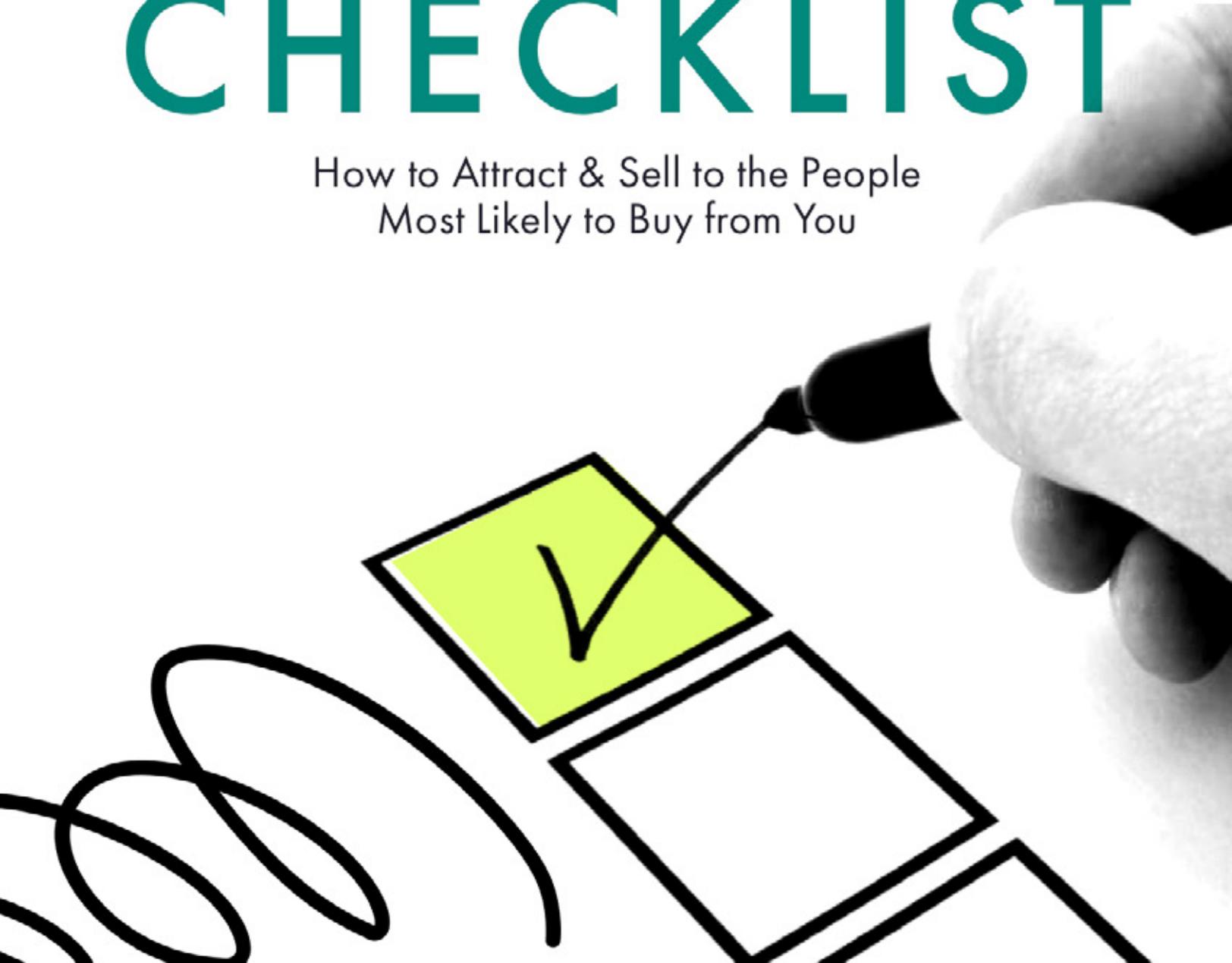


ONLINE
COURSE *Creators*
7 DAY WORKSHOP

THE VIRAL PRODUCT CHECKLIST

How to Attract & Sell to the People
Most Likely to Buy from You



CONTENTS

Discover the 10 Core Experiences of The **Experience Formula**[®] that transform your Online Courses into VIRAL sensations - attracting raving fans who LOVE to buy from you and give you tons of referrals and success stories.

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Welcome!

Welcome to Session 2 in the Online Course Creators Workshop!

The online education industry is BOOMING right now and it's the perfect time to create your online course or group coaching program...

But here's the catch...

The "traditional" way of creating online courses hasn't worked very well for me... or for MOST course creators (maybe YOU can relate!).

We've been working HARD and NOT really reaching the full potential promised by this BOOMING opportunity.

As the market is getting more crowded and more & more people are starting to create courses... it's only getting WORSE.

The GOOD news is that I've found a NEW way of doing things that gets MUCH better results.



My students and I have SHIFTED from creating the **traditional online courses** that everyone else is making to creating **viral sensations** that have people **lined up to buy** and **loving every moment** once they do buy, so they complete your course in droves, refer their friends AND buy EVERYTHING else you have to offer...

And I'm sharing that Viral Product Checklist with you today.

I'm opening the door on exactly how you can transform your online course into a **viral sensation** that enables you to attract and sell to the people MOST LIKELY to buy from you... and it all starts with creating, what I call, an **Experience Product**.

Let's get started!

Marisa Murgatroyd

CEO, Live Your Message & Creator of The Experience Product Masterclass



First, it's possible that what I'll share may go right against everything you've learned up until now about how to create a successful online course.

The fact is the way online courses are taught hasn't changed much in the last 20 years.

So it's possible that this will be a complete reboot of everything other "experts" have told you.

But my results (and the results of my 9,708 students) speak for themselves.





