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SPEAKERS

Edroy Odem, Emily McKay, Scot McKay, Peter McGraw



Scot McKay 00:01

Guess what, gentlemen, as of today, this very day when we're recording this, Emily and I met exactly 15 years ago.



Emily McKay 00:09

Wow, that's a long time ago.



Scot McKay 00:10

Yeah, that seems like yesterday, doesn't it? It does. I



Emily McKay 00:13

remember when we first met.



Scot McKay 00:14

Yes, you and I were bantering back and forth, and I was making you laugh.



Emily McKay 00:20

Even said, I lost the point. How dare you?



Scot McKay 00:24

Actually, you lost the point because you ordered the world's hugest breakfast. We were out for breakfast, rooty, tooty, fresh and fruity or something like that. It was the biggest breakfast on the menu. And I'm like, Oh, my gosh, it's a lot of breakfast,



Emily McKay 00:37

and I can eat whatever I want back then.



Scot McKay 00:39

And not gain an ounce. I know. Right. I told you that. And that's when I said, You've lost a point.



Emily McKay 00:45

Yes, but I gained it back.



Scot McKay 00:46

I think. Yes, you absolutely did gain. Yeah, but it was all in good fun. You were laughing that's what flirting and banter is all about. And you know, you've been racking up points ever since anyway, have




Emily McKay 00:56


it's been a wonderful and joyful and funny and





Scot McKay 01:00


happy life. Would you say it's been a nice rack. By the way,

 Emily McKay 01:04
well, after two kids, they've definitely came in.

 Scot McKay 01:08
Well, I'll tell you what, guys, humor is not only more important these days than ever before, because of COVID and people being cranky and edgy. It's a superpower with women. And kidding, right? Oh, yeah. Well, you know that firsthand? I do. That's probably the only reason why you're still here. After 15 years. I'm still making

 Emily McKay 01:25
you laugh. That among many other things.

 Scot McKay 01:29
Yeah. Well, let's keep the main thing. The main thing here, just for the purpose of this show. Guys, one of the most popular elements of my one on one coaching program is discovering and cultivating quick wit and other skills surrounding humor.

 Emily McKay 01:42
Well, you know what, I think the guy should hire you because you can teach them how to have humor and make women laugh. And it really is an attractive quality that draws us to you guys.

 Scot McKay 01:52
Oh, like I said, it's like a superpower. So guys, go ahead and go to mountaintop podcast.com and click on the red button in the upper right hand corner. And let's talk about building your superpowers with women.

 Emily McKay 02:03
Sounds good? today.

 Scot McKay 02:04

Yeah, right now. Don't wait another second. Well, maybe about another 40 minutes so they can listen to this show first, right? Yeah, absolutely. And on that note, here comes my new friend Peter McGraw to talk about how to think yourself funny. So you know this holds together. It's come full circle.



Emily McKay 02:21

That's right. It does isn't it?



Scot McKay 02:23

And here's to the next 15 years. Here we go.



Edroy Odem 02:33

From the mist and shrouded mountaintop fortress that is x&y Communications Headquarters. You're listening to the World famous mountaintop podcast. And now your host Scot McKay.



Scot McKay 02:46

How's it going gentlemen, all across the fruited plain and all over the world. Walk them again to another episode of the world famous mountaintop podcast. My name is Scot McKay at Scot McKay on Twitter and on clubhouse real Scot McKay on Instagram. The website is mountaintop podcast.com. You can find some interesting videos by searching Scot McKay on YouTube. And I also still invite you to join us at the mountaintop summit, the men's group on Facebook where we all gather who are fans and participants of this show. And yeah, otherwise, if you're not a fan of this show, we still hope you'll join us because it's a good discussion regardless. On that rather humorous note, I'd like to welcome today's guest. His name is Dr. Peter McGraw. He's the director of the humor research lab, aka hurl, and Professor of Marketing and psychology at University of Colorado in Boulder, Colorado. And he is the author of two very funny and important books called shtick to business, see what he did there? And the humor code. He's also the host of the solo podcast. Peter McGraw. Welcome, bud. Thanks, God, it's



Peter McGraw 03:58

great to be here. And I would say one of those books is funnier than the other.



Scot McKay 04:02

Are you going to leave me hanging? Which one is?



Peter McGraw 04:03

Stick to business?



Scot McKay 04:05

Well, we'll be sure to read that first. I figured well, like you better that way. Right? Indeed, indeed. All right. So this better be a humorous podcast with a name like think yourself funny. But in all seriousness, at least for the short term, what is this idea of yours? Where we should think about being funny, instead of simply trying to be funny? I mean, is it having to do with your brain being, you know, your number one sex organ, as opposed to other parts or what's going on?



