

The P.I.G. Method

Module #2.11 Summary and Assignments

Product Creation Myth

The Product Creation Myth is where we describe the process of the Secrets and Magic becoming a PRODUCT (whether that's a physical product, an info product or a supplement.)

The Hero's motivation to create the product shouldn't be primarily financial. It should feel like it's a mission. It's a way to punish the villains and get back at the big guy. "I care about you getting the results I did" should be communicated.

Assignment

#1: Why did the Hero finally decide to share the secrets and magic with the world?

#2: Identify the process and mechanism that resulted in an amazing product. This can be talking about how hard the writing process was, how much it cost and what kind of dead ends you ran into while scientifically creating a product, etc.