EXPERIENCE
PRODUCTS ARE THE
FUTURE



OLD Ideas that Could
Be Keeping You From

Your Profitable NEW Future

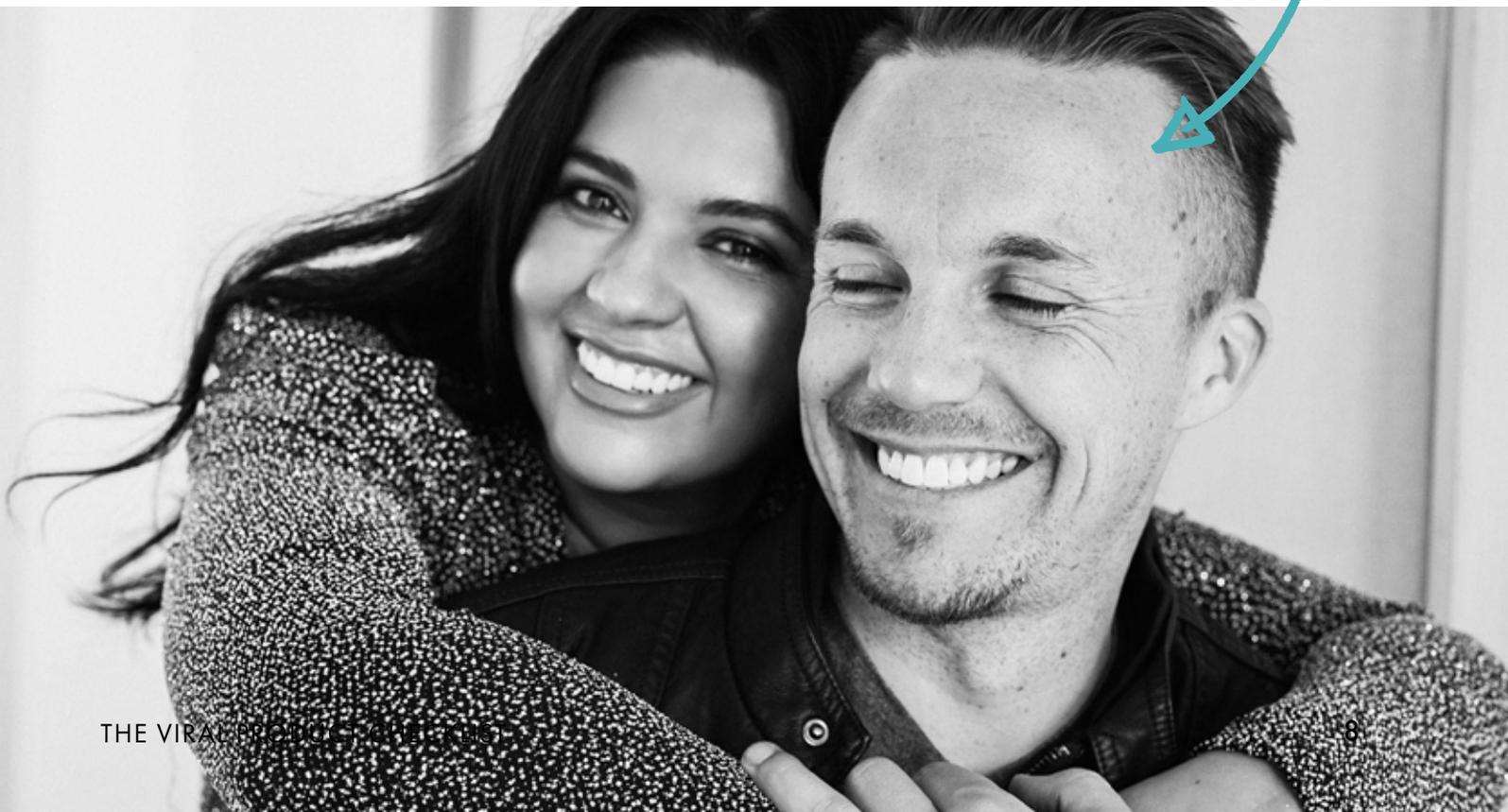
Let's talk about a couple of things right from the start
that could hold you back from making the most of The
Experience Product opportunity...

“I’ve never created an online course before.”

If you’re in that boat, let me tell you that you have a **BIG** advantage over your competitors already. Because today, right from the get-go, you’re going to learn the right way to do things which can bring faster and greater success... instead of the wrong way which can set you up for failure and struggle.

Just like my students **Galen and Davina** who created their first Experience Product and **brought in more than \$47K in less than 12 weeks** (and went on to make \$72,000 in that first launch) simply by following what you’ll learn today.

(Davina and Galen have gone on to create an \$800,000 a year business with their online courses and are on track this year for their **FIRST Million Dollar Year!**)



“I have a serious topic, can Experience Products work for me?”

Some folks ask me if these ideas will apply to what they do — since they’re in a more serious industry or have a more serious topic. And I like to tell them that these ideas only work for one industry: the people industry. If you’re working with people, and if you need them to take ACTION on what you teach them, then Experience Products will work gangbusters for you no matter the topic.

My student **Jennifer Holbus** teaches Six Sigma Training and Certification for Process Improvement and she has had massive success adding experiences to her programs, which are typically filled with “serious” engineers and project managers. **She generated \$250,000 in 6 months** using this strategy.





“I don’t know if I have enough time to create an Experience Product.”

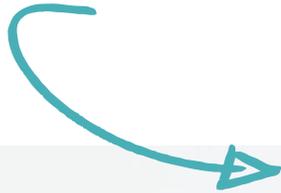
If you’re wondering if this strategy is complex or time consuming, you’ll see in this checklist how Experience Products are actually quicker and easier to create than “traditional” online courses — which means you’ll have MORE free time, not less.

My student **Richard Zultner**, is easily filling his online programs (and often has a waitlist), all while having the **ultimate freedom and flexibility to take 3 months off a year** — and maintains a 6-figure income working just 9 months of the year!

“I’m in a competitive market.”

Now, another thing we hear from the more experienced folks is that they’re in a competitive market.

My student **Michelle Bongiorno** is a breakthrough coach and she was worried that her message would never have an impact out there in a crowded marketplace full of personal development advice, but with these ideas she created an Experience Product and **brought in over 14K on her first try, in just 12 weeks**, and has since doubled her income with group programs!





“I already have an online course, can I apply this to an existing program?”

Sometimes I hear from people who already have an online course but they're not happy with how it's performing. They're not sure what to do about it or whether they can “reverse engineer” The Experience Formula[®] into their existing program.

I've consulted with other industry heavyweights with veritable online education empires, people like **Josh Turner**, **Mary Morrissey** and **Jon Morrow** and the ideas I've given them that they implemented into their existing courses and programs have literally translated into millions of dollars in extra revenue into their business almost overnight thanks to a doubling or tripling of student success, a double digit drop in refunds and more repeat sales than they've ever seen before.



What IS an Experience Product?

Simply put — an Experience Product is like a traditional online course or group coaching program, but it gets 10-30 times more student engagement & success than a traditional course.