Peter McGraw 04:38

You know, it really came out of an idea and actually a lot of the work that we've done in the human research lab that recognizes the risks of trying to be funny, and obviously we know the benefits of, of being funny in all walks of life, obviously, in in the world of dating and relationships, most prominently, but one of the challenges of trying to be funny is just So, it's so hard to do, it's so difficult to do it. And sometimes even the most well intentioned joke can fail, not in a yawn worthy way, but in a way that really upsets people. And I, you know, I've been, you know, and I should know this as someone who, who studies comedy, and someone who, who likes to perform it and tries to be funny in all walks of life. And so the idea behind being thinking funny, essentially, is that a lot of the payoff comes from the creativity and the innovation that comes from the masters of comedy. That is that they have these practices, they have these perspectives, that help them think differently. And thinking differently, often gets you ahead in life. Moreover, if you can understand what underlies going into comedy, the professionals, it can actually help you in your own in your own personal and professional life to understand both the pitfalls, the opportunities, and then just better execution.



Scot McKay 05:55

Yeah, you're kind of talking about building the comedic brain. And a couple things come to mind there. First of all, anybody who has ever suffered through and I'm using my words

carefully, and open mic night, either indirectly or directly by they're trying to be funny up there on the stage with a mic in your hand are sitting in the audience and groaning through it, you know, I mean, talk about a great way to sell more alcoholic beverages at a comedy club. Boy, you're gonna have to get yourself drunk just to suffer through it right? knows that comedy is hard. And I'm reminded of a famous old school comedian named Edmund Gwynn, I believe, but on his deathbed, he famously said, dying is easy. comedy is hard. Right? Maybe you can help fill in the blank stare? If not, I'll research it and put it in the show notes. But someone mentioned that line to me probably 20 years ago now. And I was like, wow, you know, that's pretty hardcore. But it gets to what you're saying, you know, if you're just trying to be funny, without having really developed that psyche, that mentality that has almost reached this point of unconscious competence and knowing what funny looks like, then, you know, you're almost doomed to failure. And I guess this is perhaps why the idea of being funny, you know, making women laugh, right, is something that a whole lot of guys pressured themselves to do probably why we're going to get a whole lot of downloads on this particular bet. It's just so frustratingly esoteric, to most guys of what it even means, you know, because it seems so subjective, instead of objective, right? Like, how do I do this? This is something I learned, just seems like all the guys I know, who are naturally funny are so effortless about it as if they were born with this, where, you know, I would argue it really is kind of a learned skill. Tell me more?



Peter McGraw 07:48


Well, yeah, it certainly and you, you use the S word, they're subjective. And I think that's, that's a great place to start if you're thinking about lessons. And that is what is funny to one person is boring to another and is offensive to a third. And so when it comes to dating, let's say, you know, it's not, it's not your job, it's not your goal to make everyone woman laugh. It's your goal to make the woman that you want to laugh, laugh. And in that way, there you have a puzzle to solve. One is do you perform in order to make her laugh? Or do you reveal your authentic sense of humor in order to make her laugh? Now, I'm a big believer in knowing that, that you can't make everyone laugh, you're not your sense of humor is not going to work with everyone. I would rather use humor, in some ways to figure out is it a good fit. And that is that if a person's not laughing at my joke, maybe it suggests that we're not going to be the best partners. But if that person is, well, that's, that's a good indication. That said, there are still best practices, let's say maximize your chance of making the person you want to laugh, laugh while also being true to your authentic self and your beliefs and your perspectives and your style.





Scot McKay 09:06


Yeah, no kidding, right? It seems like you can have a great sense of humor, but unless the


woman you're trying to attract shares that I don't know that quality of sense of humor with you that type of sense of humor. It just won't be a love connection. Now, you mentioned the S word that brings us to the F word.

 Peter McGraw 09:25
Yes, go on.

 Scot McKay 09:26
And that F word is to me. Fun. Yeah, it's a three letter word, not a four letter word. That is the root word of funny. And I think a lot of times guys get so caught up in trying to be a comedian to impress women and make them hot for them, that they forget that women will laugh hysterically, just when they're having fun. I mean, think back to the school yard when you were 13 or 14 years old, and you grab the pair and you walked up to a couple girls and started talking to them, and they cover their mouth and look at each other and start laughing hilariously now what most of us normal red blooded guys think in that moment. Oh my god, they're making fun of me. This is rejection This is horrible. When in reality, they were so thrilled that a Bo y was talking to them that they just erupted and giggles and most boys a boi you know, like a boy. Ah, yeah.

