

The Ivy League of Comedy- overcoming common objections

I've been a comedy writer for almost two decades and a performing comedian for much of that time. It's easy for me to come up with original material and entertain audiences. *That's what I do.*

One of my occasional challenges in booking comedy shows in non-traditional venues (i.e., other than nightclubs) is **overcoming the misconception** that even my clean, corporate-friendly comedy might not be appropriate for a synagogue nor for a serious corporate event or conference.

Certainly the same people who'd love a typical show at a comedy club might be uncomfortable with the same type of show at their synagogue, out with their boss, or in front of clients.

I would be too.

And that's exactly why I created The Ivy League of Comedy. Comedy shows that are **clean, smart and worry-free**. Shows that law firms can bring clients to. **Shows that you can bring to your temple**. Shows that entertain your members and guests and **make YOU look good**.

And that *raise money, year after year.*

Still have worries? Your objections may be legitimate but they are **by no means insurmountable**.

Here's what I sometimes hear when pitching a comedy show:

We don't have comedy shows. Not yet. **But you should.**

Whenever you do something for the first time, it's novel and a change from what you're used to having (or not having). But without change there is no progress. Electricity, a national currency, democracy- these things were all new at one point and they seem to have worked out rather well. So will your first comedy show. And even better than that? Your second show! When everybody from the first show returns, bringing along everyone they told about it!

It might be too expensive. You'll be surprised by how little a show costs, even with comics you've seen on The Tonight Show, Letterman and Comedy Central. It won't be the first thing I tell you when you call but I will get to the cost within the first minute of our phone call.

We are worried about inappropriate content. Ah, playing right into my strong suit! That's why there IS The Ivy League of Comedy- clean, smart comedy in a showcase specifically created to remove that worry.

We tried it once but it didn't work. It's a challenge for us to overcome the memory of a bad show that someone else did (*until we do our show and then all's well*). If you'd hired a bad band you'd say "That band stinks." But when people see an unprofessional comedy show they don't think "We hired the wrong comedians" or "That booker sent us comics who were unprepared" they just think "Comedy doesn't work here." And that's wrong- stand-up comedy WILL work great at your temple, JCC or senior citizens center. Okay, not if you pay a booker \$500... who keeps half of it, hires one comic for \$250 and then fills the rest of the bill with amateurs. We don't do that- If I emcee a show, I pay myself just to emcee, pay the other comics, and there's no middle-man booker. So your show will be better and less expensive than anything a booking agency can put together. Just don't expect to pay minimum wage and get full complement of pro comics*.

*But- if you're from a very small congregation and can't afford a full complement of comics, please consider my one-man comedy show "Business School... in About an Hour." Details here:
www.BrainChampagne.com/School

Please call (914) it's-funny (914 487-3866) with your barrage of questions (*don't worry, I'll have some for you too*), or write back to us (Shaun@TheIvyLeagueofComedy.com) and **let's get the fun started!**

Sincerely,

Shaun Eli
Executive Director
The Ivy League of Comedy: The Smartest You'll Ever Laughsm

P.S. I can also emcee your singles event. Go here for details:
www.brainchampagne.com/comedy/JewishSingles.html