

# The P.I.G. Method

## Module #2.13 Summary and Assignments

### How to Write with Drama and Emotion

P.I.G. stories aren't about "what happens" as much as they're about how "what happens" emotionally affects the HERO. To make your copy as powerful as possible it should offer a window into the mind, heart and soul of your hero.

*"You can't get to courage without walking through vulnerability." - Brene Brown*

### Let's "Build" A Basic P.I.G. Story...

- **Avatar:** John, 45. Stuck in corporate hell for 20 years. Wishes he could work for himself but scared to take the leap.
- **Niche:** "Make Money Online," let's say for a low ticket front end product.
- **We know** John has NO SELF ESTEEM around working for himself.
- **We know** from his demographics and financial stress, that there's probably tension in his marriage.

### What are the "Beats" Of The Story?...

- **MOC:** John walks into his boss's office to demand a raise and gets turned down.
- **Setup:** Been waiting around for promotion for a long time and has been passed over.
- **Aftermath:** Feels beaten and destroyed.
- **The Choice:** Give up and be a drone or go on a MISSION for FREEDOM.
- **Dead Ends:** Can't do it! It's too hard! All the real secrets are kept by the gurus!

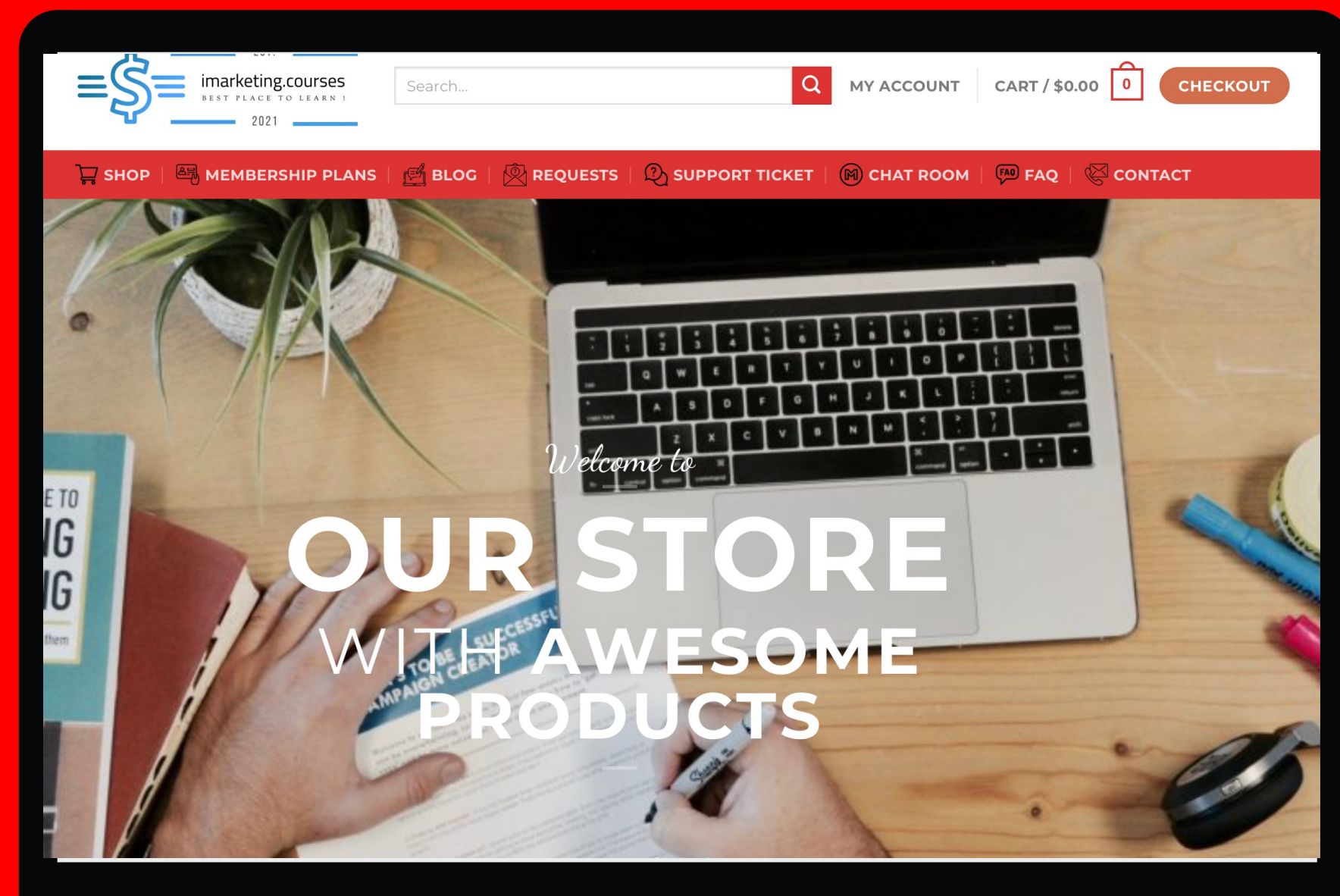
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- **Secrets and Magic:** Discovers a "magic trick" that makes money even if you don't believe in yourself.
- **Results:** Rich and free now!
- **Share:** With his dumb brother.
- **Results:** Rich and free now, too!
- **Product Creation Myth:** It worked for me, but how could I make it as "automatic" as possible?
- **Emotional Callback:** Something about his boss.

### Assignment

#1: Take these three 'tell' statements and turn them into 'show'



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