 Peter McGraw 10:21
Dry. I'm sorry. I'm

 Scot McKay 10:22
just thinking it's an acronym. Yeah, I thought it was another acronym. The boring other you?

 Peter McGraw 10:31
You know, that is that's such a good point, you know, to point out that I think that oftentimes, when you are going to make someone laugh, you are taking a risk. And there is at its root comedy is about risk, and it's about threat and it's about potential wrongness. It's that delightful response is when that wrong is actually not wrong. Right when that threat is actually harmless. And so I'd like that story in that belief. And we've all had that experience where we put ourselves on our edge, and then get that delightful response and how how warm and welcoming that should be interpreted.



Scot McKay 11:08

But you would agree most guys overthink this if you just are a little warmer instead of colder and talk about lighter things and things. So pasado, as they say, in Mexican American culture, so heavy, you know, like, you've got this dark cloud over you, somebody guys do that with women trying to be so serious and trying to impress them with their stuff and their job and their science. And, you know, and women are thinking, you know, I'm really bored. Can you just please help me have some fun, like guys will write a woman online and say, so I see you're a nurse, how long have you been a nurse? So, you know, she's got to break up the fun that's going on in her life to do this boring thing for this guy who wrote her. Whereas Meanwhile, the guy who's gonna succeed at getting her to write him back so fast, he gets whiplash, he's gonna say something like, Oh, I see. You're a nurse. I got to get a COVID shot pretty soon. How are you going to make me feel more comfortable about getting stuck in the arm by you? What's your big secret for that? She'll think that's funny, because it's situational. And there's something to talk about. There should go Oh, are you scared to get in a shot? Because I'm very good at comforting all my patients who get a shot. Right?



Peter McGraw 12:19

Yes.



Scot McKay 12:20

And the guy may say and then the conversation goes from there. But see, it's a conversation she actually wants to be a part of the the fun aspect of the situation. And the banter that goes along with it makes that more click Beatty than something that's just such a boring, lame, dull conversation. And there's not any real comedy there. It's just more fun.



Peter McGraw 12:41

Yeah, I would talk about the P word which is a four letter word which is play. Yes. To comedy humor really has its roots in play this idea of playfulness and I agree with you. I think too often, especially in a dating situation. We're trying to make a good impression. We you know, we have this goal, we want it to go well. And we kind of get into our head a little bit too much. And instead of like, Oh, this should be fun, this should be playful. And I think a lot of comedy just comes out of that idea of playfulness, teasing, tussling with ideas and and trying to enjoy the moment when someone feels like it is a formula like you're pulling levers. Now what am I going to do this robotic kind of thing. You know why?

Why take a break from your busy day in order to have coffee with this person.



Scot McKay 13:29

Now see, the beauty of that is playfulness is wired into femininity. It's a feminine gifts that women bestow upon us that joy, that fun that playfulness, that comfort. All of those things are feminine traits. And we as men provide protect preside in a way that makes women feel safe and comfortable. And when we act as a man, it makes us feel like a man and it makes a woman feel like a woman. So assuming which I do around here bravely and without any remorse that masculinity and femininity are the building blocks of sexual attraction and therefore horniness itself. When you're instigating a playful attitude and a woman what you're doing is you're igniting that femininity guys often asked me what I mean by igniting femininity. There's a Primo example, Peter of how that ignition of femininity works. And what I think a lot of guys miss is when you succeed at doing that. She gets horny. She's already feeling sexual energy for you. And again, thinking about Marilyn Monroe who famously said if he can make a woman laugh, you can make her do anything. You think about it. She didn't really date or get married to comedians. So someone was helping her have fun, even though they weren't professional comedy, guys. So this is just a huge, huge thing, isn't it?



Peter McGraw 14:56

Yeah, it is indeed. And I think also it's just such a great way to defuse Some of the tension around this sort of uncertainty and the seriousness of meeting someone for the first time, I actually came here from a lunch with a woman, a very attractive woman in which this sort of pretense for the lunch wasn't exactly clear. And we had been talking and so on. And I, at one point of time, I just, I just looked at her and I said, Is this a date? coming? And she said, I don't know, is it? And I was like, Well, I think I think you're the one who gets to decide, Ah, no,



Scot McKay 15:33

the answer is yes. Yes. Yes.



Peter McGraw 15:35

And then, and then she goes, Well, I guess we'll see. And I said, Yeah, I guess we'll see when the check comes, if you pick up half of it or not. And, and she blushed at that moment, it was really fantastic. She like smiled, laughed and blushed at that moment. Usually, it's



Scot McKay 15:51

the women who asked, Is this a date? And the answer, the correct answer, if you're in the throes of the data in the moment is now decide after it's over? That's funny.



