

## The P.I.G. Method

### Module #2.5 Summary and Assignments

#### Set the Table for “The Choice”

With the moment of crisis and the P.I.G. line, we have grabbed their attention and caused them to feel curiosity and empathetic emotional pain.

**The Setup** is where we fill in the details of how our hero ended up at The Moment of Crisis and Emotionally Pace the prospect.

**Life until now → set up → Moment of Crisis → aftermath → The Choice**

#### For example...

In Make Him Worship You, the “Setup” is all of the detail Kate gives of her relationship with John up until he “Kissed me like his sister” (which is the Moment of Crisis.)

The “Setup” can be very brief (like in Language of Desire) or blown out in more emotional detail depending on the story you are telling.

**The Aftermath** is when we examine the wreckage left by the Moment of Crisis. The point of the Aftermath is to intensify the pain of the prospect and create a situation where the Hero could give up.

#### For example...

For Make Him Worship You, the **Aftermath** is when Kate meets up with her best friend (who tells her to give up) and then eating ice cream and feeling bad for herself.

For Gorilla Flow, the **Aftermath** is everything that happens after the moment he pisses himself including the drive home, him drinking and thinking about his Dad, etc.

#### Assignment



**# 1: Create the **The Setup** for your P.I.G. Story.**

What background information are you going to give the viewer after you reveal your moment of crisis? The key is to fill the viewer in on the journey the Hero has been on emotionally up until now.

**# 2: Create the **The Aftermath** of your P.I.G. Story.**

The Aftermath is where the Hero feels the emotional consequences of the Moment of Crisis and is brought to their lowest point. The goal of the Aftermath is to guide the Hero to a moment where they COULD give up (but we know they won't.)