

Title Information

The Ten Commandments of Comedy

by Gene Perret

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Beginning comedy writers and performers think you can't teach funny. Legendary comedy writer Gene Perret, winner of three Emmy Awards, knows better. A good joke works because it follows ten strict principles — or, as Perret calls them, *The Ten Commandments of Comedy*.

Perret calls these principles "Commandments" for good reason — these rules strengthen your material and make every joke as funny as it can possibly be. Violating even one or two of these precepts might destroy an otherwise viable gag. But a joke that follows all the Commandments will deliver maximum humor ... and audiences know the difference.

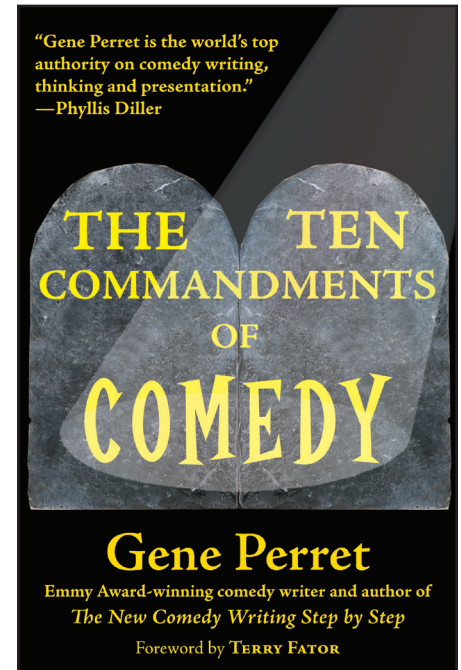
In *The Ten Commandments of Comedy*, Perret teaches that writing good comedy is a skill anyone can learn, because it's based on rational principles anyone can apply. Even people who don't think of themselves as naturally or intuitively funny can use humor effectively in their writing and public speaking by applying *The Ten Commandments of Comedy*. And for experienced comedy writers and performers, *The Ten Commandments of Comedy* will help you sharpen your comedy instincts, fix jokes that don't work, and make your material sing.

Disobey *The Ten Commandments of Comedy* at thy peril. Obey the commandments and thou shalt be rewarded with laughter and happy audiences. By mastering Perret's rules, you'll learn the secret to jokes that connect with audiences, surprise, delight, convey an unexpected truth ... and leave 'em rolling in the aisles.

From the First Commandment ("Thou Shalt Surprise"), to the Fourth Commandment ("Thou Shalt Be Current"), to the Tenth Commandment ("Thou Shalt Be Clever"), *The Ten Commandments of Comedy* is a slim, fast guide to the essentials of humor that's perfect for business presenters, after-dinner speakers, professional comedians and anyone who wants to be funny.

Audience: Public speakers, Toastmasters, business professionals, comedians, comedy writers, fiction writers, and anyone who wants to better appreciate humor.

About the Author: Gene Perret has written comedy material for such legendary performers as Bob Hope, Phyllis Diller, Carol Burnett, Tim Conway and others. He has been awarded three Emmys and one Writer's Guild Award for his work on The Carol Burnett Show writing staff. He is the author of over 40 books, including the classic *The New Comedy Writing Step-by-Step*, available from Quill Driver Books.



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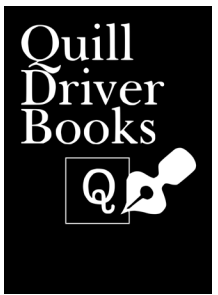
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Three-time Emmy-winning comedy writer Gene Perret teaches how anyone can be funny in the new book *The Ten Commandments of Comedy*

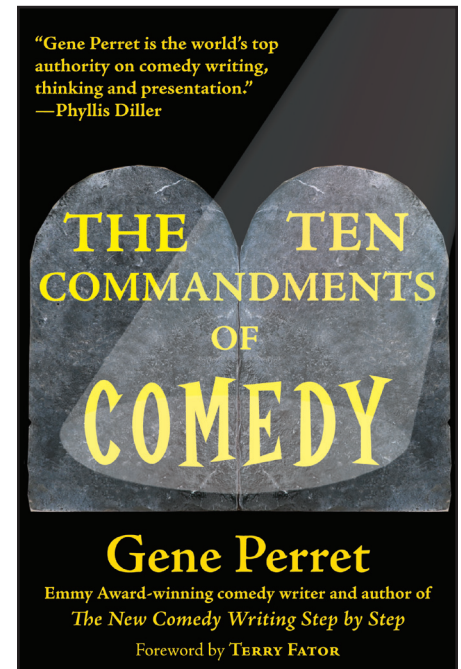
“Gene Perret is the world’s top authority on comedy writing, thinking and presentation.” —Phyllis Diller

Pilots learn the principles of flight before they take the controls of a plane. Surgeons learn the principles of medicine before they’re allowed to cut someone open. So shouldn’t comedians learn the principles of humor before getting on stage?

Some people say you can’t teach funny. Legendary comedy writer Gene Perret, winner of three Emmy Awards, knows better. A good joke works because it follows ten strict principles — or as Perret calls them, *The Ten Commandments of Comedy* (Quill Driver Books, February 2013).

Perret calls these principles “Commandments” for good reason — these rules strengthen your material and make every joke as funny as it can possibly be. Violating even one or two of these precepts might destroy an otherwise viable gag. But a joke that follows all the Commandments will deliver maximum humor ... and your audience will know the difference.