Peter McGraw 15:59

Yeah, I know. It was very fun. I mean, of course, I was going to pick up the check anyways, because that's I asked for the lunch. And that's what you do. But nonetheless, that little moment of playfulness diffused a lot of tension around what could have been an awkward and awkward interaction.



Scot McKay 16:13

Yeah. And I bet she likes you even better, because



Peter McGraw 16:16

we'll see. I'll let you know.



Scot McKay 16:18

We'll let you know. Let me know if that was a date or not Later, we'll have a follow up for sure. Earlier, you mentioned this idea of yours that I love. I found out about your work and was intrigued by it. And in listening to you talk about your philosophy regarding humor, I've learned very specific objective things. There's the O word, right. Very specific objective things about how to improve my funny. And these guys know I do the play by play announcing at my kids BMX track, and it's rather sizable audience. And I inject funny into the announcements, I give the kids cool nicknames. And people have come up to me and thanked me because everybody's taken everything so seriously. Yeah. And everybody's so edgy. And they're reading such negativity and everybody gets so doggone offended so easily nowadays are so Twitter would want you to think, and I started incorporating a couple of the strategies, I guess is the best way to put it. Although that's not a very funny way to put it. But indeed, strategies for how to be funnier and man. Excellent, excellent stuff. One of them you've already alluded to, which is this idea of benign violations. And you also have kind of elaborated upon that as wrongness. That's okay. And, man, that is so true. When we hear something. And we say to ourselves, shaking our head, man, that's just wrong, but hilarious, but we're laughing. Yes. Yeah. So powerful. And the idea also of self deprecating humor, making fun of yourself a little bit instead of beating on other

people all the time. As long as that's within reason, and it doesn't sound you know, like you're too hard on yourself or sound like you really have a mental issue. And we should call the suicide



Peter McGraw 18:10

hotline. Yeah, you don't want to be you want. You want to be self deprecation in a way that actually reveals your strength rather than then makes you seem pathetic. I do agree with you there. Yes.



Scot McKay 18:20

But tell us a little bit more about this idea of benign violations. And I think if I had to guess I would think this goes along the same lines, perhaps as an enhancement to the foundational idea of ironic humor. In other words, the theater of the unexpected that what you don't expect to come out of my mouth, relative to a certain topic is exactly what you hear. And therefore, for some strange psychological reason people laugh. So the wrongness is the opposite of the right way of doing things that we would expect. Therefore, it's all the more funny, right?



Peter McGraw 18:57

Yeah, Scott, I'll give you I'll go into the definition a tiny bit more, I'll give you two sort of strategies that comics use to help create benign violations we laugh at were amused by things that are wrong yet, okay. Things that are threatening yet safe. Things that don't make sense yet makes sense. And it's that sort of sweet spot of you can imagine an overlapping Venn diagram of wrong yet, okay. And that's part of the reason why it's so difficult to be funny, because you're hitting that little narrow slice explains the two ways that you can fail, you can be boring, or you can be offensive. So it does suggest there are some risks at this. And in the case of dating, I actually think that if you're being your authentic self, there's very little risk, because what it just does is if if your date is offended by what you're saying, and yet it really is truly who you are, then that's probably not a good match for you. But the idea of irony, yeah, I think is that unexpectedness often coincides with good comedy, because the things that are unexpected often have that sort of wrong threatening kind element to them. So I'll give you an example of kind of comedy one to one. And I talked about instinct to business in chapter one called reverse it. And that is the funny people, the masters of comedy in particular, they think in reverse, right? So when the whole world is going one way, they think in the opposite direction. So for example, Chris Rock and his recent Netflix special tambourine does a whole bit about how

bullies are good. I know he uses this reversal, right? Everybody agrees that bullies are bad. And yet Chris Rock makes this impassioned argument for why bullies are good. That is that reversals are often a good way to make someone laugh, in part, because they're not expecting it. And yet, if you can create a reversal that works in the other direction, then you can, then you can be funny, kind



Scot McKay 20:48

of like reverse cowgirl.



Peter McGraw 20:54

That's well done. Yeah, that's a different play on words.



Scot McKay 20:58

And it was wrong, but okay.



Peter McGraw 21:00

Yes, it was, at least amongst this crowd. The other one is this rule of three? And my guess is that Scott, you are an excellent purveyor of the rule of three.



Scot McKay 21:11

If you're doing reverse cowgirl, what's the other chick gonna do?



