

# The P.I.G. Method

## Module #2.8 Summary and Assignments

### Secrets and Magic

- The truth is revealed! Finally I'm on the inside!
- Where the mechanism and/or Secret Knowledge is discovered.
- This is also where we teach the prospect without "Lecturing" them since the hero is learning right along with them.

Secrets and Magic are where the hero discovers the Hook and/or Mechanism of the letter is introduced and the Hero learns the TRUTH that leads to the creation of the product and AMAZING things happening for a lot of people.

For instance, in Gorilla Flow this is where we learn about the Gorilla Cherry. In Language of Desire it's where Felicity talks to all these different experts and creates her Manual."

The "Hook" of your product is VERY important and no matter how good your P.I.G. Story is, you're not going to get to obscene conversions without having a super solid hook, mechanism and differentiator in the market.

### Assignment

**#1 -** Identify the crucial mechanism or secret knowledge your character discovers.