

## The P.I.G. Method

### Module #2.12 Summary and Assignments

#### **Emotional Callback**

The Emotional Callback is at the very end of your story, after you do your full PITCH. It's where we Close The Loop on the Hero's story, create additional Fomo and pace future regret in the prospect.

The Emotional Callback isn't strictly "necessary" in your P.I.G. story (especially since it's at the very end and a lot of folks have bought before that point), but it's a nice way to tie a bow on your story and to trigger one last dose of anxiety in the prospect to get them to take action and buy in order to avoid that anxiety.

For instance, in Make Him Worship You (and a few others, I think) it's a moment where the Hero is cuddled in bed with the man of her dreams and she has a moment where she SHUDDERS at what it would be like to still be out there single.

Or for a weight loss offer, it would be a moment where the Hero has that "sliding doors" moment and realizes an alternate universe version of themselves is still fat and suffering.

#### **Assignment**

**#1:** Identify post-product use results that our character sees in their life now. (Weight loss: I walked by the construction site and got cat-called, screams back, but inside she is smiling. Romance: My husband eyed me as I came out of the shower...)