Peter McGraw 21:16

And so I have this special contributor in my book, his name is Shane moss. He's a very funny comedian. And he contributes to the book. And he has this great line, where he says, I use the rule of three all the time. He says, first, I set up a premise. Second, I build an expectation. Third, I talk about my genitals. Heck down, right, that's exactly right. You know, so you basically, you know, a lot of benign violations is, you know, you're setting up some expectation, then you find a way to, as you say, tear it down, but you tear it down in a way that makes sense. And so I think that those are sort of what I would encourage people are listening to think about is, Oh, can I play around with reversals? And, you know, reversals are just such a great way to, to experiment and to play with language and to

play with situations in there, which, for example, you know, I was doing a little bit with that interaction with that joke, which is that I might not pay the check. You know what I mean? I may not, I may not pick up the bill, so to speak.



Scot McKay 22:18

I may pick it up, but I'm not paying it. Pick it up, put it in front of you. That's the reversal. Literally, right. The first thing that comes to mind, are the old Dean Martin rose. Hmm, a whole series of comedic exploits show after show after show, I mean, you must have done three dozen of them. And you know, this is old school. This is like from the 70s. Of course, Dean Martin, one of the famous Rat Pack members, right? would always show up drunk for these things, which is wrong in and of itself, right. But somehow, okay. And the whole premise is they would get a famous person, they would make the man or woman of the hour and then just totally destroy them, make fun of them, call them names, and talk about how terrible they are. And it was absolutely the theatre of the benignly wrong. I mean, you wouldn't do something really horrible. I mean, you would start a fistfight with them or really get personal, although they kind of did you know, hell, if you go watch some of these things, and they're all on amazon prime at the time. We're recording this, by the way. Oh my god. First of all, if it's the right one with the right day is full of old school comedians, you will not come up for air laughing. Just keep dying, laughing. And it's all the same joke over and over. It's okay. Here's the premise. I set it up, I tear it down, over and over and over and over again. And you know, you just get the masters of comedy and they each give like two or three minutes sets and some of these comedians made entire careers out of benign wrongness. Don Rickles was the master of insulting people. Yes. And, you know, he passed on a couple years ago, and it was amazing how many famous people said of Don Rickles he was the sweetest, kindest man I have ever known. He was just a treasure and others, you know, kind of piled on saying, well, he would have to have been given his shtick. And if you think about it, that wasn't funny. That was absolutely serious. You couldn't be Don Rickles, and be that guy off stage. Phyllis Diller comes to mind her whole shtick was how ugly she is, right? And the list goes on of people who've just made Careers Out of being benign Lee wrong.



Peter McGraw 24:32

Yeah, the, in my first book, the humor code, we go to the Friars Club in New York City to to actually investigate and understand this phenomenon, which I think is really fascinating. And I think those old Friars Club roasts are really incredible in part because one of the things that people often overlook is a the reaction of the person being being roasted, so to speak, and that is they're often laughing and nodding and smiling. Yes, which helps make it benign. The other one is those roasts really often come from a place of love.

They're being roasted by their Dear Dear friends, right? That's right. And in the case of Don Rickles, I think it's especially fascinating because one of the things that helped make Don Rickles Don Rickles was that he was equal opportunity.



Scot McKay 25:17

Oh, for sure.



Peter McGraw 25:18

So what helped make those jabs sort of okay was that in some ways it was an honor to be roasted by Don Rickles, because it meant you were important. You were worthy of being roasted. And so it came as like an endearment of us, in a sense.



Scot McKay 25:33

Yeah, he freely made fun of himself. I mean, one of the stories about Don Rickles is he had a hallway in his home in Beverly Hills, or wherever it was, where he had portraits of all the famous comedians who had passed on who were his idols. And there was an empty spot on the wall. And he would say to all his guests, yeah, here's where I go someday. That's nice. Right? You know, and it's just, it's just funny. Because it's got that metal level quality of I'm my own idol yet. Someday, I'm gonna kick the bucket. And someone will put this picture up here on my behalf. Of course, then we have to talk about it, the worse the joke gets, but you get the point.



Peter McGraw 26:07

It shows that he doesn't take things too seriously, which I think gets back to the the kind of theme that I think that we've been talking about is, yes, dating can feel very serious and meeting new people can feel very serious, but it works best when you take a non serious approach to it.



Scot McKay 26:22

Yeah, another guy who comes to mind is Rodney Dangerfield, who had this wonderful way of being self deprecating. I mean, his whole gig was I don't get the respect, I tell you, right. And this benign wrongness? That's okay. Along with it. One of the jokes from Rodney that comes to mind is, you know, my wife and I always have a cigarette after sex about now

I've had quit smoking for over two years. Right? Everybody starts laughing. But my wife's up to two packs a day. Yeah, it's funny. It's a great, it's



Peter McGraw 26:51

a great tag.



