

## The P.I.G. Method

### Module #1.3 Summary and Assignments

#### The Seven Deadly Sins

If you ever need a quick-and-easy shortcut to get RIGHT INTO the secret desires of your market, all you REALLY need to do is think about **The Seven Deadly Sins** and see how they apply to your market.

- **Gluttony** is about EXCESS With Zero Consequences
- **Greed** is Status, Power and External Self Esteem
- **Sloth** is about Results Without Work, Talent, Or Self-Belief
- **Envy** is a Pain We Want To Stop At Any Cost
- **Pride** is about Creating Envy In Others
- **Wrath** is about Revenge, Punishment, Superiority and Justified Anger
- **Lust** is about Satisfying Animal Instincts and No Longer Feeling Rejected

#### Assignment

Go through each of the 7 Deadly Sins and brainstorm how they apply to your avatar and your market. (Remember, some of the “Sins” will have crossover -- like Gluttony and Greed in certain situations -- and that’s OK! But brainstorm for each sin separately anyway.)

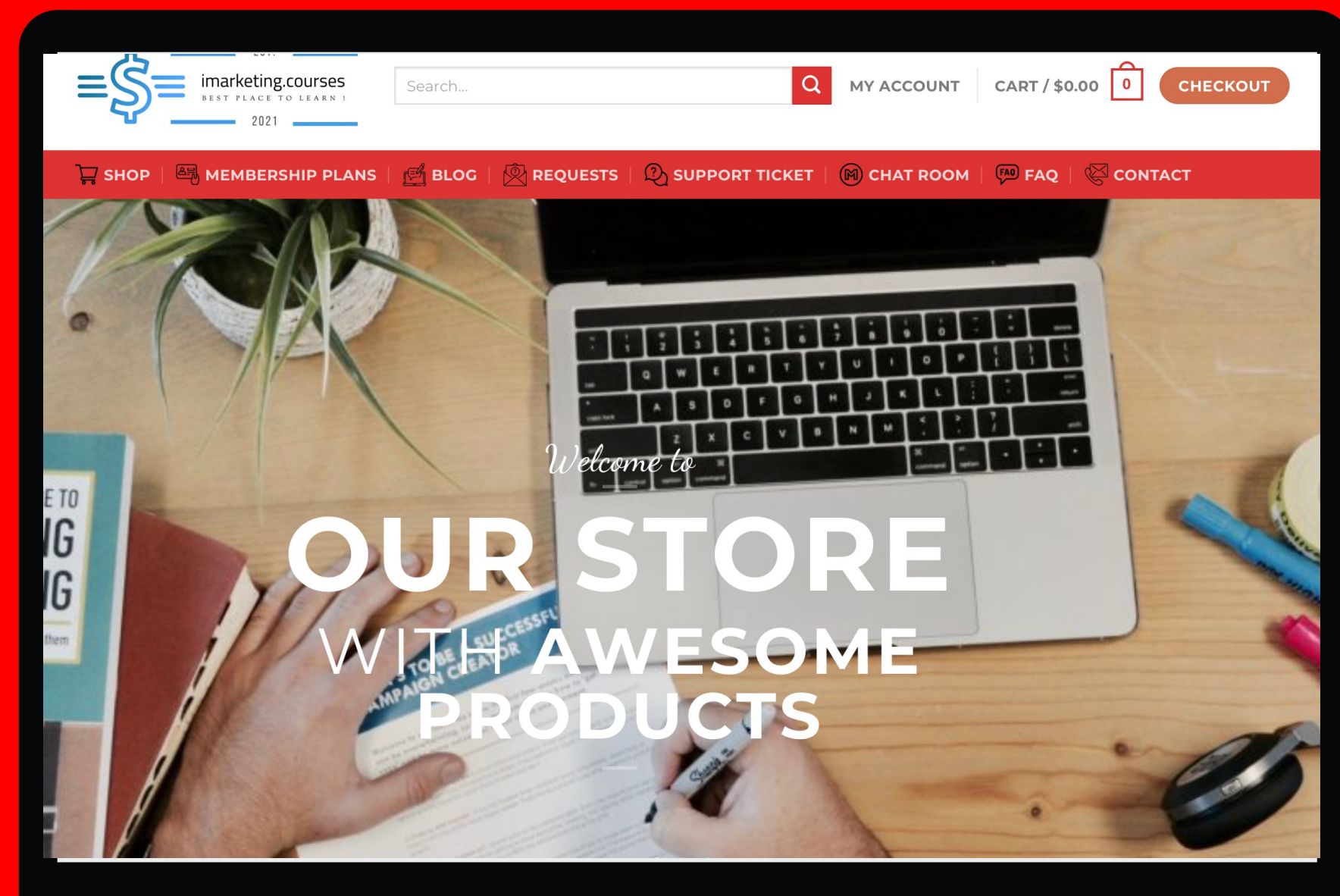
**1. Gluttony** is about EXCESS with Zero consequence.

What would your avatar LOVE to have TOO MUCH of if there was no COST of any kind?

If your avatar had a **magic wand** and had no fear of **being judged**, what would they wish to have an ENDLESS supply of / access to?

*For Example:*

**In the “Pickup” Niche:** An ENDLESS supply of GORGEOUS women who practically beg to have sex with him. Never feeling REJECTED again.



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**In the Women's Relationship Niche:** To be PURSUED and even "fought" over by multiple dominant / kind / rich / sexy / powerful men. Men who can have any woman they want, but only want her.

**In the Make Money Niche:** An abundance of EVERYTHING (which is really a desire to get rid of the feeling of RESPONSIBILITY when it comes to money. Have all you want and never worry about paying.)

