

SANTASADŌ

Malinca Verwiel - Making An Impact With Humor

How Do You Get the Audience Involved?

COMMUNICATION | PERSONAL DEVELOPMENT | PRESENTATION



Stop giving boring presentations using cold professionalism. Learn how to make the heavy light, the boring fun, the serious entertaining, the complicated easy, the sour sweet, and the taboo accessible on stage.

Comedy director and teacher Malinca Verwiel shows you how to conduct your listeners as a speaker. How to direct your audience and secretly influence them using universal theatre laws that you could recognise from *Have I Got News For You*, *The Daily Show*, and late-night talk shows.

Making An Impact With Humour is filled with examples and practical humoristic tools to assure that your audience learns something from you in a fun and light way. Inspire your listeners and make them become an ambassador for your message. Without acting like a

preacher. The book is for speakers, coaches, and other professionals who spend a lot of time presenting. This is an addictive method to impact your audience with humour.

Published in May 2024 | Paperback | 176 pages | ca. 35,000 words

- Dutch edition published by Boom Publishers Amsterdam
- English sample translation available

ABOUT THE AUTHOR



Malinca Verwiel is a comedy director and speaker coach for comedians and other speakers. Besides directing comedians she has worked with executives, economists, marketeers, engineers, and everything in between. She graduated cum laude as a theatre and comedy teacher with her master thesis *How To Turn Comedy Into A Tragedy and How To Turn Tragedy Into A Comedy?* She also studied High Impact Leadership at Cambridge University.

For eighteen years Malinca wrote and performed shows, energizers, and workshops for organisations with her business Humour in Company. She founded the School for Humour and Authenticity which immediately was awarded Best Education Institute of the Netherlands in 2020. The School for Humour and Authenticity coaches professionals for big speaking events, pitches, TED Talks, seminars, and presentations. In Malinca's eyes, everybody that takes the stage is a leader.

Malinca was trained as a comedian by renowned comedians Judy Carter, Jill Edwards, and Steve Kaplan, as well as by Keith Palmer at the Comedy School in London and Bristol.

RECOMMENDATIONS

Understanding myself better

“Actually, I think I am the funniest person in the world, unfortunately not always. Thanks to this wonderful book by Malinca Verwiel I have a better understanding of myself and humour in general.”

Dolf Jansen, comedian and raw vegetables enthusiast

A great manual

“Great book, elaborate, with lots of great sources. You could brighten up a funeral with this great manual.”

Arthur van Amerongen, column writer

A book about humour? Impossible

“I thought: writing a book about humour could never work, don't you think? But then this seasoned comedian started reading this book and I thought, with nine out of ten sentences, ‘Yes, that’s right, she is right’. And with the tenth sentence I thought ‘Shit, I would have never thought about that’. So what if it is possible to write a book about humour? And what if you are holding it in your hands now?”

Peter Lusse, comedian and comedy actor

A heartfelt plea for sincerity

“Based on her years of experience with speakers and (standup) comedians Malinca offers a clear answer on the many questions regarding humour. Furthermore, she makes a heartfelt plea for sincerity and authenticity. As a human she urges you to think for yourself and as a speaker she invites you to make a social impact. But with humour.”

Berthold Gunster, founder of the Dutch art of Flip Thinking

It makes you think and laugh

“I read an enormous amount of books and I can say without a doubt that most of them are extremely boring. But this book is different, *Making An Impact With Humour* is one of those rare books that make you think, make you laugh, and is also incredibly practical. Read this book and your next presentation will be ten times more entertaining.”

Christ Coolen, marketeer, speaker, and trainer

Light confronting depth

“Humour tools that increase the message you are delivering, instead of the other way around. Malinca offers depth in a light, yet confronting way.”

Rik Rottier, speech coach, speaker, podcaster, and storyteller

Innovative and intense

“Innovative and intense, Malinca teaches you that not everything has to be funny. And that you need to carefully map out what impact you want to make with your audience, and how subtle the nuance is between playfully seducing them or imposing something onto your listeners. A very precise art.”