Scot McKay 26:54

And that's just so Rodney Dangerfield, it's self deprecating, right along with his persona and has that unexpected wrong twist to it. Right? For sure. For sure. You know, one of the things that has come to mind here is we know we talked about how difficult this seems for so many guys. But really, I think we should sort of give ourselves a break not only because of the idea that women will laugh simply when they're having fun. So you don't have to be a comedian. But the reality of it on top of that is, you know, Peter, everybody thinks they have a sense of humor. Yes. If you polled everybody, you know, did a Quinnipiac poll or something and said, Do you think they'd all go? Yeah, of course I do. But then it's remarkable how many people don't. And so many people, especially in today's political climate, they seem like they're looking to pick a fight. And they're just looking for something to be offended by and they go around offending each other. And that's not benign wrongness. That's just wrong, dude. You know, just like, there's nothing fun or funny about it, these people are just twisted, yet they seem to be proliferating. So I mean, perhaps part of the message here to these guys is Look, if you're even thinking about having a sense of humor, if you even see the importance of this, hey, well, first of all, let's backtrack Just a little. If you're going out with women who are easily offended, if just say Next, I mean, good grief, I don't care how nicer asked is, if she's offended by everything. She is the queen of political correctness, and oh, my god, you're a horrible person, because you said something crosswise, or whatever. I mean, within reason, of course, right. But there are a whole lot of easily offended women out there who guys are trying to appease. Of course, appeasement gets them nowhere, that just makes the women even more offended, because they're not Manning up and standing up for themselves, frankly. But, man, if you're just thinking it might be a good idea to lighten up, and I talked about warm levity. And how few guys even think to be that way. You're already kind of ahead of the curve. You've almost got everybody else, you almost lap the field compared to everybody else. If you're just thinking about the importance of all this, don't you think?



Peter McGraw 29:05

Yeah, absolutely. I mean, you know, I really become partial to there's a Confucius saying,

which is, anger is like holding a hot cold in your hand and waiting to throw it at someone else. I think it doesn't do the average person much good to walk around easily offended and angry at the world. And again, let's get back to it people date because they want to have fun. They want some release and some relief from the challenges in the seriousness of life. And they're trying to have a good time. And so I agree with you that when you don't feel like there's a match, because you're on a different wavelength with regard to how you're seeing the world and your desire to enjoy life, and to thrive and to be playful and have fun, then I think you know, that is true. I say I say move on. I mean, I see this on the dating apps a lot. You know, a lot of people are trying to protect themselves from being hurt by saying no, I don't want this No, I don't want this. No, no, no, no, no. I think unfortunately those people don't do themselves any favor. I, you know, I want the person who has that improv style of Yes, yes, yes, yes. That's the kind of partner you want to play with a date is really essentially a two person improv game.



Scot McKay 30:15

That's so true. That's an amazing, intuitive insight right there. And that is yet another good reason why, you know, once COVID isolationism is over with, and we can actually go be social, again, I would recommend to any guy, even if he's incredibly intimidated by it, at least try improv once. I mean, not everybody, there's going to be all that funny. I mean, that's the first thing you need to know. And by the way, as a little bit of a tangential aside, I would say if you've ever had on your bucket list, something resembling doing open mic night, at a club, just get a tight one minute of jokes that you have proven to make other people laugh with. And they'll probably make you go last because you're the fng. Right? And you're going to be amazed at how unfunny these other guys are. I mean, the first time I did open mic, my wife just, you know, elbowed me about three guys in and said, You got this. You're gonna bring the house down. The problem is the audience that's remaining. By the time I got up there was so surly. It was almost like a scene from The Blues Brothers where I need a chicken wire in front of me. Yeah, that's hard to bring back, you know. And yet, the humor is hard. But what it does is it gets you to realize maybe I'm not as bad at this, as I thought I would be because any little bit of humor is going to be way ahead of what anybody's doing. Right. So you're talking about being a single man. And indeed, the podcast you host is called the solo podcast, which is about celebrating being happily single. So this idea of incorporating humor into your interactions with women and a lot of new women you might meet you talked about having met one and gone out on a date with her for the first time today. This very day, we're recording this. So you've had you've had lots of practice, you get lots of reps as it were being an attractive man by virtue of humor. Now, I will go ahead and be a bit deductive here and say that I have always understood attractive humor, not to be something tied to being the class clown or a big dork or being silly. Although I will make allowance for how single moms and single dads

can laugh till they snort Diet Coke out of their nose, over dad jokes. That is something some of the younger folks kind of roll their eyes about. Yeah, but it works for that millions of people. But I've always thought of quick wit, coming up with ironic quips, in a smooth, witty fashion, of course, shows personal power, mental flexibility, confidence, the ability to adapt and make plans on the fly in a way that just turns women on. And I know you have some depth you'd like to offer to that conversation about attractive humor. So go ahead and let the first fly. I'd love to



