

The P.I.G. Method

Module #2.1 Summary Assignments

The P.I.G. Story “Beat Map” Revealed

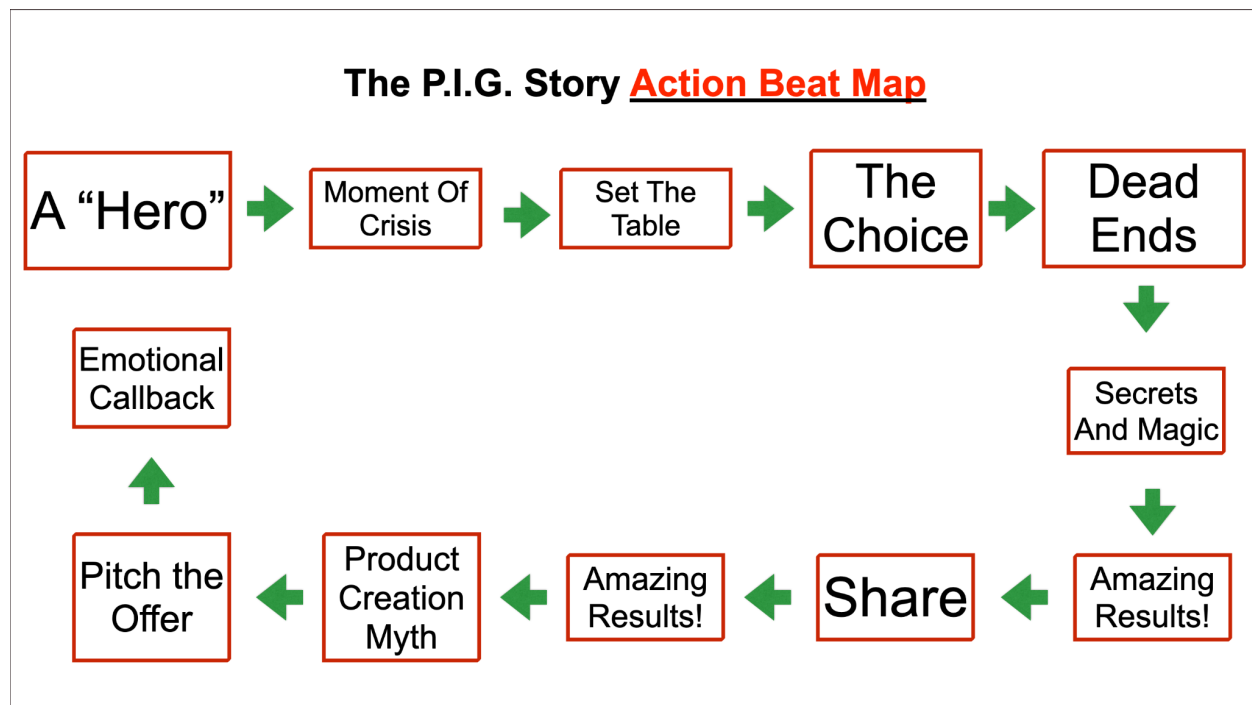
Stories that multiply conversions are never about “what happens,” they’re about how what happens emotionally impacts and changes the “Hero.” Your story should be dramatic, but RELATABLE.

