

EXPERIENCE
PRODUCT

Masterclass™



THE EXPERIENCE PRODUCT PHENOMENON

Discover the Secret to Creating "Blockbuster" Info Products
that Generate More Sales & Customers than Ever Before,
with Much Less Effort

PDF & VIDEO TRAINING

HI, MARISA HERE!

MY GUESS IS THAT YOU'RE READING THIS BECAUSE YOU WANT TO CREATE A PRODUCT, TRAINING OR COURSE THAT SELLS...



BUT NOT JUST ANY PRODUCT, TRAINING OR COURSE...

You want to create something that you're proud to sell, that people love to buy, and that delivers massive results to your students, clients and customers.

Perhaps you felt left behind after investing in someone else's program... and the last thing you want to do is create that experience for someone else.

YOU'RE NOT ALONE.

Up to 97% of people fail to complete the online products, trainings and courses they sign up for.¹ And many of them never get started at all.

The business effects of this are staggering... not to mention the lost hopes, dreams and opportunity cost for your clients. That's why the self-paced eLearning industry has declined every year for 4 years in a row... and will shrink by about 6.1% this year!²

Meanwhile, the app and game industry has grown by about 11% a year!³ Clearly they know something we don't... Something that's captivated the world's attention and driven billions of people to get 'hooked' for hours at a time.

FOOTNOTES

¹. Seth Godin on Tim Ferris' podcast, "How Seth Godin Manages His Life – Rules, Principles, and Obsessions"

¹. University of Pennsylvania Graduate School of Education, "Penn GSE Study Shows MOOCs Have Relatively Few Active Users. With Only a Few Persisting to Course End"

². [Elearning Industry: Top 20 eLearning Statistics For 2019 You Need To Know](#)

². Statista: [Worldwide self-paced e-learning market revenue from 2016 to 2021, by region](#)

³. [GamesIndustry.biz presents... The Year In Numbers 2018](#)

WHAT IF YOU COULD BORROW THE ATTENTION-GRABBING SECRETS OF THE TOP APP & GEMEMAKERS AND PUT THEM TO USE ETHICALLY IN YOUR OWN TRANSFORMATIONAL PRODUCTS?

THAT WAY YOU COULD...

- Attract floods of new customers
- Motivate customers to take massive action and get HUGE results
- Leave them inspired to become lifetime customers and buy everything you have to offer, because you're doing what so few people have done before: you're delivering on the promises you made and changing their lives.

YOU UP FOR THAT?

In the coming pages, you'll discover how you can leverage the #1 secret from the best-selling apps and games to get your customers 'hooked' on getting results, coming back for more (and buying from you again and again).



Marisa Murgatroyd



WELCOME TO THE **GOOGLEPOCALYPSE.**

- The internet now has over **1.94 billion websites** (and counting).⁴
- **500 hours** of video is uploaded to YouTube **EVERY SINGLE MINUTE.**⁵
- The rate at which we generate **INFORMATION** is something **never before seen** in human history.
- And we consume more information **than ever before**, too.
- The average American consumes **34 gigabytes** worth of content a day, including a whopping **100,000 words of information**,⁶ and Millennial content consumption can be up to **18 HOURS per day.**⁷

WE ARE LITERALLY DROWNING IN INFORMATION... BOMBARDED BY IT EVERY SECOND OF THE DAY, EVEN AS WE SLEEP...

You could say we're "**hooked**", and it's not making us **happier, healthier, richer, or more fulfilled.** It's just the opposite.

Cases of depression have ballooned almost **20% in a decade**, making depression the leading cause of disability worldwide.⁸

The "**GoogleTopia**" that we were promised, where all of this information would make the world a better place and improve people's lives... never actually materialized.