Peter McGraw 32:54

know, well, I don't disagree with you. And the reason that I don't disagree with you is that the little research that's been done on the value of a sense of humor suggests that at the very least, we know that intelligence is a good predictor of one's ability to be funny. And we know that people are looking for smart partners. And you know, so like all things equal, you want someone smarter than dumber. And so so in that way that that quick wittedness that you're describing is a show don't tell, right, you're showing someone that you're smart, you're not telling someone that you're smart, it's better to tell them a joke and have them laugh than it is to tell them where you went to school. And so I think in that way, it's important. The second one is, and I think this is incredibly important is, again, all things equal. It's just nice to spend time with funny people. Because what Funny People can help you do is help you cope with the tragedies in the world. That is the funny people can turn tragedy into comedy. And now you're experiencing more positive emotion than you would otherwise. And also, when someone's able to joke about and make fun of the bad things in the world. It actually changes the way we see those things. We see those things as less threatening as less bad. And so we'll partner who can turn violations into benign violations, as I like to say, is a great partner. And how do you figure out someone's able to turn violations into benign violations is for them to do it on a regular basis. And so that's why I do agree with you, we should lean into our own sort of form of comedy and just use that in some ways, as a bellwether as of whether this is going to be a potentially good relationship or not, whether it's a good match.



Scot McKay 34:40

And if you think about it, if you're looking for a silver lining to the whole COVID thing in the political melee we've been through over the past year, especially here in the United States. And indeed, globally. There's never been an easier time to be warm in light because nobody's doing it. I mean, you have a starving crowd. Yes, of pretty women out there who would just love to be lightened up, I think that's an excellent point. One final note, I would like to add kind of as a finishing talking point here is it just came to mind that one of the

big failures of comedians is the attempt to be funny to be impressive. Because I want your approval.



Peter McGraw 35:20

Yes,



Scot McKay 35:21

I'm being funny so that you'll love me. And I think a lot of guys could find it very easy to deviate down that path, especially if they have a history of being needy, clingy, and approval, seeker, etc, with women. And you'll notice that when people attempt that kind of humor, it has a strange psychological effect. When people know you're trying to be funny for your own personal gain or because you need attention, they will literally withhold humor from you, they will stifle laughter until their lips bleed, try not to laugh at you if they think that they're somehow surrendering a laugh for your personal need. Meanwhile, the guys who are the absolute funniest, you just know, you sense that again, here's another word you like to use that authenticity that they just want you to smile. You know, I have a word for all the feminists out there. I'm not going to tell you to smile. Feminists hate when men do that, right. Allegedly. I'm not going to tell you to smile. I'm going to make you smile.



Peter McGraw 36:23

That's nice way to think of it.



Scot McKay 36:25

Yeah. And everywhere I go, the example I want to set for my son. I mean, I do it when he's with me and indeed for guys I work with is I want to do what I can to make a woman feel welcome to make her feel safe, and to help her lighten up. And indeed, you know, for all the bad press asking women to smile gets from feminists boy to women just light up a room. They're so radiant when they're smiling. It's such a beautiful representation of female beauty and if we love women, and we love making women happy, and we love to ignite that femininity in them and women sense that this is a benevolence about benevolent wrongness. If they sense this benevolent wrongness, they'll freely laugh and an audience will freely laugh. We talk about Rodney Dangerfield and his self deprecation I think of Gabriel Iglesias the fluffy guide is self deprecation and how silly he is and how he just doesn't seem like he cares. He just wants you to have a good time and share in his

good time. Oh, and the audience is just how and laughter because they feel so free. Because they're not feeding his ego. They're enjoying a good time along with. And I think that's a great way for guys to think about that. And I thought I'd throw that in.