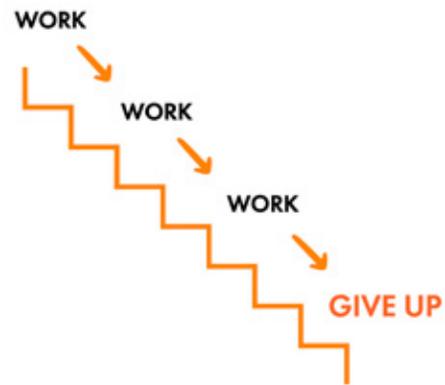
It does this by stacking **10 unique Core Experiences** together in a way that turns dry and boring information into something new and exciting that people absolutely LOVE.

These 10 core experiences, when stacked together in a very specific and intentional way, create something completely NEW your students have NEVER seen before, and makes it possible for you to activate the reward center in their brains which propels them into taking massive action — perhaps more action than they've ever taken before — and that's the key.



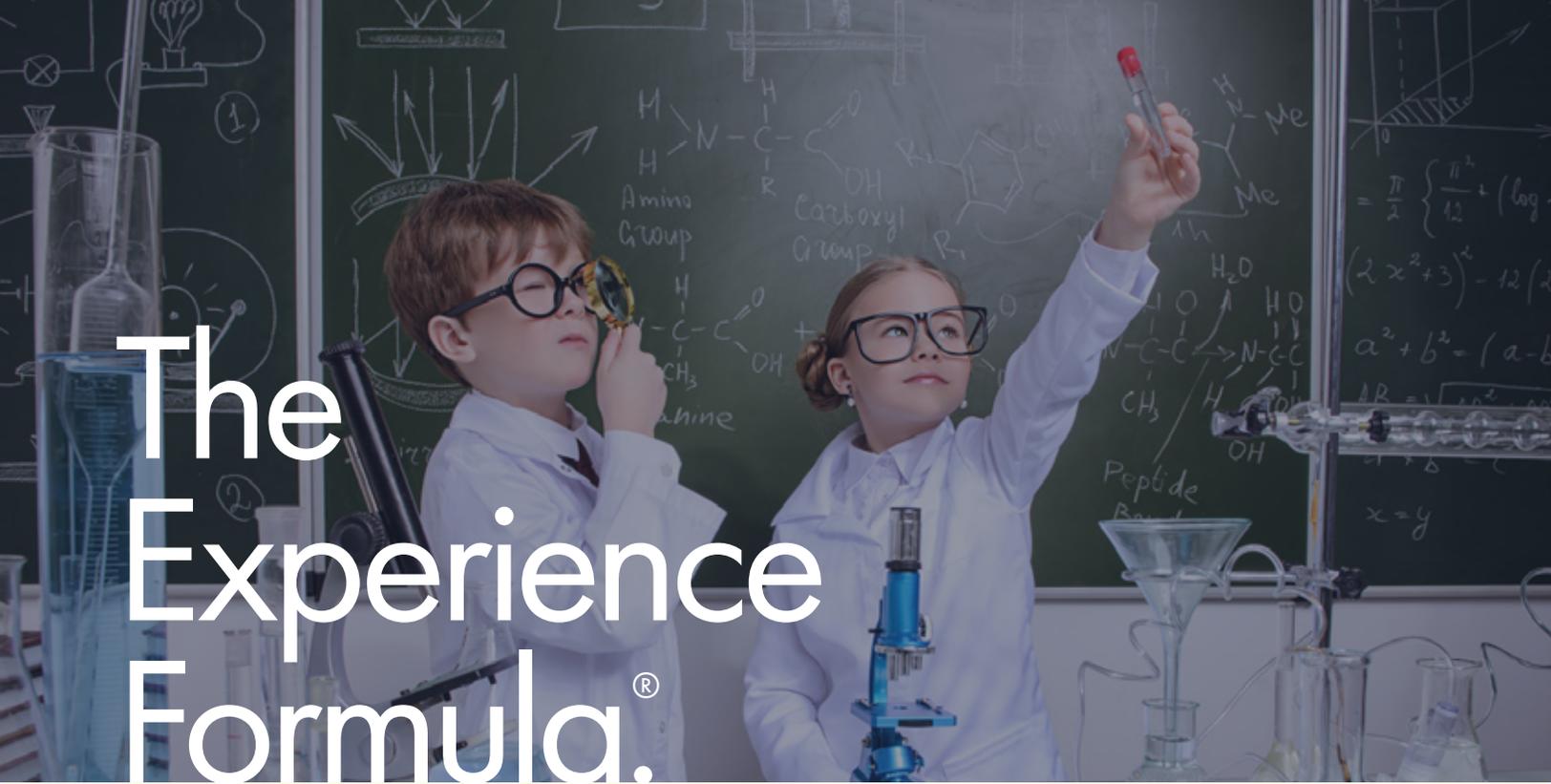


VS



Your Brain LOVES to WIN!
MASSIVE Student Success
All About Experiences (Hint: Engaging!)
Students as "Real People"
30-90% of People MAKE IT to the END
Momentum and Gain
MORE Repeat Purchases and Upsells
LOW Refund Rates <i>(keeping MORE of the money you ALREADY earned!)</i>
Referrals - ALL. THE. TIME. 😄 <i>(Raving Fans Telling Everyone They Know!)</i>
Sales Momentum Increases
10-30 Times Higher Customer Success <i>(an avalanche of social proof)</i>

Your Brain HATES to LOSE!
EXTREMELY LOW Student Success
All About Information (Hint: Boring!)
Students as "Logical Robots"
Only 3-7% of People MAKE IT to the END
Stagnation and Loss
LESS Repeat Purchases and Upsells
HIGH Refund Rates <i>(losing money you ALREADY earned!)</i>
Referrals - Almost Non-Existent <i>(Radio Silence As Customers Drift Away!)</i>
Sales Slow Down and Stall
Only a Few People Ever Complete <i>(leading to a declining reputation)</i>



The Experience Formula[®]

Here it is!

I've laid out **ALL 10 of the Core Experiences** that make up The Experience Formula[®] in this one Viral Product Checklist.

When you can bring these 10 Core Experiences into YOUR online courses and programs you get what I call "Experience Escalation" where people gain more and more momentum and you gain more and more sales and success.

