

The P.I.G. Method

Module #2.2 Summary and Assignments

Holding Out for a Hero

Now that you know what the journey for your hero should look like, we can talk about what your Hero is actually like. No matter what, your hero should be both vulnerable and relatable.

So Who Should Your Vulnerable And Relatable Hero Be?

1. Average / just like you - "I had the same horrible problem you do, but in my case it was MUCH worse. I almost gave up, but then I went on a journey to discover the truth. I couldn't find the answer for the longest time, but then SOMEHOW I found this "Secret Guru" who taught me the truth."

2. Average / loves you - "I'm just an average person, with not much special about me at all. I was just trying to live my life and things were pretty good, but then somebody I love had something really bad happen. We tried everything "they" told us to do, but it all failed. Eventually I had my moment of crisis where I decided I need to tell the experts to go \$#@% themselves. I went on a journey to find the truth. I either figured out the answer myself or found a "Guru" nobody has heard of. It helped my loved one and a bunch of other people so we're putting it out there to help you too! "

3. Expert / just like you - "I had the same horrible problem you do, but in my case it was MUCH worse. I almost gave up, but then I went on a journey to discover the truth. Nobody else had the answer, so I had figure it out myself and now I'm sharing it with you even though I don't REALLY want to and I'm not REALLY anything special."

4. Expert / loves you - "I'm an expert in this field with all sorts of crazy credibility. Heck, you might have seen me on TV, even! One day I had a moment of crisis when one of my patients / customers / family members / friends was traumatized and I decide I needed to DO SOMETHING ABOUT IT! My friend etc. who was suffering is not suffering any more and now I need to share this with the world so I can help as many people as possible!"

Assignment

#1 - Identify the hero/narrator of your story (who may or may not be the product creator)

#2 - Decide where they are on the vulnerability/relatability matrix (Average / Like You, Average / Loves You, Expert / Like You, or Expert Loves You)