

New Book Shows How to Find the Humor at Work... And How to Profit from it

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Corporate comedian and event emcee Jan McInnis has announced the release of her first book: **Finding the Funny Fast: How to Create Quick Humor to Connect with Clients, Coworkers, and Crowds**. The release coincides with the beginning of her fall tour, during which she'll be appearing at a number of trade shows, association meetings, and corporate events across North America.

McInnis says that the book was inspired by the feedback she had received from conference planners over the years, along with their requests for advice on writing humor. She also added that it is more than just a manual for public speakers, with lots of practical advice for managers, salespeople, and customer service teams – not to mention writers and executives.

“Humor is one of the most under-used, and under-appreciated ways to improve business communication. The right joke or comment can make what you say or write more memorable and likeable. It can change the mood or break the ice. You don't have to be naturally hilarious to learn the right ways to come up with quick humor and use it effectively, and it can make a big difference in the results you get with clients and coworkers.”

McInnis also pointed out that adding a touch of humor can be a great way to stand out in a tough economy. “There's no doubt that people are stressed out right now. Instead of running from that fact, or burying them in corporate-speak, why not take some of the pressure off with a joke here and there? Customers and colleagues appreciate it more than you think, and it can open them up to hearing more from you.”

While only 120 pages in length, the book covers everything a businessperson needs to start using comedy in their own lives, including tips on where to look for humor, how to write jokes without offending people, and even advice on ways to keep the laughs coming in regular meetings. Priced at \$11.95, it is available through major retailers, including Amazon.com and Barnes and Noble.

“Most people realize that they could sell more, lead more effectively, or get ahead at work if they knew how to come up with humor on the spot, but they think they're not talented enough. I want to show them that it's not that hard to find the funny – and that they can have a great time doing it!”

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For more information, including interview and photo requests, contact Jan McInnis at The Work Lady™

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