But on the flip side of The Experience Formula[®], we have the 10 "anti" experiences that make students WANT to give up. These are the experiences that "traditional" online courses inadvertently create over and over again and they're the biggest mistakes you can make as a course creator, because they create a downward spiral that slows momentum and kills sales and success.

THE EXPERIENCE FORMULA

THE ANTI-EXPERIENCE FORMULA



MISSION

The specific goal or outcome of your Experience Product. It's exactly WHAT your customers will do, be, feel, have, overcome or achieve through your product. And HOW they'll know when they've won.

FUTURE SELF

The clear and compelling vision of who your customers will become through your product. After all, people don't buy information, they buy transformation. This is the picture of WHY they're doing it and the better life they're creating.

BIRD'S EYE VIEW

People relax and perform best when they know where they are, where they're going and HOW they're going to get there. When you share a map of the path, system or process, it creates enough confidence in the outcome that your customers are excited to get started.

CONSTANT WINS

Reward and validate your customers when they do something -- no matter how small -- so they always feel like they're making forward progress. Regular and consistent wins build confidence, motivation and momentum one step at a time. Small simple wins escalate into big results.

PEAK EMOTIONAL EXPERIENCES

Create moments for your customers to experience high points of connection, joy, excitement, satisfaction or some other desired emotional state. You can get people emotionally engaged through story, multisensory language, pattern interrupts, curiosity and surprise, and celebration.

NORMALIZING CHALLENGES

Changing your life and accomplishing big goals takes time and effort, and sometimes things don't go exactly as planned. Challenges are going to happen. That's normal. When you prepare your customers for these challenges, they're less likely to be derailed by them.

FEEDBACK LOOPS

Design your product to react and respond to your customers through smart automation and perceived customization. People feel supported when they receive "personalized" emails, text messages, voicemails and other notifications based on their actions (or even lack of action).

COMMUNITY

Humans are hard-wired for community. We have a far greater chance of success and survival together than we do apart. We long to feel connection and belonging, and appreciate opportunities to engage with each other -- not just with a product. A rising tide lifts all boats.

UNSTOPPABLE MOMENTUM

The state of unlimited possibility grounded in real world action created by ramping your customers up from small simple wins to larger and larger wins. It's not enough to win for the sake of winning, they need to feel forward progress and momentum toward the greater mission.

MISSION ACCOMPLISHED

Human culture is based on celebration and rites of passage. People need to feel a sense of completion when they achieve a big goal. They also want to know, "What's next? What's the next challenge, opportunity or step on the journey?"

TOO MANY MASTERS

Homer the Greek famously said, "If you serve too many masters, you'll soon suffer." Most products try to do WAY too much. They go wide instead of deep, so customers lack a clear focus and lose motivation.

THE "HOW HOLE"

It's well known that the WHAT and the WHY come before the HOW. Without a clear vision of exactly what they're doing and why it matters, most people have trouble motivating themselves to follow-through and give up before they see results.

HEADLIGHTS IN THE FOG

Without context and a clear path to follow, it's easy to feel like you're driving in the fog. You can't see more than a couple feet in front of you, so you don't know if you're about to slam into something. And you drive as slowly as possible while fearing for your life.

CHASING YOUR TAIL

When you design your product around a big Mission that takes weeks or even months to achieve, it's easy for your customers to get stuck in the process and give up. Few people can sustain action without seeing rewards along the way.

MENTAL PARALYSIS

Most info products are based on lecture and book learning, but few humans are driven to action by logic alone. If you only teach to the head, your customers are unlikely to take action. They may have more knowledge but, without an emotional spark, it's easy to get stuck there.

"EVERTHING IS AWESOME"

People often sell products as the fast, simple and easy solution, while brushing potential challenges under the rug. So customers feel unprepared for the inevitable challenges they'll encounter, then they start judging themselves (and your product).

ANONYMITY

When your customers don't feel seen, understood or acknowledged by you, they may feel like they're anonymous and their actions don't matter. If they feel like no one is paying attention, your customers won't have the accountability they need to follow through and succeed.

ISOLATION

Research shows that loneliness and social isolation can be as harmful as smoking 15 cigarettes a day and 40% of people don't have meaningful social relationships in their life. When people feel alone and disconnected, things feel harder than they actually are.

START & STOP

When things feel disconnected, too challenging or not challenging enough, people get into a pattern of start and stop. One thing doesn't lead to another. They don't feel like they're "in flow" or gaining momentum. It's like they're taking two steps forward and one step back.

ENDING WITH A WHIMPER

T.S. Elliott wrote, "This is the way the world ends, not with a bang but with a whimper." Most info products just peter out and miss a huge opportunity to celebrate success and enroll customers in the next step.



EXPERIENCE ESCALATION



DOWNWARD DEATH SPIRAL

Two Core Experiences You MUST Provide

In Session 1 of the Online Course Creators Workshop we talked about 3 important Core Experiences in The Experience Formula[®]:



Future Self

This is helping your students imagine who they'll become through your course each step along the way...

Constant Wins

This is a powerful idea straight from the world of apps and games where every little thing you do — every button press, every action, every powerup, every enemy you defeat... is rewarded in some way.

Unstoppable Momentum

This is giving your students a deep feeling of certainty that nothing is going to get in their way. To help your students feel unstoppable — in total uninterrupted flow...

What We're Covering Now...

In this Session 2 I'm going to help you amplify your results by revealing the power of TWO additional Core Experiences.



MISSION



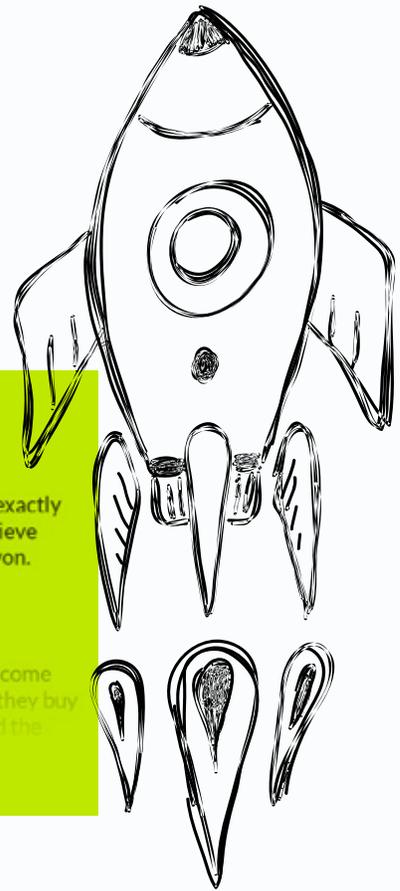
MISSION ACCOMPLISHED

These two Core Experiences bookend The Experience Formula®

Get these two things right and you'll instantly attract and sell the people most likely to buy from you...



