

The Business of Humor

Many Niches in the Laughter Industry



Whether it's marketing comedy sketches via podcasts, manufacturing or retailing gag gifts, or writing novelty humor books, the industry has countless niches. For instance, some comedians use their standup skills beyond the world of entertainment.

Consider Australian funnyman, Dave Flanagan, conducts Standup with Confidence workshops for groups of long-term unemployed in need of a boost of self-esteem. The program is offered through Australia's Service to Youth Council & the employment agency. Flanagan's program has won acclaim.

In the United States, Michael Pritchard, a former juvenile probation officer and California probation officer of the year also won the San Francisco International Standup Comedy Competition in 1980. Pritchard went to Hollywood then eventually decided to develop

videos for high school, elementary, and middle school students on the issues that impact their everyday lives. He believes that failure to address the issues that wound is at the cause of violence in our society. Pritchard speaks at colleges, schools, and conferences on a nationwide basis, using his talent for sound effects and impersonations to provoke laughter and initiate candid discussion and a message of hope.

Lesson: A seemingly simple talent, skill, or business idea can help solve complex social issues.

References

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<http://www.michaelpritchard.com/>

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