

The P.I.G. Method

Module #2.3 Summary and Assignments

Villains

The prospect's failure to solve their problem is NEVER their fault. The Victim Mentality is an acquired personality trait in which a person tends to recognize or consider themselves as a victim of the negative actions of others, and to behave as if this were the case in the face of contrary evidence of such circumstances.

There Are Two Types of Villains For A P.I.G. Story ...

1. Villainous People ex: Political Figures , other gurus, The Man, Big pharma
2. Villainous ideas ex: "The abstract concept that is holding you back, "Every "ism" you can think of, What is going on in the very culture that is holding you back or making it more difficult to get what you want?

The Villains In Each Niche Really Don't Change

- **Women's Relationship Niche villains** - The "other woman.", Hook up culture / guys who just want sex, The idea that men only want younger women, Dating services that charge you a lot. Women's magazines that lie, The idea that men aren't monogamous.Porn Etc.
- **Men's Pickup Niche Villains** - AMOG (Alpha Male Of Group) Chads and Beckys, "Just be yourself" and women will like you. Other "gurus" who are taking advantage of you (but I'm not.) Feminism, Exercise, working on yourself in any way. etc.
- **Weight Loss / Anything Health Related Villains** - Big Pharma, The Government's LIES, Modern Medical Science Health Insurance Companies, A "Fat-phobic" world, The Food Pyramid, The "Weight Loss Industry" selling you new stuff every year.
- **Any "Make Money" Niche Villains** - Working for "the man.", The "gurus" who are holding the "Good stuff" back, Anyone who doesn't believe you can make money online, Soul-crushing corporate culture, The gig economy (no opportunity.)

Assignment

#1 - Identify who the villains of your story are.