



Siobhan O'Shea  
<siobhan.oshea@gmail.com>

---

**(CCR) Adam Hunt unlocks the next level of humor in marketing (and gives you the codes)**

---

**Kevin Rogers** <kevin@copychief.com>

Tue, Jun 22, 2021 at  
11:01 AM

To: siobhan.oshea@gmail.com





clever - and truly funny - jokes, without risking a boycott.

I had a blast talking with Adam and learning about the simple research breakthrough that instantly demystified the process of landing jokes with your audience - and growing it fast as a result.

Highlights from the episode:

- (01:44) How Adam went from TV 'anchor whisperer' – and weirdly, voice of Big Brother – to the head of the creative agency behind the world's funniest brands
- (04:16) That moment Adam created a hive-mind of copywriters "with a jar of funny brains"... PLUS 20 winning joke formulas that you can swipe and adapt for any business
- (9:06) The one simple realization

that took Adam's copywriting from throwing-shit-and-see-what-sticks to actually being a workable solid-gold system. B.T.W. no funny bone required!

- (16:07) Forget the 'humor is a mystery' narrative. Adam explains the simple humor matrix that anyone can use to sell even the most boring brands (Costco! Baked Beans!)
- (18:11) A sneaky strategy to make your jokes appeal equally to smug people and idiots. Hint: it's based on your audiences' own beliefs
- (22:41) Ask yourself this kill or keep question when using humor in your copy (It's the emergency brake that stops a joke from blowing up in your face)

(25:00) A simple 11-step system that led

- (25:39) Adam's first week that led his FIRST client to react: "I would have paid you just for this research let alone the jokes you're about to write."
- (26:30) How Adam solved complex marketing problems without any background knowledge or formal training in marketing p.s. anyone who watches Netflix can do it
- (29:45) Watch for this psychological one-liner method you can use for writing copy that's so effective your audience sells themselves on your brand and your offer.
- (36:48) A strange (and completely counterintuitive) way to succeed in writing 'funny' by NEVER trying to write the perfect joke

These show bullets written by copywriter

and Copy Chief member, Siobhan – [you can learn about working with her right here](#) .

**[Listen to Copy Chief Radio #228 New Breed: Adam Hunt is revolutionizing humor in marketing](#)**

Tune in and level up,  
Kevin

P.S. - Have you seen our new training about 8 Figure Email Sequences yet?

With the right strategy, **high converting email sequences** are simple to set up, run on auto-pilot, and **consistently bring you a flood of happy, full-paying customers**. That's why email copywriting is one of the most in-demand marketing skills out there today.

In this new training, email expert Chris Orzechowski walks you step-by-step through the process he's perfected while working with high-level clients to create record-breaking email campaigns – Including his exclusive process for mapping out profitable campaign architecture.

You'll get a rare, behind-the-scenes look at how Chris teaches his own team to craft high-performance email sequences for 8-figure clients every single month. PLUS – the tips and tricks he uses in his own writing to make his emails addicting to read.

If you're a Copy Chief member – [catch the replay here in your personal Training Dashboard](#)

**Not yet a member of Copy Chief?**

**not yet a member or copy owner:**  
**[Click here to join and get access.](#)**

#ccd-Jun22-2021

(Note: If you're wondering why you got this email, you're subscribed to get one of the following: Copy Chief Membership, 4x6 Copywriting System, 60-Second Sales Hook, Real Free Life, Escape Velocity, or a related podcast like Copy Chief Radio. If you'd rather I didn't email you, [Unsubscribe](#) to unsubscribe. It's cool. I get it.)

Kevin Rogers Inc. [740 4th St. N #158 St. Petersburg, Florida 33701 United States](#)