Mission.



1

MISSION
The specific goal or outcome of your Experience Product. It's exactly **WHAT** your customers will do, be, feel, have, overcome or achieve through your product. And **HOW** they'll know when they've won.

2

FUTURE SELF
The clear and compelling vision of who your customers will become through your product. After all, people don't buy information, they buy transformation. This is the picture of **WHY** they're doing it and the

Mission (with a capital M) is where everything starts and it's the first and most important piece of your Experience Product.

You can think of Mission as your reason for doing something, your deeper purpose, a big WHY that drives you.

Anything big or important you've ever accomplished in your life has always come with a built-in Mission that kept you going when the journey got hard.



Missions come in different sizes too.

Some Missions are naturally smaller or easier, and for that reason will drive us for shorter periods of time. And big Missions will drive people for a lifetime.

But in general, the more important the Mission is to us, the more powerfully it will drive us.

You can think of Mission as your reason for doing something, your deeper purpose, a big WHY that drives you.

Real-Life Examples

And some of my favorite students have the biggest Missions:



“Your Mission — should you choose to accept — is to understand and reduce your anxiety naturally so you can feel grounded, stable and effective in your daily life.”

Michelle Bongiorno

“Your Mission should you choose to accept it is to learn, sell, deliver, and market their first direct resin veneer smile transformation and make back their course investment within 12 weeks.”

Galen and Davina Detrik



“Your Mission if you choose to accept it is to have more energy, stop dieting, lose weight, prevent and reverse diseases with a plant based lifestyle in 6 weeks or less, so that you can be healthy, happy, and free.”

Arjun and Shobha Rayapudi





What are you here to do, be or make happen in the world?

Who are you here to help? What's driving you? It might be a big Mission that drives the important decisions of your life... or it might be a series of smaller, more focused Missions.

For my student Shirley Quamby her Mission is simply baking the best French pastries she possibly can. And for anyone who loves French pastries, I think you'll agree that it does indeed make the world a better place...

And my personal Mission is to reinvent online education around the world so results and engagement become the norm and not the exception... because we have the potential here to change people's lives with our courses and programs WHEN we know how to create these courses in the way I'm teaching you here today.

It may sound like a lot but when you nail your Mission there's a huge side effect that makes it worth the effort: your Mission becomes your core marketing message and helps you sell WAY more courses!

Real-Life Results

When you have a CLEAR Mission... you can...

Get Sales More Easily:

Ed Oakley

*"The early breakthrough was my Product **Mission**. That clarity alone changed the game. When I started talking to prospective clients it resonated with their needs and I closed \$23,964 of business in about two weeks."*



Charlie Jacka

She helps artisans sell their art online. Simply by adding a Mission, Charlie got 51 students wanting her course right out of the gate before she even started marketing. She had so much interest in her new Experience Product that she had to put her marketing campaign on hold before she even rolled it out (and she had to start a wait list!) so she could refocus her time on what she really loves to do, which is teaching and serving.

*"I registered 51 people for my course. I haven't even started marketing anything yet! I just used my **Mission** statement and Bird's Eye View as a way to pre-sell the course."*

Cut Through EVEN in Crowded Markets:

Like **Jennifer Holbus**, a business consultant who used her Mission to cut through the noise instantly...

*"Following your lesson on **Mission**, I updated my LinkedIn profile and the summary section with my new Product Mission. Upon returning home... my phone rang. It was a consulting firm that wanted to place me with a potential client. Today, I issued my first ever invoice for \$4,000."*



Even If You're NEW and Don't Have Your Product Done Yet:



Troika St Germain

Troika St Germain mentioned her Mission just once on a Zoom call and instantly got a \$3,300 sale... which turned into another REPEAT \$3,300 sale. That's \$6,600 just from MENTIONING her Mission!

"I mentioned my Mission on a web call I give twice a month. One lady emailed me after and said she wanted to take the course, paid me, and said she would wait until it was ready. Ka-ching \$497. But the Big Bucks came from a lady who asked me if I would give her private sessions!! She paid me \$3,330.00 for 10 sessions, which we have completed. Now she has signed up for 10 more, another \$3,330.00."

Troika also went on to make \$5000 on one interview and was invited to speak at a summit where she made \$15,000 in ONE hour! AND her online course sales hit \$6534 even BEFORE the real promotion started.

All because she had such a powerful Mission for her program, which was so compelling for her clients.

Speed Up Course Creation:

Sylvia Williams

"I now have a "framework", a "blueprint" to follow to create ANY course and the Mission (which I never thought was important) totally guides the product creation process."



Get MORE Confidence:



Dominique Forand

"Once I had my Mission, nothing stopped me. I started reaching out to people using Marisa's Chatterbox Campaign and in a couple weeks I reached \$7,000."

Your Mission

So, what kind of Mission will YOU create to attract your ideal customers, and help them stay inspired and motivated long enough to cross the finish line in your program?



You've probably seen this before. It's a typical sales funnel where you're supposed to put people into the top of the funnel in the hopes that a few of them keep moving downward and buying from you.

Now let's look at this in reverse, which is a more customer focused way to think about your funnel. When it comes to your courses, the best way to grow your business is to get the most students possible to the top of the mountain.

Think about it... the best way to get people to the bottom of your funnel is to get them the top of their own mountain, in whatever it is they're trying to be, do, or have in their lives. In whatever promise you're making...

The more you do to help your students get to the top of their mountain in your course, the more results they'll get, and the more indispensable you'll become as a natural consequence.

“When you decide to design your course to work **with** rather than **against** your students’ natural reward system, you can unlock Candy Crush-levels of action, engagement and success.”

MARISA MURGATROYD



Mission Accomplished.



9

The state of unlimited possibility grounded in real world action created by ramping your customers up from small simple wins to larger and larger wins. It's not enough to win for the sake of winning, they need to feel forward progress and momentum toward the greater mission.

10

MISSION ACCOMPLISHED

Human culture is based on celebration and rites of passage. People need to feel a sense of completion when they achieve a big goal. They also want to know, "What's next? What's the next challenge, opportunity or step on the journey?"

