

The P.I.G. Method

Module #1.4 Summary and Assignments

The Empathy Game

Empathy is the ability to understand and share the feelings of others. No matter how “Tough” we look, we all live in doubt and fear and agony. Pain is a type of power. Only by experiencing and accepting your own pain can you truly understand the pain of your prospect and empathize with them.

The Emotional Iceberg

What we show the world on social media → “I’m great! Look at my thirst trap!”

What we hide from the world → “Everyone else is doing great but I’m not. I guess I’ll just pretend.”

Method Acting For Marketers

Method Acting For Marketers is the art of using your own **pain** and personal experiences in order to increase your ability to empathize with your market.

Assignment

List at least 5 (and up to as many as you want) major challenging events / traumas you’ve had in your life (don’t worry, you don’t need to share this with anybody if you don’t want to.)

Once you’ve listed them out, go back and write down the major **emotions** that come up for you when you think about each event and how you can use that event to increase your ability to empathize.

For example, I might do something like:

My Dad’s Death

Emotions: Grief. Guilt that I could have saved him in some way. That feeling that there's nobody out there to help you and you need to do it all yourself.

Empathy: Thanks to this experience I understand what **grief** is on a deep level. I can write about fathers and sons very emotionally etc.

My Car Wreck

Emotions: Loss of control. Self loathing / self blame for causing the wreck.

Helplessness. Long term physical and emotional pain.

Empathy: I know exactly what it's like to be in pain and crippled. I can apply that to letters about pain, any kind of health thing, etc. The guilt from causing the wreck is really useful whenever I think about topics where the prospect blames themselves for their problems.

Etc.