

The P.I.G. Method

Module #2.4 Summary and Assignments

The Moment of Crisis and the P.I.G. Line

The Moment of Crisis is the moment where our Hero is brought to their knees by an event that is either a straw or a crowbar that breaks the camel's back. The Moment of Crisis should be a moment of vulnerability for the Hero / Narrator where we get a window into their doubts and pain.

When done right, a "P.I.G. Line" (which is the first and most dramatic line of your P.I.G. story) should "sum up" the entire emotional arc of the story.

To Find Your Moment Of Crisis You Need To Know...

- Who your avatar is, and what they consciously and unconsciously want
- Who your hero is
- Your avatar's worst nightmare
- What your avatar's shame triggers are

3 "Shortcuts" to figure out your Moment of Crisis and your P.I.G. Lines

1. Groundhog Day Method - "The dream is over, and the nightmare is happening again!" (Make Him Worship You: She's single AGAIN for the umpteenth time.)
2. Living the Nightmare Method - The prospect's "**worst nightmare**" comes true in a dramatic way. (Language of Desire: She wakes up in the middle of the night to find her boyfriend watching porn... all of her feelings of being "not enough" are true and it's awful.)
3. Failed Protector / Provider Method - "The moment you FAILED to protect the ones you love!" (Flat Belly Fix: Todd's very masculinity was injured because he could not protect his wife.)

Assignment

#1: Identify your narrator's Moment of Crisis.

#2: Identify a shortcut to get to the opening line (Groundhog, Nightmare, or Failed Protector).

#3: Brainstorm 10 Punched in the Gut opening lines. These are hard to get right but getting the right one can have massive impact on your sales.