Perret, a comedy writing master for stars like Bob Hope, Phyllis Diller and Carol Burnett, says that writing good comedy isn’t a mystery — it’s a skill anyone can learn, because it’s based on rational principles anyone can apply. Even people who don’t think of themselves as naturally or intuitively funny can use humor effectively in their writing and public speaking by applying *The Ten Commandments of Comedy*. And for experienced comedy writers and performers, *The Ten Commandments of Comedy* will help you sharpen your comedy instincts, fix jokes that don’t work, and make your material sing.



From the First Commandment (“Thou Shalt Surprise”), to the Fourth Commandment (“Thou Shalt Be Current”), to the Tenth Commandment (“Thou Shalt Be Clever”), *The Ten Commandments of Comedy* is a slim, fast guide to the essentials of humor that’s perfect for business presenters, after-dinner speakers, professional comedians and anyone who wants to be funny.

Perret explains each of the Comedy Commandments in depth, giving the reader a full understanding of how each principle works, and, more important, why it works. *The Ten Commandments of Comedy* decodes the inner logic of humor, so that readers can apply the same logic to create their own comedy material. *The Ten Commandments of Comedy* trains the reader to think like a comedian ... to see humor and surprise in everyday life, and how to find the unique twist that makes gags lively and relevant to the audience. *The Ten Commandments of Comedy* also teaches readers how to recognize why unsuccessful material isn’t working and how to fix it.

Every one of Perret’s comedy principles is illustrated with classic material from great comedians, giving readers real-world examples of how the logical principles of comedy power great material. For example:

Thou Shalt Be Truthful: “*Nothing in life is ‘fun for the entire family.’*” —Jerry Seinfeld.

Thou Shalt Create a Vivid Image: “*My father gave me a bat for Christmas. The first time I tried to play with it, it flew away.*” —Rodney Dangerfield.

Disobey *The Ten Commandments of Comedy* at thy peril. Obey the Commandments and thou shalt be rewarded with laughter and happy audiences. Knowing the fundamental principles of good comedy will liberate readers to immediately begin writing better and funnier material. By mastering *The Ten Commandments of Comedy*, you’ll learn the secret to jokes that connect with your audience, whether your audience is at a comedy club, a business presentation, your daughter’s wedding, a community banquet, or just among your friends. *The Ten Commandments of Comedy* will teach you how to surprise, delight, convey an unexpected truth ... and leave ’em rolling in the aisles.

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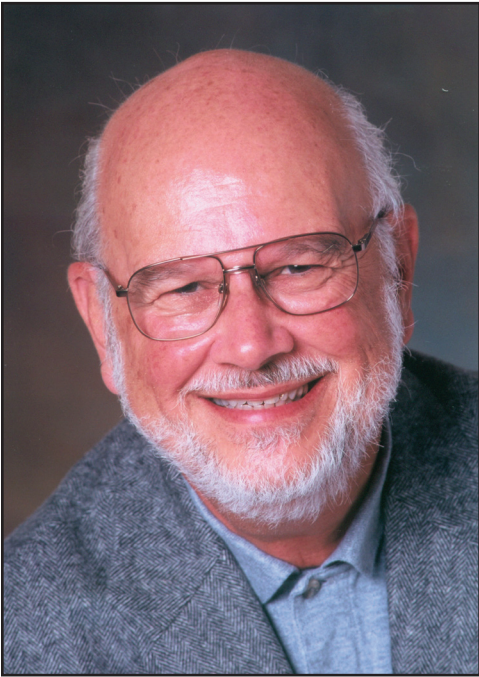
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About Gene Perret

Author of *The Ten Commandments of Comedy*



Legendary comedy writer Gene Perret learned everything he knows about comedy in the course of a nearly 50-year career writing for the great stand-up comedians and TV comedy shows.

Perret started writing stand-up comedy in the early 1960s, working for such comedy greats as Phyllis Diller and Slappy White.

Perret joined Bob Hope's writing staff in 1969 and was Hope's head writer during the last 12 years of the comedian's career. Perret wrote for all of Hope's personal appearances and television specials and was the only writer to travel with the Bob Hope troupe to war zones in Beirut, the Persian Gulf and Saudi Arabia, as well as a peacetime tour entertaining military troops around the world that featured stops in Moscow and at the Berlin Wall.

Perret started working in television in 1968 on *The Beautiful Phyllis Diller Show*. Perret has been a staff writer for *The Jim Nabors Show*, *Laugh-In*, *The New Bill Cosby Show*, *The Helen Reddy Show*, *The Carol Burnett Show*, *Mama's Family* and more. He has written episodes of many classic TV hits, including *All in the Family*, *What's Happening!!*, *Gimme a Break* and *Love, American Style*. He was head writer and producer for *Welcome Back, Kotter* and *Three's Company*.

Perret has received seven Emmy nominations, including one for original music, and two Writer's Guild Award nominations. He has captured three Emmy awards and one Writer's Guild Award.

Perret is the author of over 40 books, including the landmark guide to comedy writing, *The New Comedy Writing Step-by-Step* (Quill Driver Books, 2007), plus *Damn! That's Funny! Writing Humor You Can Sell* (Quill Driver Books, 2005), *Unleashing Your Creativity After 50* (Quill Driver Books, 2008) and *Breakfasts with Archangel Shecky* (Quill Driver Books, 2009).



For more information on *The Ten Commandments of Comedy* (Quill Driver Books, February 2013) or to arrange an interview with author **Gene Perret**, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com.