 Peter McGraw 37:43

If I may. I want to build on that idea. Because I think it's a powerful idea. In the world of comedy. There is a belief among the pros, which seems wrong at first blush, which is they say, I don't care what the audience thinks. And that's there to remind them to not pander to the audience, because people know when they're being pandered to and they don't like it. And I think you're absolutely right with that. It reminds me of one of my favorite quotes. I think it's Frank Zappa, who said he was talking about, you know, after he dies, he says, I don't give a fuck if you remember me, and is like, you know that guys rock and roll. You know what I mean? Like, he's not pandering to the world. In the solo podcast, the tagline the subtitle is the single person's guide to a remarkable life. And I think that when you are leaning into life, and you're living remarkably, and you're delighting in the wonders of the opportunities of our single time on this planet, it actually has the ironic benefit of making you incredibly appealing as a potential partner. And no one wants to date someone they feel sorry for. Isn't that the truth? Right? They want to date someone who is living a remarkable life and is having a playful approach to the world is going to turn the violations into benign violations. And so I think what you're talking about is 100%. Right on.

 Scot McKay 39:04

Yeah, a woman cannot be your mommy and your lover at the same time can

 Peter McGraw 39:08

happen. Absolutely. I know so many divorced men who fell into that trap. They let themselves be parented by their partner, and then their partner says, Why do I don't need a third child?

 Scot McKay 39:20

I completely agree. Hence the divorce. You know, you were talking about Frank Zappa and him saying, you know, I don't care what you think of me, it reminded me instantly of a band whose most of their creative work was in the 90s called Primus. And at their own concerts, they would sell black t shirts with big white block letters on them that say,

Primus sucks.



Peter McGraw 39:42

Yeah, talk about irony.



Scot McKay 39:45

And these days, most people know Primus. You know, they may either realize this or not, but you know, the band's work by being the purveyors of the theme song from South Park. You know, lots of weird bass notes and stuff like that, but they've always had that quirk to them. And of course, people would wear the shirts around that say Primus socks thinking the person wearing the shirt thinks Primus sucks. And everybody would go search out this band that sucks so bad to see if the shirt was correct or not. Right. But again, ironic humor all the way right.



Peter McGraw 40:14

That's a great reversal.



Scot McKay 40:16

Yes 100%. Hence, we bring in true reversal fashion we bring, we go from 180 to 360 and bring the conversation full circle right. His name is Peter McGraw, Dr. Peter McGraw, if you will. He is the director of the humor research lab, aka herl, Professor of Marketing Psychology at University of Colorado at Boulder, and he talks about thinking yourself funny, which is the title of this show. You can find his book shtick to business by going to a special URL that I've set up for you. We've already figured out long ago that this is well worth reading. [www dot mountaintop podcast.com front slash McGraw](http://www.mountaintoppodcast.com/front/slash/McGraw) we'll go with something easy to spell like McGraw mcg ra w shtick could either have a C in it or not. But it doesn't, it only has two C's, right? It only has one C and the version you use. But if you've got a [mountaintop podcast conference slash McGraw](http://mountaintoppodcast.com/conference/slash/McGraw), you will indeed be transferred over immediately, tele magically, if you will to amazon.com. And you will be able to grab a copy of his book I also will put both stick to business and the humor code up on my Amazon influencer page at the head of the queue for you. So you can grab a copy of both There are also lots of books from other guests I've had on. So if you're looking for some reading material you need go no further than mountain top podcast.com slash Amazon. And of course, I want to definitely recommend to you single guys out there that you listen to the solo podcast that Peter McGraw hosts. And we'll put a link to that in the

show notes. Peter McGraw What a great and essential and different conversation one that we've really never had on this show before. Thank you so much for dropping by. I was greatly looking forward to this show. And it certainly didn't disappoint.



Peter McGraw 42:03

Thank you, man. Oh, it's my pleasure. And I'm glad that your listeners or book readers because reading books is a cheat code to life.



Scot McKay 42:09

Yeah, doesn't necessarily sound funny, but of course it can be right.



Peter McGraw 42:13

Yes.



Scot McKay 42:14

Yeah, absolutely. and gentlemen, if you have not been to mountaintop podcast.com in a while, definitely go there. You can talk to me for free for 25 minutes about what's on your mind can be anything at all. But most guys who talked to me for 25 minutes are all about going from good to great in their dating lives getting the woman of their dreams in their life. Finally, especially after a year like 2020 a lot of us feel beaten down. Hey, let's lift you up. Let's go from being pasado to being warm and light so you can pass that on to a great woman in your life make her attracted for you all that and more is there for you at Mountain Top podcast.com and while you're there, please visit the good folks at heroes soap and origin in Maine. Listen, both of those companies who sponsor this podcast do so because they're all about better men in terms of hygiene in terms of health in terms of style and in terms of looking your best and feeling your best so if you choose to partake of the fine products at either origin in Maine or heroes soap, please use the coupon code Mountain 10 to let them know that we sent you there and also get 10% off on your order. And with that Until the next episode This is Scott McKay from x&y communications in San Antonio Texas be good out there.



Edroy Odem 43:38

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