Mission Accomplished is all about giving your students a CLEAR and tangible sense of completion or what I like to call a "Finish Line Moment."

This is MISSING from just about ALL traditional online courses... and it's leading to dimly low completion rates (**just 3-7% of students**, on average, complete a traditional online course!) as students don't have a big enough reason to complete your program. No light at the end of the tunnel. Or "cherry on top" moment to look forward to when the going gets tough.

Your students need to know exactly where the Finish Line is from the moment they start your program in order to feel like they can win. You want to help them picture that Finish Line Moment in advance, because studies show that students are up to 80% more likely to complete your program if they can clearly visualize what success looks like.

All human culture is based on celebration and rites of passage, and universally we all have a deep need to feel a sense of completion when we finish something.

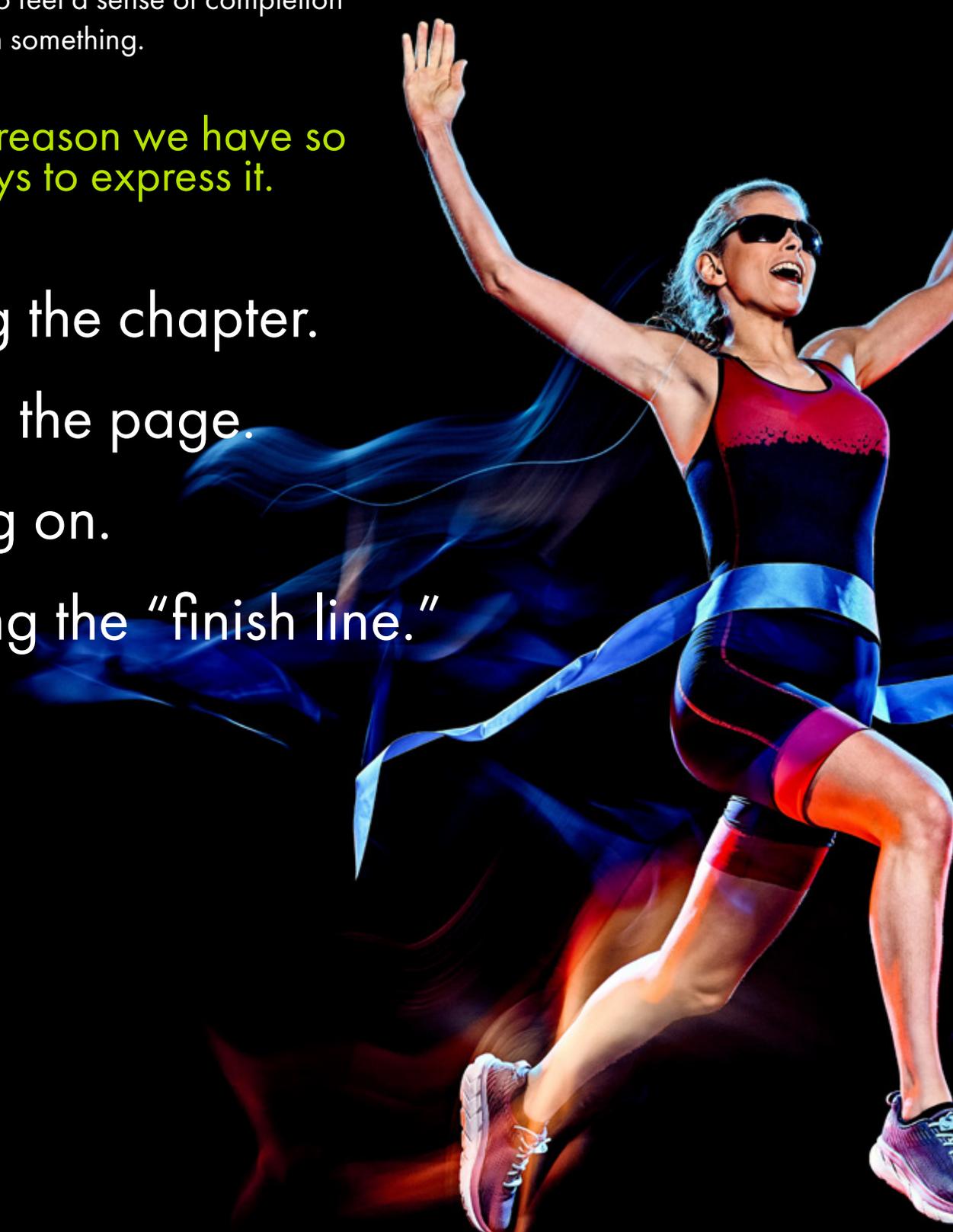
There's a reason we have so many ways to express it.

Closing the chapter.

Turning the page.

Moving on.

Crossing the "finish line."



Why YOU need to Offer Mission Accomplished

Most “traditional” courses and programs don’t understand this deep natural need embedded into our subconscious... and fail to offer us the valuable psychological closure we need to feel complete.

Usually, there’s no celebration of any kind.

