



A World Without Surprise

Andy Nulman

The ChangeThis instructions read: “If you have a book...please use it only as a jumping-off point from which to isolate a particularly intriguing idea.”

Well, I have a book. It’s called *Pow! Right Between The Eyes!* And its particularly intriguing idea opens mouths, pops eyes and, may I say, whups ass. While potent and influential, it is also the most bullying of ideas; taunting me, challenging me, expecting me, every time, to do something different.

For the idea is Surprise, more specifically, “the power of it.” Even more specifically, “the unsung and underutilized power of it in modern-day business.” To write a manifesto about this power, filling pages of prose with pertinent examples, theories and tactics, would’ve been easy. Perhaps I can even be as immodest to say it would’ve been enlightening.

But it wouldn’t have been Surprising.

And thus, as a manifesto, it would have failed. Badly. As an author and evangelist of Surprise, I would have failed even worse.

Luckily, the revelation for my redemption came one Saturday morning, cruising around town in my old convertible, listening to the oldies station on the monophonic AM radio. Sounding tinny, but coming through crystal clear, was the Peter & Gordon song “World Without Love,” which got me to thinking about... A World Without Surprise. What better way to convince an astute audience of the power of Surprise than to paint a rhythmic picture of life with none of it?

I considered putting the words into song, but given a vocal range better suited to the dulcet tones of thrash metal, my message would’ve been distorted and muddied.

So I did the next best thing.

I think.

May I present, the apocalyptic poetic vision of...

A WORLD WITHOUT SURPRISE



In a world without Surprise

No more “Can’t believe my eyes!”

What you’d see is truly—only—what you’d get

Life would plod along as planned

All supply and no demand

Muffled colors, dreary skies

In a world with no Surprise

In a world without Surprise

No more sevens or snake eyes

All casinos would go bankrupt in a day

Every bet would be a sure one

Games of chance indeed a poor one

Vanished long shots, hushed loud cries

When the world has lost Surprise





When the world knows no Surprise
Is when competition dies
Our sporting life would go on life support
Games would lose their sense of fun
Before played, we'd know who won
Empty seats, no pennant flies
In the world of no Surprise



What is life without Surprise?
Boredom takes the Nobel Prize
Crackerjack is simply popcorn and glazed nuts
Nothing hidden deep inside
Curiosity denied
Revelations stigmatized
In a world of no Surprise



**In a world with no Surprise
Our rights we would compromise
Political campaigns would be extinct
Who would win? Foregone conclusion
Democracy just an illusion
Banana Republics arise!
When the world deserts Surprise**



**A new world without Surprising
Would see an Internet revising
Without shock there wouldn't be Web 2.0
What spreads? Not the mundane
But the wild and the profane
YouTube clips won't tantalize
A new world with no Surprise**



No Surprise, it also means
Death of screenplays on our screens
We would know how every movie meets its end
Cliff-hangers searching for a cliff
Stop your wondering “What if?”
Total Hollywood demise
In a world without Surprise

In a world where shock is muted
Richard Branson: three-piece suited
All Seth Godin’s cows would be black, brown or white
We’d hear whispers from Tom Peters
“Made to Stick”? The concept teeters
All this wisdom now unwise
In a world with no Surprise



When Surprise has turned to vapor
Books would be heaps of scrap paper
No more “Catch” in Joseph Heller’s 22
What’s the use in bookstore spending
When we know each volume’s ending
Pens and keyboards paralyze
In a world without Surprise



When Surprise is just a rumor
We would lose our sense of humor
Every chicken too afraid to cross the road
No more punch lines; only set-ups
No more gasp-inducing get-ups
Tears of joy sucked from our eyes
In a world without Surprise





When Surprise does not exist
Every mystery is missed
It's clear just "who-dunwhat" in each "who-dunnit"
All transparent, none opaque
No one hiding in a cake
The unknown exposed by spies
In a world without Surprise

To eliminate Surprise
Is to minimize life's highs
Why must we know tomorrow yesterday?
Our phones tell us who is calling
To not know seems lame and galling
We can't hide, there's no disguise
In a world with no Surprise

BUT THANKFULLY...





**It's Surprise that drives our dreams
By expanding life's extremes
A perpetual discovery of new
By embracing unexpected
You'll live life turbo-injected
Always more to publicize
In a world rife with Surprise**

**With Surprise firmly engrained
Our emotions, unrestrained
Generate the tales that never fade away
Anecdotes that flabbergast
Memories that ever-last
People upbeat and enthused
In a world Surprise-infused**





**Far from frivolous, Surprise
It's the Pow! between our eyes
It's the glue that bonds two parties into one
So effective, near perfection
At establishing connection
Bonds with clients crystallize
In a world filled with Surprise**

**Such importance, this Surprise
Brings us wonder, kid-ifies
It brings every day a taste of Disneyland
Makes your eyes expand and pop
Takes your jaw and makes it drop
Fills your gut with butterflies
That's the power of Surprise**





Surprise works, defeats resistance

Gives emotions great assistance

Makes it easier to get a message through

It increases happiness

It's the "Lubricant to Yes"

Turns "Just looking" into buys

Loads of profit in Surprise

As this manifesto ends

I must ask you this, my friends

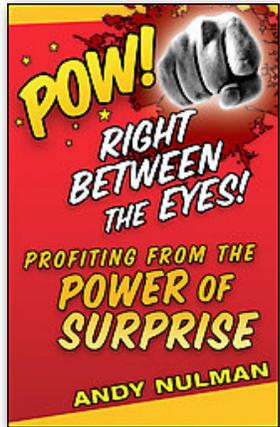
Are you wondering how it will come to close?

No cheap shock like "Made ya look!"

No lame shilling for my book

In fact, no last line at all...





BUY THE BOOK

Get more details or buy a copy of Andy Nulman's [POW! Right Between the Eyes!](#)

Visit Andy online at: www.andynulman.com

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ABOUT THE AUTHOR

Andy Nulman's only regret is that he has just one life to live...but he's working on a solution. He launched Just For Laughs, the world's largest comedy event, produced more than 150 TV shows all over the globe, and co-founded the ground-breaking mobile entertainment pioneer Airborne Mobile, which he sold for over \$100 million, bought back for way less, and where he continues to work today with brands the likes of Maxim, Family Guy and The NFL. In his spare time, Andy is an acclaimed and dynamic public speaker/showman, half-decent snowboarder, hot-and-cold hockey goalie, limited-ranged rock singer and adventurous stage director. Married with two grown children and two rambunctious dogs, he never, ever fails to Surprise.

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