FOOTNOTES

⁴ [Website Hosting Rating: 100+ INTERNET STATISTICS AND FACTS FOR 2019](#)

⁵ [Statista: Hours of video uploaded to YouTube every minute as of May 2019](#)

⁶ [New York Times: Part of the Daily American Diet, 34 Gigabytes of Data](#)

⁷ [Entrepreneur: Millennials Spend 18 Hours a Day Consuming Media -- And It's Mostly Content Created By Peers](#)

⁸ [World Health Organization: "Depression: let's talk" says WHO, as depression tops list of causes of ill health](#)

YET PEOPLE CONTINUE TO PUSH MORE INFORMATION AS THE ANSWER:

HUNDREDS OF THOUSANDS OF NEW INFORMATION PRODUCTS, PROGRAMS AND COURSES ARE RELEASED EVERY SINGLE YEAR BY HOPEFUL ENTREPRENEURS...

YET on average, *less than 3% of people ever complete any information product* and most info products will never get more than 100 paying customers.

Think about that for a moment. If you have a business that sells information, the real value of that information is rapidly approaching **ZERO**.

And you've found yourself in a dying industry.

This is the **Googlepocalypse**, where creating and selling info products, online courses and training programs that make a real difference for your students, clients and customers is harder than ever.

Read on if you're not OK with leaving 97% of your customers behind...



ENOUGH
WITH THE
INFORMATION!

IMPORTANT:

Make sure you're watching the video I made as you read this report. It will help you understand exactly how all this works in practice. Plus I give lots of examples!

www.LiveYourMessage.com/Experience



INFORMATION ONLY

- Most of what's being taught about HOW to create products is... to put it bluntly... just plain **WRONG**.
- The name says it all: "**information-based**" products do a good job of providing information.
- But that's not what your customers need and want from you. They want to **CHANGE**. They want **TRANSFORMATION**.
- Which means that information alone just **isn't enough** to get your customers the results that they want and deserve.
- And if your customers aren't getting results, they won't buy from you again, they won't refer their friends, and **marketing gets much harder**.
- Most information-based products make people **feel like they're at the very bottom** of an impossibly-tall mountain, with no clear way up and the wrong gear.
- And the **97% failure rate** proves it.
- If you want to leverage your time and create products, programs and courses, it's essential that you understand that your **content and information alone just isn't enough**.



INFORMATION + EXPERIENCES

- People don't take **action through information** alone.
- It's about delivering that information along with something people really **DO** want and crave -- **fun and engaging experiences** that make them feel **something**... AND inspire them to do something.
- Inside our brains is a powerful reward center that **loves to win**... and hates to lose.
- This reward center literally bathes the pleasure sensors in our brain with "**happy chemicals**" every time we encounter certain experiences, and more importantly, whenever we achieve "**wins**" in our lives.
- This chemical release is so powerful that it **hooks us into seeking** those wins and positive experiences over and over again.
- Even the anticipation of winning is enough to start to flood your system with all those **happy chemicals** responsible for positive emotions such as **joy, happiness and triumph**.
- And when you deliver the right kinds of experiences in the right sequence, you get people **hooked on taking action**, getting results, and buying from you over and over again.



“YOU CAN HAVE EVERYTHING IN LIFE YOU WANT, IF YOU WILL JUST HELP OTHER PEOPLE GET WHAT THEY WANT.”

- ZIG ZIGLAR

When I first started out, I had a dream to help **1,000,000 entrepreneurs** start a business that was an authentic reflection of who they are. My first attempt at doing that was a **costly & disappointing failure.**

In retrospect it was the greatest gift I ever received because it led me to some major discoveries about why information products don't get results, and how to **10X the amount** of people I'm able to help (*and the income I can earn*) simply by doing a few simple things differently.

We've been able to **double our business almost every year** since we started, and this year we're poised to hit **mid 7-figures** while helping thousands of students live their message and be the **superhero to their tribe.**

And this happened not because I'm a great salesperson, but because I worked out how to give people what they **REALLY** wanted, in the way they wanted it. (*Hint: it wasn't more information products...*)

Even better -- I have the satisfaction of knowing that **Experience Products®** help more people in a more profoundly deep way than any 1:many educational format I know, which means that when you use Experience Products in your business, **your business grows faster and you reach more people.**

LET'S COMPARE THE RESULTS:

INFO PRODUCT VS EXPERIENCE PRODUCT

HERE ARE THE NUMBERS...