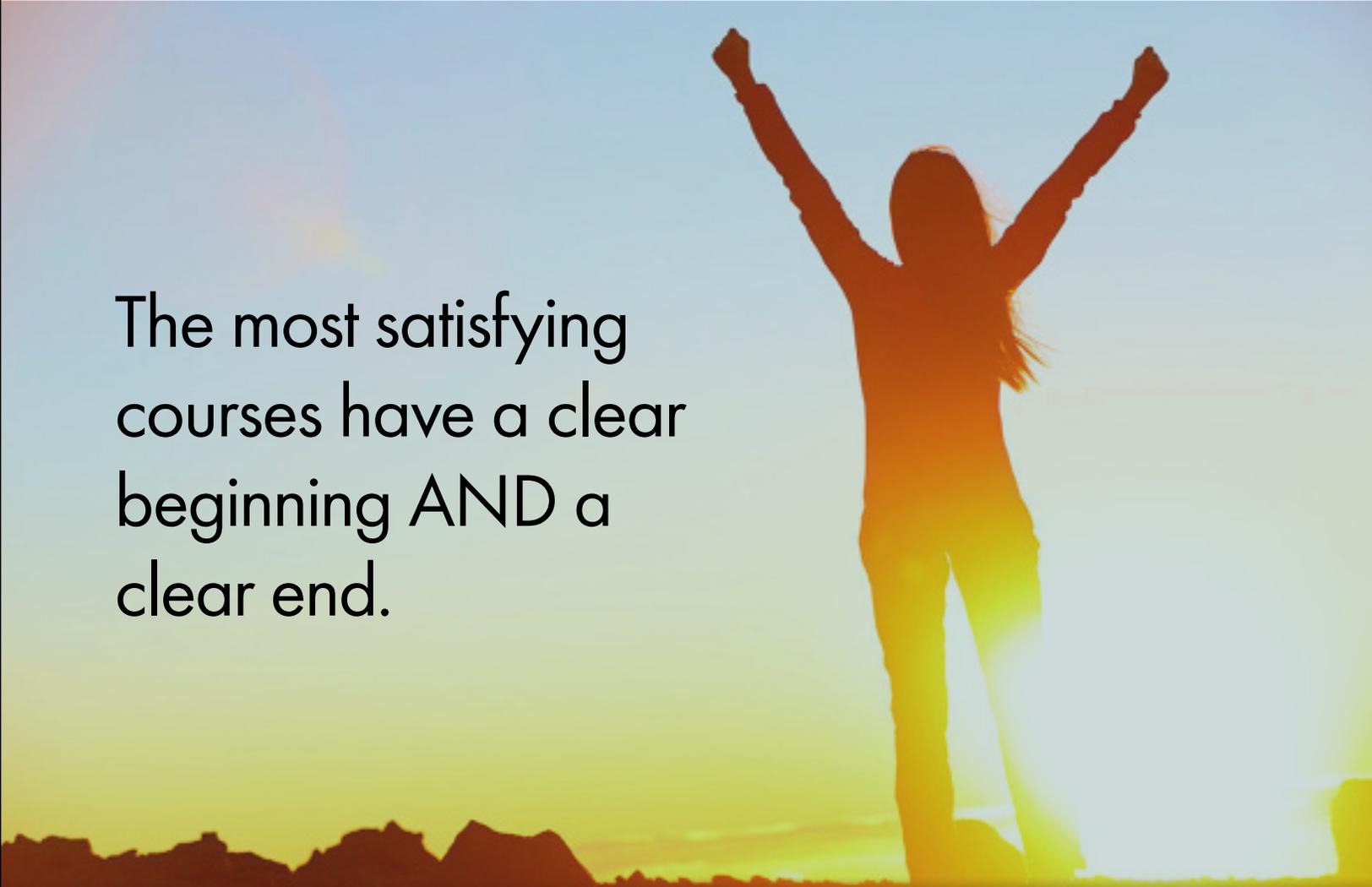
Not even a “well done” message when all the content’s been consumed. In fact, most traditional online courses just kind of peter out, ending with a whimper.

And even those that DO offer something, are often missing the mark because the online course creator didn’t know about The Experience Formula® ...

And when this happens, it **robs your customers of the moment of completion** THEY’VE been looking forward to ALL THIS TIME.

That “finish line moment” they’ve been imagining in their mind when they achieve the Mission you gave them — is a super-important moment of pride, confidence, satisfaction & closure for them.

The most satisfying courses have a clear beginning AND a clear end.



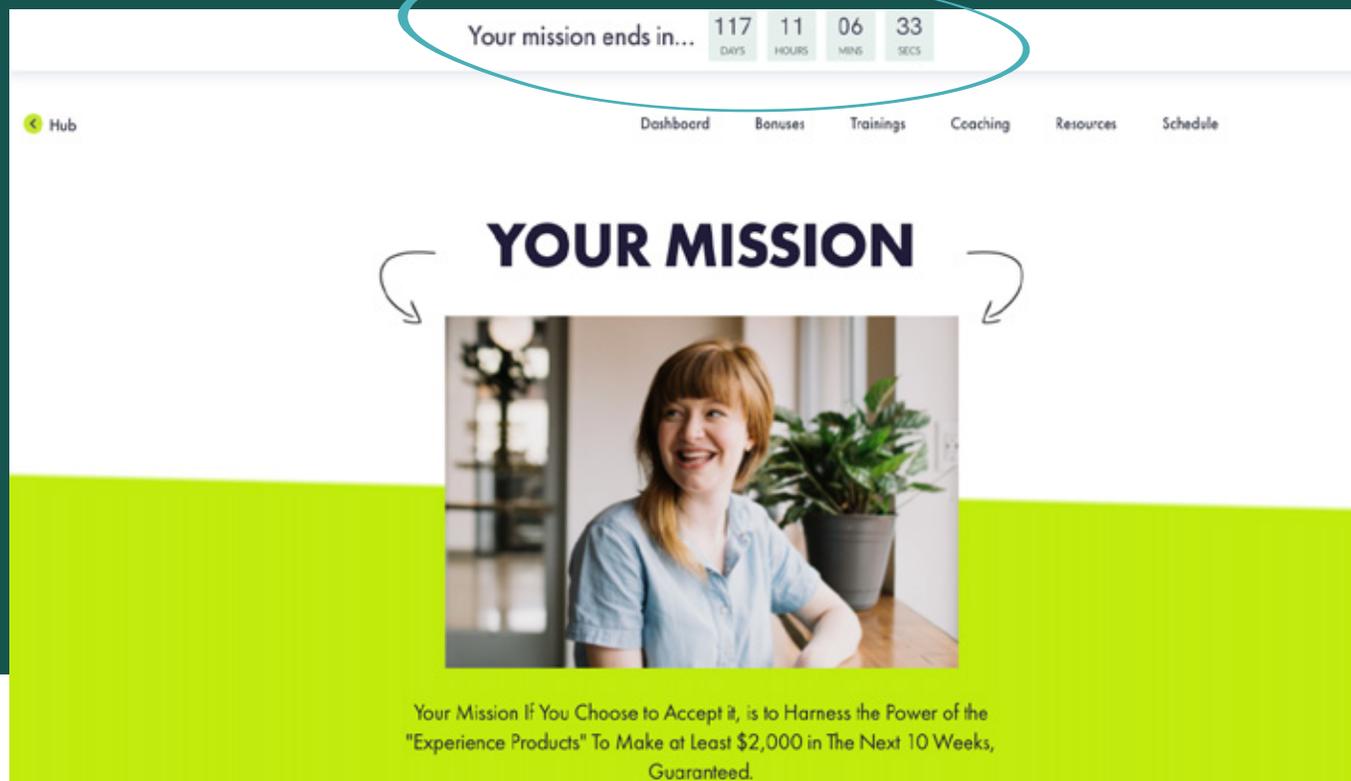
The most satisfying
courses have a clear
beginning AND a
clear end.