**In Weight Loss:** All the food you want! Any kind of food you want! (Also, getting rid of the ANXIETY that comes with worrying about calorie counting etc.)

**#2. Greed** is status, power and external self esteem.

Where Gluttony is all about having TOO MUCH of something so you never have to WORRY and never have to feel REJECTED, GREED is about having MORE THAN ANYONE ELSE. (Which ties into Pride and Envy.)

*For Example:*

**In The Pickup Niche:** It's not just about being able to have any woman you want, it's about having ALL the women while other guys don't get ANY. If YOU control the "resources" YOU have power.

**In the Women's Relationship Niche:** It's having all the "Alpha Males" competing for you while other women are left on the sidelines.

**In the Make Money Niche:** It's not just being "rich," it's being RICHER than other people and getting the STATUS that comes with that. Again, having MORE of a precious resource, no matter what it is, gives a feeling of power.

**In Weight Loss:** A bit harder to get to psychologically, but to me it's not so much about YOU getting to eat whatever you want, it's about you getting to eat whatever you want while everybody else has to diet. Greed is fundamentally about feeling special.

**#3: Sloth** is about Results Without Work, Talent, Or Self-Belief

One of the most primal and powerful conversion drivers known to man.

*For Example:*

**In Pickup:** Not only will you have ALL THE SEXY WOMEN YOU WANT... not only will other guys NOT have any women (which makes your sperm-competing evolutionary self happy) but you'll get ALL THE WOMEN without having to change a thing about yourself or do any work!

**In Women's Relationships:** You'll get an army of Mr. Right's lining up to romance you (and screw you senseless) without having to put yourself out there, learn how to flirt. No having to diet or exercise. And oh, most importantly, you will NEVER have to make the first move.

**In Make Money:** Get rich without having to do anything. Magic software. "Done For You" marketing campaigns. Anything and everything that lets you make the promise of getting rich the FAST and LAZY way. People do not want to work.

**In Weight Loss:** Lose weight without exercise and while eating whatever you want. That's the fundamental promise that has been working in weight loss for centuries now (though the mechanisms change.)

#### **#4. Envy is a Pain We Want To Stop At Any Cost**

When we talk about ENVY, we talk about who our prospect is JEALOUS of and how much they want to get rid of that feeling of JEALOUSY.

*For example:*

**Pickup:** Our Avatar is jealous of guys who are "naturally good" with women (or good with women in general.) In the Incel (Involuntary celibate) community, they talk about "Chads" as guys women are attracted to. And they HATE those guys.

**Women's Relationships:** Depending on age, etc., our Avatar is JEALOUS of women who have an easy time attracting high-quality men. Also of their friends who seemingly have happy marriages, the perfect family etc. Envy GNAWS at you.

**Make Money:** Soul-gnashing ENVY / JEALOUSY of anybody they know who has money. I usually use the "rich brother in law" for the person my Avatar is most jealous of. That asshole has a sports car and won't shut up about it.

**Weight Loss:** Envy of anybody who is thin and fit (particularly if it seems like the fit person doesn't "work" for it, if they don't have kids, etc. Anybody who has the body he or she wants.)

**#5: Pride** is about creating Envy in others.

Pride is about future-pacing how our prospect is going to feel when they get everything they ever wanted and how GOOD it's going to feel to have other people be jealous of THEM.

*For example:*

**Pickup:** Those damn handsome guys will be eating their hearts out when hot girls ignore THEM because of YOU. Also, your dorky friends won't be able to believe you're so good with girls.

**Women's Relationships:** Your friends will be INSANE WITH JEALOUSY over how incredible your new husband / boyfriend is. Or they'll be jealous when you use something like "Text The Romance Back" to turn your man into a romantic overnight while Sally's husband wants a divorce so he can marry his phone.

**Make Money:** Your asshole brother in law is going to feel really bad about himself because suddenly you're richer than he is. Heck, maybe he'll come to YOU for a loan and won't THAT feel good?

**Weight Loss:** You'll get a ton of compliments on how hot you look. You'll get attention from people you find attractive. Your friends will secretly hate you but will pretend to be happy for you.

**#6: Wrath** is about Revenge, Punishment, Superiority and Justified Anger

Remember: Almost everyone has a victim mentality and wants somebody to blame and be ANGRY at so they don't have to take responsibility for their situation. Wrath is about expressing that anger and PUNISHING those who deserve it.

*For example:*

**Pickup:** Those damn good looking guys will be impressed by you. Women who rejected you in the past will fall at your feet. You will feel powerful.

**Women's Relationships:** Your ex boyfriends or husbands will be in agony at how happy you are.

**Make Money:** You'll shove your success in the face of your asshole boss as you finally quit your job. You'll say NO when your brother in law begs you to lend him money.

**Weight Loss:** You'll be the hot one at your high school reunion while that BITCH Kelly is like 60 pounds overweight. You won't feel good about enjoying it. But you will.

**#7: Lust** is about Satisfying Animal Instincts and No Longer Feeling Rejected

And finally, LUST can be tied into just about anything because ultimately, a lot of the reason we do ANYTHING is because of sex. Damn you, evolution. Damn you.

**Pickup:** You'll... errr.... Get to have sex with just about any woman you want.

**Women's Relationships:** You'll finally be with a man who understands how to make love to / fuck a woman. You'll be free to surrender to him and feel safe. You'll have a mountain of orgasms so you end up shaking, sobbing and happy.

**Weight Loss:** You'll have men and / or women salivating when you walk by. You'll have all the sex you want because you're one of the hot people.

Whew!