

## The P.I.G. Method

### Module #2.10 Summary Assignments

#### **The Secret Gets Out**

The secret gets out is just how people besides the hero get access to the Secrets and Magic so they can have amazing results too.

Ways the secret can get out include...

1. The Hero decides what they've learned is too valuable to keep to themselves and feels compelled to share it.
2. The Hero uses the Secrets and Magic to help a friend or loved one. That person gets incredible results and either convinces the Hero to share the info or shares it themselves without permission.
3. The Secrets and Magic get flat out STOLEN from the hero.

#### **Assignment**

**#1** - How does the secret get out?

**#2:** Who gets a hold of it? (Whoever the secret gets out to should be dissimilar to the Hero and should represent another potential prospect for the product. For instance, if the Hero is married, I would have a single woman use whatever relationship advice stuff we were selling.)