

The P.I.G. Method

Module #2.7 Summary Assignments

Dead Ends

Dead Ends are when your Hero runs into roadblocks along the way and is FRUSTRATED in their mission!

Dead ends are usually designed to accomplish 1 of 3 things:

1. To echo the experience the prospect has had already (Weight Loss: Your hero talks about trying Keto, not being able to sustain it and ending up fat again.)
2. To put an obstacle in the hero's way to make us root for them more (Make Him Worship You: Michael Fiore refuses to help her.)

The important thing about Dead Ends is that you are cutting the legs off “other options” the prospect could try to use to solve the problem.

Assignment

#1 - Brainstorm 3-5 dead ends for your character (popular options they tried that failed--cliché things, fad options, competing products).