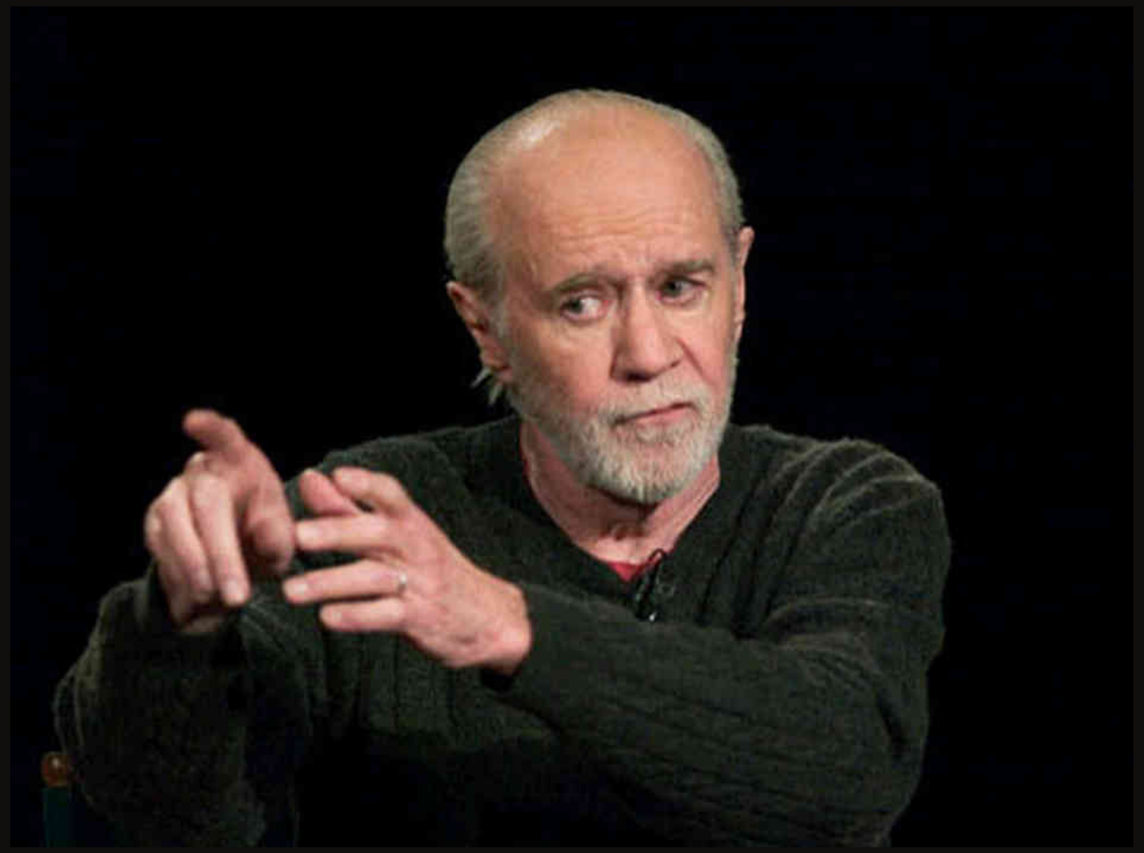


*My tennis coach told me I was one year away from being a good player. And next year I'll be two years away*

*After the show I'll have my books for sale. They are ten dollars. And if I sign them, five. -- Joe Dungan*



*They say that 4 out of 5 people suffer from diarrhea. Does that mean 1 in 5 enjoys it? -- George Carlin*





*I never f**ked a 10, but one night I did f*ck five 2s*



*I love to use paired statistics to resolve an argument or make a point. These can be big winners if it's a subject the audience relates to...*

# 5 MINUTES

*There are 2 types of politicians, those who are trying to clean it up and those...*

# 5 MINUTES

*My daughter asked my wife and I where she came from. I said well one night, your mom and I were home. I had nothing to wear, she had nothing to wear, and we both had nothing...*

Simple Truth

# Simple Truth

*Simple Truth is a lot like double entendre but it is the simplest meaning of a phrase as opposed to a word...*

# Simple Truth

*You can discover simple truth opportunities in every day life, conversation, stories, the news commercials, song lyrics, etc.*

# Simple Truth

*Simple Truth requires you to turn up your listening!*

# Simple Truth

*We often speak in metaphor and euphemism. “With the sun on my face and the wind in my hair...” In reality if the sun was* ***on*** *your face, I don’t think you would have to worry about hair.*

# Simple Truth

*Uses triggers coincidence, recognition, surprise*

# Simple Truth

## *Song Lyrics*

*Take a familiar song and break it down to it's simplest meaning by asking "what are they really saying?"*

# Simple Truth

*Have you ever been on the Small World ride at Disneyland and get that song stuck in your head?*

*“It’s a world of joy. It’s a world of tears. It’s a world of hope. It’s a world of fears...*

*”Isn't that a song about being bi-polar?”*

# 5 MINUTES

***My girlfriend said,*** *“you never looked out for me.” I said...*

# 5 MINUTES

***Every 15 minutes some kid in High School contracts an STD...***

# Simple Truth

## *"As Opposed to?"*

Listen to commercials on the radio, television, YouTube; Read ads on billboards, etc.  If you raise your awareness, you can spot exaggerations, inconsistencies, hypocrisy, or flat out nonsense.