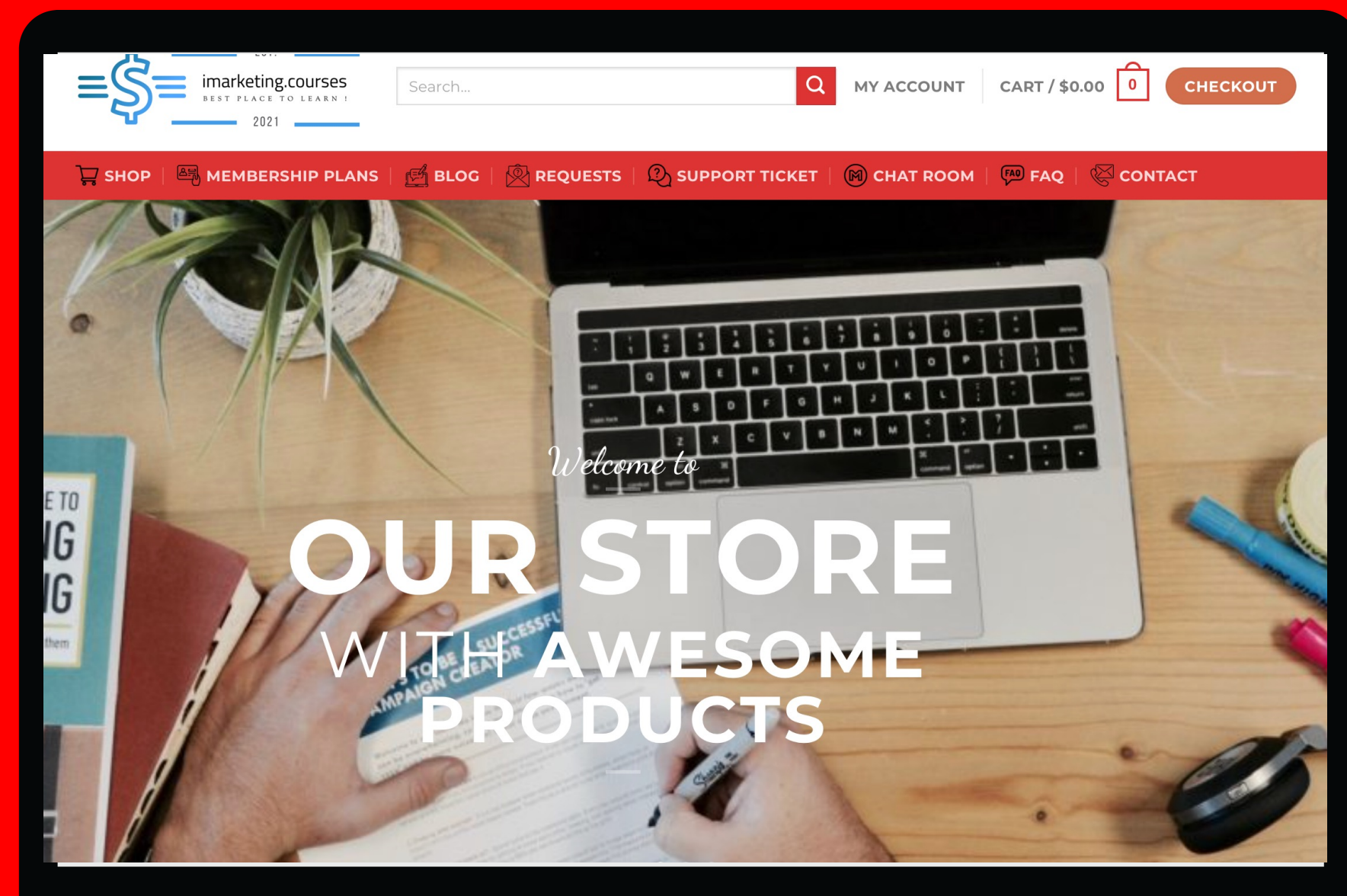
A “Story Beat” is a moment that propels the story forward and compels the viewer to take stock of what happens next.”

Every single movie you see come out of Hollywood is based off the “Hero’s Journey” structure and has the exact same “Story Beats” even if the actual events that happen are completely different.

Check out the “Save The Cat” series of screenwriting books for more.

The P.I.G. Story beat map is quite a bit simpler than the complete Hero’s Journey because every “beat” in it is laser focused on progressing your prospect psychologically closer to the sale.





BEST PLACE TO LEARN !

- Our own uploads
- Frequent updates
- No scam
- Reliable service
- Fast downloads
- Instant delivery
- Reviews
- Requests
- Support Tickets
- Live Chat
- PayPal, Bitcoin
- Discounts
- Free Products for Members
- Cheap prices

<https://imarketing.courses>