MY FIRST INFORMATION PRODUCT

MY FIRST EXPERIENCE PRODUCT

VS

4 Years	3 Months
20,000+ Opt-ins	990 Opt Ins
28 Webinars	1 Webinar
542 Sales	108 Sales
Only about 5% of customers completed the program, which meant I had... 4% repeat customers (24)	About 77% of customers completed the program, which meant I had... 34% repeat customers (28)
\$460,374 in revenue over 4 years	\$137,884 in revenue over 3 months

RESULT!

20,000 opt-ins generated \$460,374 in revenue in 4 years.

RESULT!

990 opt-ins generated \$137,884 in sales in 3 months thanks to the **Experience Formula**.

LAURA WENT FROM ZERO TO HERO BY CREATING HER FIRST EXPERIENCE PRODUCT



LIKE MANY HUNGRY ENTREPRENEURS, LAURA EATON WANTED TO CREATE AN ONLINE PRODUCT THAT WOULD TRANSFORM HER CLIENTS' LIVES, BUT SHE DIDN'T KNOW WHERE TO START.

She had purchased information products in the past that promised to be “the answer,” but in the end, they weren't able to deliver on the transformation they promised and just left her feeling stuck and frustrated.

She didn't want to create the same experience for her clients and she certainly didn't want to contribute to more information or more “noise” in the world with another useless information product. She wanted to help, but she didn't know what to do.

Everything changed for Laura when she discovered Experience Products. She learned how to give her clients “experiences” rather than more information. Before she knew it, she had built her first Experience Product and very soon after, she had her first customers and earned \$3,500.

Best of all, Laura built a business that reflected who she really was. Experience Products changed the way Laura saw herself as a business owner and allowed her to serve her clients more deeply. Creating her first Experience Product was a win-win for both Laura and her clients.

THE KEY IS **CONSTANT WINS**



Now let's go back to that **powerful reward center** in our brains, and the happy chemicals responsible for positive emotions such as joy, happiness and triumph when we win.

This chemical release is **so powerful** that it hooks us into seeking those **wins and positive experiences** over and over again.

Which is why the key to getting your customers **"hooked"** on your products is to make them feel like they are constantly winning.

Now, the brain doesn't care if the wins are big or small -- **the chemical reaction is the same.** App and game creators know this. Every time you see a notification pop up, get a like or comment on a post, or complete a task that comes with a badge or an animation, it's a little mini-win that delivers a cocktail of **happy chemicals** that forms the basis of our natural reward system.

If they can use this **"unfair advantage"** to get us hooked, then why can't we use it to transform our customers' lives and create deep learning and lasting change in the lives of our customers, clients and students? Of course we can... and more than that... we absolutely **NEED** to.

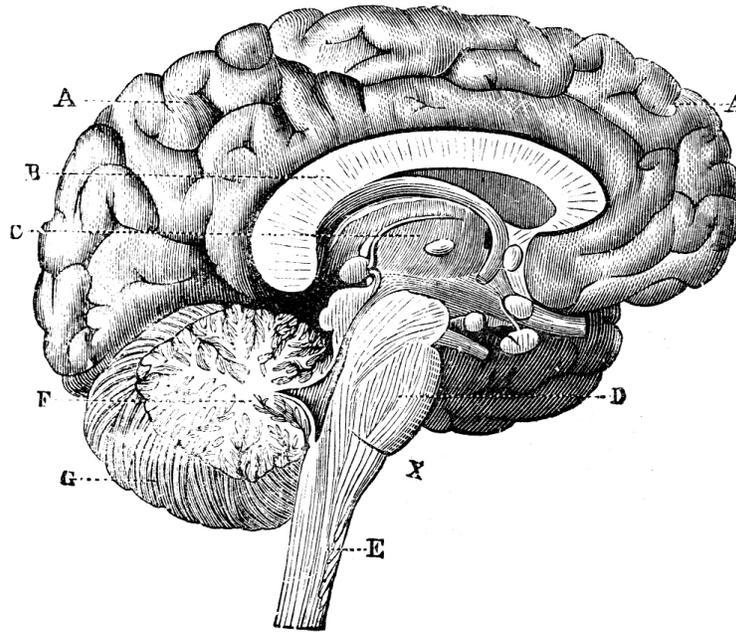
*We feel rewarded when we're winning.
We give up faster when we aren't.*

So if you want to create a product, program or course that gets your customers **"hooked"** on winning... you need to understand how to use **"Constant Wins"** in your program.