# Simple Truth

## *"Next Level Thinker"*

The host on a talk show was introducing someone. He said, *"Our next guest is a **'next-level thinker'**...*
*What does that even mean? He's gotta go up a few floors to come up with a thought?*
*ACT-OUT: "Excuse me, sir? Where's the elevator? I've got some thinking to do."*



# Simple Truth

*"As **Opposed** to?"*




**SPOKESPERSON:** "Our detergent gets blood stains out of your dress shirts better than the leading detergent..."

**JOKE:** If you've got blood stains in your dress shirts, you've got more to worry about than laundry detergent... -- Jerry Seinfeld

# Simple Truth

## *"As Opposed to?"*




**RADIO COMMERCIAL:** "If you want to lose twenty or more pounds legitimately, call 1-800-555-1212."

JOKE: "Lose twenty or more pounds 'legitimately'? As opposed to '*illegitimately*'? Because if you lose 20 or more pounds illegitimately, isn't that pretty much just a *pregnancy termination?*

# Simple Truth



## SECRET WEAPON



***Listen for needless collocations****

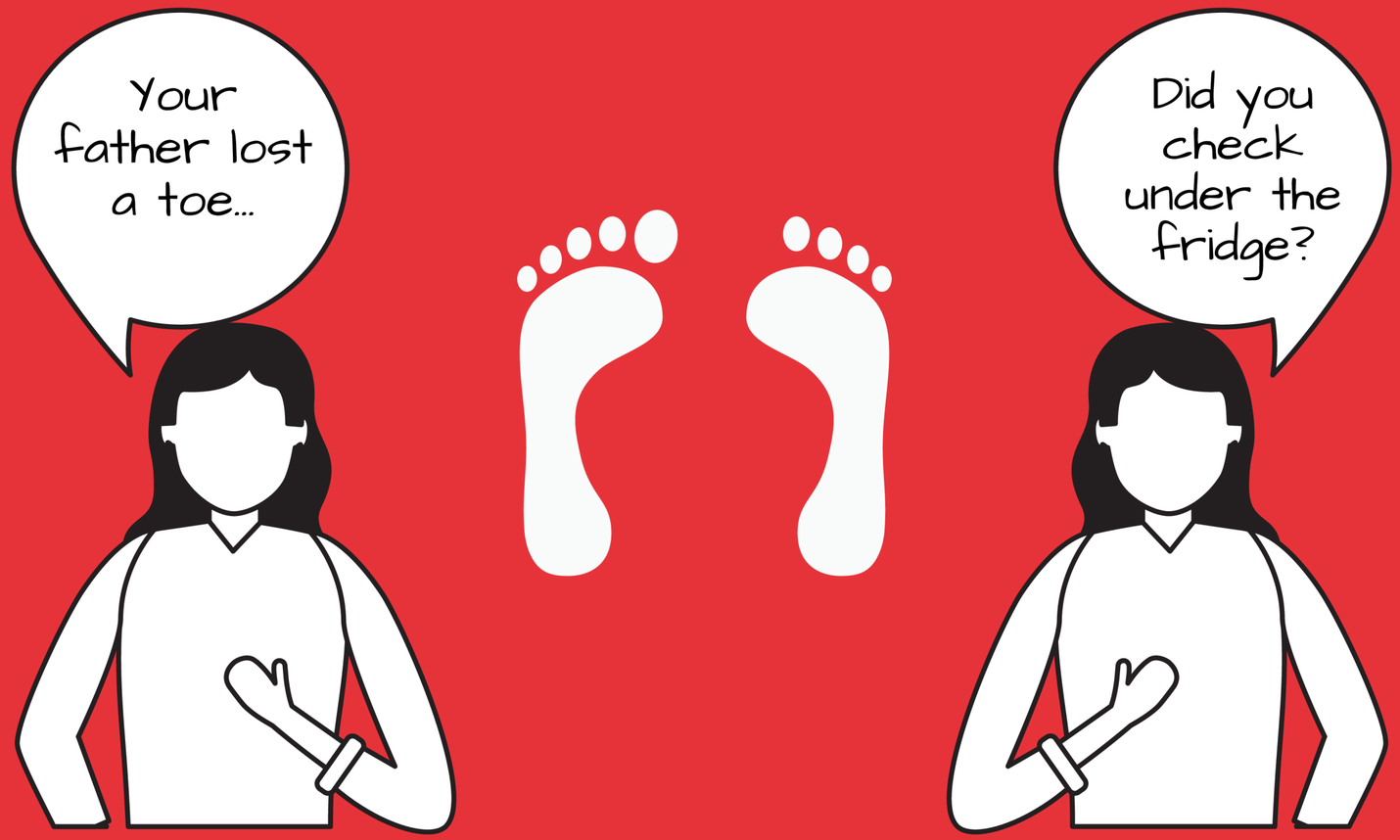
**SPOKESPERSON: "We only use 'carefully selected' prime beef..."**

**JOKE: *as opposed to*... your competitors and their "We-don't-give-a-shit" selection?**

**Collocations are word groupings that are often used together. I bet you can have a lot of wordplay fun with them!*

*Look some up here.*

# The Simplest Truth




*Instead of listening for intent, listen for simple truth meanings*

# Simple Truth

## Simple Truth with a Paired Phrase

*I was watching a commercial for the erectile dysfunction drug called Cialis. At the end of the commercial the disclaimer says: “If you experience an erection that lasts more than four hours call your doctor.” If I experience an erection that lasts more than four hours, I’M CALLING EVERYONE!*



# Simple Truth

*"Is there a secret to this technique?"*




*The secret is don't try to be funny, just find the simple truth meaning. If you review some of the examples, you'll find that they are just simple interpretations of a statement, lyric or colloquialism.*

# Simple Truth

*Is there a way to practice this?*




***There are lots of ways to practice:***

1. Listen to commercials
2. Research slogans, product claims, branding statements
3. Read The Bible, Poetry, Famous quotes.
4. Look up colloquialisms, metaphors and Euphemisms ask 2 questions:
    a. What is the intended meaning?
    b. What is a possible simple truth interpretation?