

**Subject: The Funny Thing About Cancer:**

Small	Big	Absurd/Crazy, or Alternative to the Norm
Cell	Out-of-pocket expenses	3) Aroma therapy (Twist)
Lymph node	Carcinoma	Disappeared / magic
Prostate	Hodgkin's	Surgery mistake
Silicone implant	Invasive Surgery	Chemo "cocktail" served with nuts and pretzels
Melanoma	Leukemia	Wrong part treated
Sarcoma	Colon	Wrong person
Tumor	Alternative therapy	Wrong diagnosis
Acute	Losing hair on head	Losing hair on armpits
Benign	Cat scan	
Biopsy	1) Chemotherapy <b>(Set-Up/Equal Weight)</b>	
Bone marrow	Hospice	
Carcinogen	Limb salvage surgery	
Gallium scan	Mastectomy	
Gene	Invasive procedure	
Genetics	MRI	
Counseling	Mammogram	
Cancer grade	Neuro surgeon	
Saline implant	<b>Death</b>	
Mutation	Prognosis	
Platelets	2) Radiation <b>(Set-Up/Equal Weight)</b>	
Port	Remission	
Red blood cells	<b>Rhabdomyosarcoma</b>	
Risk factor	Sarcoma	
Side effects	Metastasized	
Stem-cell	X-Ray	

**Initial Brainstorming Result:**

1a. - When my wife saw my multi-million-dollar life insurance policy, she told the doctor she did not want my cancer treated with radiation or chemotherapy...she wanted non-invasive aroma-therapy.

**Now Make It Concise and Incorporate Pauses and Other Timing:**

1b. - My wife, who just saw my very generous life insurance policy, directed the doctor:

- No invasive radiation (*pause*)
- No invasive chemo (*pause*)
- Just...aroma-therapy.