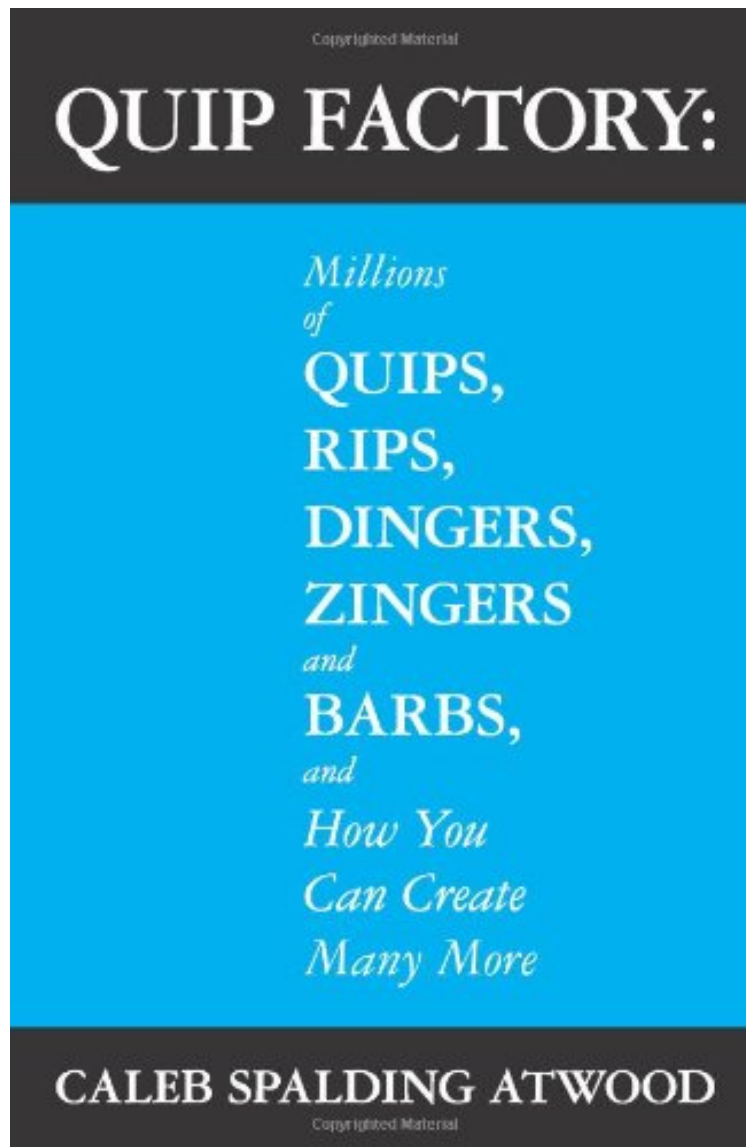


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# QUIP FACTORY: Millions of Quips, Rips, Dingers, Zingers and Barbs, and How You Can Create Many More

*Caleb Spalding Atwood*  
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**Caleb Spalding Atwood : QUIP FACTORY: Millions of Quips, Rips, Dingers, Zingers and Barbs, and How You Can Create Many More** before purchasing it in order to gage whether or not it would be worth my time, and all praised QUIP FACTORY: Millions of Quips, Rips, Dingers, Zingers and Barbs, and How You Can Create Many More:

0 of 0 people found the following review helpful. Wonderful Book!By RobsmommyQuip Factory: Millions of Quips, Rips, Dingers, Zingers, and Barbs, and How You Can Create Even More, written by author Caleb Spalding Atwood, is a must-have reference for writers, would-be comedians, and even the average Joe who wants to bring about a barrel of belly laughs at the next social gathering. In this book, the author introduces us to several formulas that will produce a witty comparison or sentence something akin to those we've heard others such as Johnny Carson or Jay Leno use throughout the years. Several formulas come into play in this book, such as "Isn't (Premise) kind of like trying to cure (Problem) with (It's Cause)?" (The author refers to these as "Jay Lenos") Using that formula, if we take a premise such as "trying to spend your way out of debt" and add in a problem such as "obesity", and then add in a cause of obesity such as "Big Macs", our final product is "Isn't trying to spend your way out of debt kind of like trying to cure obesity with Big Macs?". The author lists many different alternatives, but using the formula he has set up here, and with the other formulas in the book, the reader can come up with their own retort by adding in any scenario of their choosing. The author surely walks the reader down the right path to accomplish that, with the outcome of having the speaker come off sounding clever and witty. He explains about pivots and pegs, rhyming options, naked options, verb usage, more, and gives a comprehensive list of words and examples in those categories that can be used with each formula. Taking his formulas into account, the word usage options literally fall into the millions, and the reader might find that a lifetime isn't enough to use them all. So, in other words, this book could be referenced for many years and still give out new material. Quip Factory is a gem of a book, and the author's clever remarks throughout make it all the more enjoyable to read. If you love quips, zingers, or just word-play in general, give this reference a try. 0 of 0 people found the following review helpful. Interesting, but not quite up to it's potentialBy haleybopRating: 3.5/5 Quip Factory was very interesting and inspirational. I had many images in my head while reading through the lists and varieties of quips. If you have no idea what a quip is, it's basically an entertaining funny thing to say that illustrates your point without saying it upfront. Example: "A woman needs a man like a kangaroo needs a pogo stick." Quip Factory is divided up into two sections: Chapters where quip formulas and lists of words and examples are presented, and appendixes with just lists of words for you to make your own. Quip Factory sounded intriguing and educational, and there was definitely many inspirational sections, but most of the time I felt almost like I was being talked down to, or like it was harder to understand than it really is. Atwood breaks down popular quips into "formulas" that really don't need to be broken down (example: X needs Y like a needs B). He could have said all the same things he said in about half as much space, and he gave so many examples that the examples felt like the appendix. I expected more than a bunch of unnecessary formulas and lists of words, but it was definitely useful. All in all, Quip Factory was interesting and I will probably use it in my books and to experiment with language (and honestly, come up with some creative insults and comparisons), though I don't feel like it quite reached it's potential. Recommendation: Anyone who likes quips, puns, or playing with language. original review here: [...] Do not copy without permission. 0 of 0 people found the following review helpful. A useful resource for writers -- and especially for speechwritersBy M.G. KrebsThe Quip Factory is a truly useful book - a valuable and entertaining reference - if only people will actually read it. Unfortunately, most aren't likely to because "millions" in its sub-title sounds too preposterous to be taken seriously when even a "mere" two million would amount to well over 6,600 quips per page. If "millions" turns people off, it will be a shame because, in a way, "millions" is not only accurate, but a bit of an understatement. Bizarre as it may seem, Atwood would have been justified in using "tens of millions" (i.e. a minimum of well over 666,000 quips per page) because "Quip Factory" accomplishes that within its first two dozen pages. This is so by virtue of the mathematical reality of permutations -- i.e., the more items one starts with, the greater the number of possible combinations of those items. Simple math. It's unfortunate that Atwood didn't adopt "Quip Thesaurus" for his title and a sub-title of "And the means to create many more." That would have been far more credible and effective. As it stands, though, "Quip Factory" is a valuable resource for brightening, enlivening and enhancing writing, conversation and public speaking. It's organized to take advantage of the fact that alliteration and rhyme are the music of language; and even though some sections contain a bit too many examples, Atwood chooses to make sure the reader comes away with a full understanding of the secret to creating the right "zingers" rather than skimping on explanation and taking a chance that the reader won't fully grasp the "how-to's" of his methodology. Besides, this is a book with which one can easily skip around and find nuggets of creative inspiration. It doesn't necessarily have to be read cover to cover, anymore than one would do so with a common dictionary. A very useful tool for those who want to add "punch" and creativity to their writing.

**MULTI-MILLION QUIP THESAURUS DEBUTS HOUSTON** Caleb Spalding Atwood's new book, *Quip Factory: Millions of Quips, Rips, Dingers, Zingers, and Barbs and How You Can Create Thousands More* (ISBN 1453638008) provides literally millions of droll, eccentric, funny, pointed, sarcastic or witty quips that amuse, tease, taunt, surprise, shock, enrage or eviscerate, and it explains, step-by-step, how you can create such quips on your own. ForeWord Clarion Reviews gives the Quip Factory five stars, its highest rating, and states that it is a pleasure to peruse, and every page offers another surprising opportunity to manipulate the English language in new and witty ways. From writers to public speakers to anyone with a passion for language and a desire to entertain themselves and others, Atwood's book

is a must have. About the Author: Over the course of a 50-year career in labor relations, Atwood negotiated and administered labor agreements with 22 different international unions, including 13 at a time while labor relations manager at the Detroit News in the 1970s. Additionally, he has taught classes, seminars or workshops for the University of Michigan (his alma mater), Texas AM university, the University of Nebraska, Northwestern University, the University of Houston and numerous corporations and associations. He has had articles by him or about his work published in Industry Week, Human Resource Management, Behavioral Science Newsletter, National Productivity Report, Communications Briefings, Incentive Magazine, Executive Excellence Magazine, HR Briefing, and the AMA Management Handbook. Quip Factory is available for sale online at Amazon.com and other channels. Quip Factory is also sold in e-book form. MEDIA CONTACT: Caleb Spalding Atwood E-mail: calatwood@att.net Phone: (714) 461-7464 Website: [www.quipfactory.net](http://www.quipfactory.net) REVIEW COPIES AND INTERVIEWS AVAILABLE

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