



Judy Carter's "Positive/Negative" Spin Technique



<http://www.judycarter.com>

Concept: State something great about yourself...and then describe its downside.

Variation: State a negative...and then follow it up with its silver lining (its up-side)

Examples:

"I am an entrepreneur! ...that's French for working in one's underwear!

I was FEMA director! ...that's short for Formerly Employed, now Missing in Action!

"I'm *really* short! ...In a duck & cover drill I am the first to the floor!"

"I am *really* hairy. ...I can get hired as a stand-in for Sasquatch!"

This technique utilizes three comedy rules:

1. Comedy often involves a TWIST — invoking the unexpected.
2. Comedy also derives from the effective use of exaggeration.
3. Comedy works well when self-effacing. You a safer target for ridicule.

There's a set-up, followed by a punch line. The contrast is funny too.

Write down a POSITIVE CHARACTERISTIC about yourself:



Now describe its DOWNSIDE:





**Judy Carter's
Positive/Negative Characteristic Technique**

List two things that are **GREAT** about _____ :
(your job, kids, spouse, Toastmasters club, etc.)



1a. _____

2a. _____

Now, for each, describe their **DOWN-SIDE**:



1b. _____

2b. _____



List two things that are **AWFUL** about _____ :
(your job, kids, spouse, Toastmasters club, etc.)



1a. _____

2a. _____

Now, for each, describe the **UP-SIDE** of this topic:



1b. _____

2b. _____

Judy Carter is an acclaimed standup comic appearing on over a hundred television shows. Ten years ago she formed comedy workshops which trains wanna-be comics in the how-tos of comedy and her new book, *The Comedy Bible* (Simon and Schuster 2003) was featured on Good Morning America and National Public Radio. She has also appeared on Oprah, CNN and ABC World News Tonight. In the past five years, Judy has become an expert in showing how humor techniques can help everyone deal with stress and change. Her work with Corporate America has made her a sought after speaker and has lead to her being featured in the Wall Street Journal, New York Times and Success Magazine.

For more Judy Carter tips, products and insights: www.JudyCarter.com