THE WINNING CYCLE



CONSTANT WINS IS ONE OF THE MOST IMPORTANT CORE EXPERIENCES IN THE **EXPERIENCE FORMULA**



GIVING YOUR CUSTOMERS SMALL, CONSTANT WINS KEEPS THEM ENGAGED AND ANTICIPATING THE NEXT WIN.

This is why Experience Products have such huge stick rates, with a **huge percentage of people getting massive results** from the program, and then buying the next offer you make and the next -- because you make it easy for them to **“win with the program”** and get the results and transformation they paid for.

Unfortunately though, **most info products out there unwittingly work against this natural reward system** and from Day One they begin to create the opposite, negative experiences and feelings. They promote feelings of overwhelm, resistance, frustration, guilt and procrastination, which explains why 97% of students just give up along the way. I call this the **“Downward Death Spiral.”**

THE “DOWNWARD DEATH SPIRAL” OF INFO PRODUCT OVERWHELM

So, congratulations! You buy an info product. The email confirmation arrives. And for 97% of people, **one of 4 things instantly happens:**

- 1.** It takes a moment for the confirmation email to land, or the email lands in your spam folder and while you're waiting for that email you get distracted and think: *“I’ll check in on this later...”*
- 2.** You get a **rapid-fire series** of emails, confirmations, receipts and **“getting started”** messages in your inbox and you think: *“Whoa! I don’t have time for all of this right now, I’ll come back to this later...”*
- 3.** You open one of the emails and you see big block paragraphs of text and you think: *“NO WAY do I have time to read all this right now, I’ll come back to this later...”*
- 4.** You actually DO read the email, you click-through and land on a membership site where the first things you see are documents, videos, mass quantities of information waiting for you to dive in. And if you've made it this far, your first thought is: *“*gulp* ha... ha... I don’t have time for all of this right now, I’m gonna have to come back to this -- later!”*

And the problem is that for **97% of people**, **“later”** almost never comes and that spells **disaster** for both you and your customers.

THE “DOWNWARD DEATH SPIRAL” OF INFO PRODUCT OVERWHELM

This is an example of the **Downward Death Spiral** where a series of very small negative experiences that are, of course, *NEVER INTENDED* by the product creator, occur and “*stack up*” quickly, one on top of the other and escalate into feelings of overwhelm. And it’s this **overwhelm** that takes most people out of the game COMPLETELY right on the spot! They’re done!



HOW THE EXPERIENCE FORMULA GOT LISA FROM GOOD TO GREAT



AS AN EMPOWERMENT COACH FOR WOMEN, LISA BROWN KNEW SHE ALREADY HAD A GOOD PROGRAM FOR HER CLIENTS.

Women raved about the paradigm shifting ideas & information they learned from her, and recommended her to their friends.

Despite this positive feedback, however, she secretly felt very disappointed with the results of her work. The truth is, her program was good, but it was not great. In her heart she knew that her program introduced women to valuable information, but fell short of being a catalyst for true and lasting transformation. There is a big difference between knowing something at a conceptual level, and actually being able to translate that knowing into new ways of being and doing.

Lisa's coaching programs were good at giving women a vision of what was possible if they learned how to make themselves a priority, but fell short when it came to actually providing the deep level of support they needed to break the chronic pattern of putting everyone else above their own needs and desires.

So her clients stayed stuck, not able to actually implement or sustain many of the empowering principles and practices that would lead to a real breakthrough in their lives. And Lisa felt unfulfilled, both as a transformational coach and as a business owner, losing confidence in her ability to actually deliver what her programs promised to offer.

Continued...

HOW THE EXPERIENCE FORMULA GOT LISA FROM GOOD TO GREAT



SHE WASN'T EXACTLY SURE HOW TO SOLVE THE PROBLEM, BUT SHE INTUITIVELY SENSED THAT SHE NEEDED TO STEP BACK AND TAKE A TOTALLY NEW LOOK AT THE WAY SHE WAS DESIGNING AND DELIVERING HER PROGRAMS.