Rose-Anne Dotinga, behaviour change designer and Socratic coach and trainer

Amazing and beautiful work

“If you want to put humour in your talk, use humour in your expertise, your being, your thing, then Malinca is your woman! The world is so much more meaningful with her authentic and humorous messages. She does amazing and beautiful work.”

Anouschka Scholten, innovator and change agent

Humour gadget!

“This book truly deserves a recommendation, because it is good, really good, mind-blowing good.”

Werner Sikken, tender strategist

Over the threshold

“Disarming and powerful at the same time.”

Niels Willems, consultant and coach

“Humour as a great management tool!”

Aurea Geelhuizen, manager

Subtle, complete, and compact

“It is a risk to write about humour. In fact, it takes a serious amount of courage. Or you’re a megalomaniac, that’s also an option. But Malinca Verwiel avoids the spotlights too much to be the latter. And her writing about humour is good, very good.”

Hans de Witte-Van Mierle, consultant, project manager and trainer



Educational, concise, and original

"An educational, concise, and original book on a subject that is hard to grasp."

Annemarie Smits, writing coach

Inspiring, inviting, accessible, and genius

"A great book, filled with proven humour tools you can (and want to) use immediately!"

Jelcher de Ruijter, trainer

"The *Yellow Pages* for Humour."

Maartje Kool, recruiter

After reading this book it is impossible to give a boring presentation

"Some books you read in one go. But never before did I read the same book again immediately. Besides being easy to read, *Making An Impact With Humour* also provides many film clips and clear examples."

Suzanne van Riel, expert on work happiness

Phenomenal!

"Each chapter is great! She is one of the few people I know that are both creative and educational. Hugely inspiring, easy to read, and practical."

Jona Bronkhorst, brand builder for entrepreneurs

Malinca understands humour in unexpected contexts

"I hope she sends a copy to our new prime minister."

Nadav Vissel, author

A practical and inspiring guide book

"This book explains the laws of humour and makes you look differently to presentations, speeches, and other moments in everyday life. And the best thing is that Malinca writes about authenticity, one of the most valuable aspects of our times."

E. Kooijman

Finally a book I can read in one go!

"Malinca, I have finished your book, it was wonderful to read and very practical. You are now part of my extremely illustrious inner circle group of authors of which I have been able to read their books in one sitting from cover to cover. I usually fall asleep due to endless repetitions and drown in a sea of self-glorification, or simply don't know what point the author is trying to make. But your book has entertained me and has also given me great tips, thanks!"

Chris Schaap, marketeer

This book about humour makes an impact, makes you laugh, and urges you to apply it straight away!

"A book that touches you deep inside, challenges you, and helps you to make an impact with your humour, your tragedy, and your comedy in a practical manner at the same time."

K.K.N. Cools, Board of Directors at Zorg & Welzijn



Finally there is a book about learning to speak better that had always been missing

"Using the humour tools has given my keynote speeches and the value of me as a speaker a great boost, but they actually fit in every situation because taking the stage or making a speech is something you can do everywhere, even at work or during a boring meeting. A book that offers light in the darkness and lightness in the heavy. Highly recommended."

Ester Wijnen, systemic leadership coach, strategical advisor, author of *You Are the Problem*

A read that offers a great training and implementation for your right brain hemisphere

"For a visual thinker like me it is wonderful to read and you can visualise the effects with the practical tips. And the summaries at the end of each chapter provides a great reminder. Let's make our meetings, speeches, and boardrooms sparkle thanks to this book."

M.E.M. Brackel

This will take my business presentations to the next level

"Such a great book. Accessible tools that are actually applicable. Everything is clarified with the QR-codes with examples from stand-up comedians and it's rarely that I have laughed as much as while reading this book. I am certainly going to apply the tools in my next presentations. This allows me to make the boring material airy and gives me the confidence that I am able to keep the attention of my audience."

C. Krastel-Hoek, director Business Guidance at TenneT



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Acknowledgements

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