As a result of joining EPM, she is now poised to launch a totally redesigned 7-week group coaching program to her first group of 12 lucky women. At an initial price point of \$3,000 per person, that's a total revenue of \$36,000. She feels great to fully trust in the design of her program and the outcomes it promises to deliver. Lisa also feels completely confident charging what her services are truly worth.

Even more exciting is the fact that this is just the beginning. Since the skills she learned in EPM are repeatable, she can look forward to continuing to improve and refine this program while increasing its price point and making it a signature, cornerstone offering in her business.

THIS WORKS FOR 1:1 COACHING, CONSULTING & SERVICES TOO



MOST 1:1 COACHES, CONSULTANTS AND SERVICE PROVIDERS KNOW THAT THEIR BUSINESS CAN'T GROW WITHOUT SALES AND MARKETING.

But you might be overlooking one very important piece of the puzzle... your business can't grow if you fail to deliver a transformational experience for your students, clients and customers.

The experience you create from the moment someone says yes to working with you plays a huge role in the results your clients get. Which means it's often the deciding factor between buying from you again, or looking elsewhere.

Yet I've seen a lot of students focus way too much energy on sales and marketing -- and not enough on the client experience.

When Mary Schiller 'experiencified' her 1:1 coaching program, she quickly hit her stretch goal of \$6,000.

In her words: *"I have *never* done anything like that before, nor have I made that kind of cash from one program or even in one month. Not even close! I'm very, very grateful for what I've learned."*

No matter what industry you're in, what you sell, or who you sell it to -- creating unforgettable experiences for 1:1 clients is one of the most powerful things you can do to keep your clients "hooked" on taking action, getting results and buying from you again and again.

IMPORTANT TO **REMEMBER**

1.

DON'T OVERLOAD

When someone joins your program, **don't overload them right out of the gate** with content and information that isn't tied to a first, single, small action that can get done, finished and achieved within minutes if not seconds.

When new students join the **Experience Product Masterclass**, I immediately **give them their first very short training** right there on the purchase confirmation page. That training, like all the others, has one simple action step attached to it. No waiting for that first email to arrive. No need to get a password and log into a membership site. It's right there on the confirmation page. **You're in action immediately**, chalking up your first few wins, and looking for your next.

Most training programs include an entire first module or **"pre-training"** that's just wall-to-wall content, without any action except "watching videos." As experts, we're SOOOO anxious to share our expertise that it can feel like a firehose sometimes. This is **mistake #1** because you're basically conditioning people NOT to take action. You're conditioning them to sit at their desk and listen like **"good little students."** And that's just not how we learn best...

2.

REDUCE COMPLEXITY

Don't make that first action or decision you give too challenging or too complex. **Make it easy peasy**, so no one can ever think, **"I don't know," "I don't have time," or "Dear Lord don't ask me that, I have no bloody idea what I'm doing!"**

When this happens, **they automatically feel like they're already behind**, or not meeting expectations, or they don't know what they're supposed to do or, even worse, what the expectations are. And when people are feeling like that, they usually give up and walk away.

YOUR MISSION FOR TODAY

ASK YOURSELF

YOUR BIG TAKEAWAY

What's your **single biggest takeaway** from this video?

Let me know in the comment box below this video at:

www.LiveYourMessage.com/Experience

STAY TUNED... **VIDEO 2**
IS COMING VERY SOON!



- ✓ The step-by-step viral product checklist that tells you EXACTLY what to do to finally get OFF the “marketing treadmill” and have your information product, program or course actually market... ITSELF!
- ✓ The 10 Core “Experiences” that stack the odds in your favor when it comes to getting results for your customers...
- ✓ And how these 10 Experiences together create a powerful “Experience Escalation” that translates into better results, higher revenue, and a bigger impact.
- ✓ The Power of 1.1: The “magic number” that ensures that you are experiencing effortless and steady growth in your business... and how to activate this in your business.

Watch your inbox... we'll let you know when it's released!