And when you fail to celebrate your students at the end, you rob them of this closure, plus you rob YOURSELF of the valuable chance to strengthen your relationship with your student at this critical moment — when ALL their hard work has paid off and they achieve the ultimate win — they feel the full value of all the work you've done together and appreciate the progress they've made.

This is the moment of **MISSION ACCOMPLISHED** and you want to end their journey with a bang, not a whimper. You want this moment to feel like a **HUGE WIN...**

Real-Life Examples

Countdown Timer



One really powerful way to emphasize Mission Accomplished from the start is to add a countdown timer to your membership site that lets your students know EXACTLY how long they have to cross the finish line...

Then once you get within — say a week — of the finish line, you can add a big MISSION ACCOMPLISHED button right there on your course dashboard that just begs to be clicked...

And when someone does click it, they get a little warning to make sure they haven't clicked the button by accident, and when they proceed, it kicks off the first part of Mission Accomplished: a big celebration right there within the membership site. This is basically a full-screen animation with sound effects that makes your student feel REALLY special.

Gifts, Rewards & Incentives

If you want to make Mission Accomplished even more powerful, we recommend incentivizing Mission Accomplished with a cool Mission Accomplished bonus to encourage AS MANY people as possible to hit that button and fill out their survey!

So we do a couple things...

#1 - Certificates

For everyone who graduates or reaches Mission Accomplished, we give them a certificate granting them a lifetime license to use the term Experience Product when describing their program.

This is super valuable since Experience Products are rapidly becoming the gold standard for online education and copycats are starting to spring up in the market. The only way to know they're creating a real Experience Product is if they've graduated from the Experience Product Masterclass and they have our Certified Experience Product Seal.



#2 - Incentivize Testimonials

Another powerful strategy that can get you an AVALANCHE of social proof you can use in your marketing is to simply direct your students to a graduation or Mission accomplished survey that they fill out in order to get their Gifts / Rewards / Incentives...

That's EXACTLY how I have 1,480 testimonials from just 3,864 Students...

And these 1,480 testimonials give me massive social proof that my program works, which sells my course even more!

1480 Honest & Unedited Experience Product Masterclass Reviews

Reviews from class of: [All Years](#) | [2016](#) | [2017](#) | [2018](#) | [2019](#) | [2020](#)

[Search Reviews](#)

Davina Detrik

My husband & business partner Galen and I are both dentists who had just made two life choices:

The first was to engineer and deliver an info-product to other dentists, teaching them about [Read more...](#)

[Direct Link to this Review](#)

Elaine Gibson

Mission Accomplished!!!! \$33,000!!!!!!!

Celebrating surpassing my target goal of \$8,000 by reaching \$30,000!! 2 new private 4 month clients. Using the conversations and trainings and the group [Read more...](#)

[Direct Link to this Review](#)

D'vorah Lansky

Wah - I did it!!!! I spent weeks and weeks debating and deliberating about what product I should bring to market and my target audience was changing. My awesome coach Samara pinned me to the wall, lol [Read more...](#)

[Direct Link to this Review](#)

Ashby Underwood

17 years experience in yoga. Doing online programs for 2 years. \$1000 client immediately. From Nerve and Nervous, to New Horizons! I arrived on the scene to EPM with total baggage around my 17 year call [Read more...](#)

[Direct Link to this Review](#)

Lizete Morais

I can not tell you the leaps and bounds I am making through your program. After spending easily over \$30K. In the last 2 years, learning how to market my presence online with the likes of Lisa Seneff's [Read more...](#)

[Direct Link to this Review](#)

#3 - Superbux



When our students reach Mission Accomplished and make their program investment back by the end of the course, we give them 10% of what they earn in Superbux that they can use towards a future program with Live Your Message OR donate to the Live Your Message Foundation to pay forward someone else's participation in the course.

These bonuses are so motivating that they inspire a full 40% of our Experience Product Masterclass students smash the Graduation and Mission Accomplished buttons and another 5-10% reach these milestones without taking the time to hit the button. That's 14-17x the industry standard level of completion!

It's SO IMPORTANT to incentivize completion so your students see their progress all the way through and experience that huge moment of reward!

Real-Life Results

Your Confidence Goes Through The Roof

When you KNOW — without a doubt — that you've set your students, clients and customers up to WIN, your confidence goes through the roof!

Carol Walsh

"I can't believe I can say that I had a \$6,000 launch!! That has boosted my belief (and confidence) in my business and myself that I can truly build a business that will not only sustain me but position me to build a 6 to 7-figures business."



Michele Delima

"BIG leap in confidence about what I was offering and that it's valuable and exciting. This is the only way I can go all out in marketing and selling it! Being so On Fire about it!! And that I'm so CLEAR about what I'm offering. Over the ten weeks, my program has really evolved AND gelled into something remarkable. People are really excited about it!"

Stand Out From The Crowd

Having a Mission Accomplished in your Online Course also helps you stand out from the crowd.

That's what Dr Marie Mbouni found when she entered the competitive Personal Development market... by bringing in The Experience Formula® and a clear Mission and Mission Accomplished to her messaging she was able to go from **ZERO to \$21,291 in sales in ONE 90-minute webinar** - filling her group program and winning 3 high-value clients as well!



Real-Life Results (continued)

Lifetime Customer Value Goes WAY Up

When you feel confident, leading more and more of your students across the finish line to Mission Accomplished, your lifetime customer value goes through the roof.



Marisa Murgatroyd

"Since we made the move from traditional online courses to Experience Products, our lifetime customer value has more than doubled to \$5,500... which means on average every single person who comes into our world is so happy with the results they're getting that they end up investing \$5,500 with us, which is one of the big reasons that we've now sold over \$23MM in online courses and programs."

Premium Pricing

You can get to those big income numbers a whole lot faster than you imagine through the premium price points that become possible when you can prove results for your students, clients and customers and get that wall of testimonials we've been talking about.

Carol Dickson-Carr

Like my student, Carol Dickson-Carr who was able to increase her prices by 66%! She bumped her price for a high level coaching package from \$3,000 to \$5,000 because she was so confident in (and able to demonstrate) the results and value she brings.



WAY Less Refunds

Experience Products don't just help you increase your sales and repeat sales, they also help you minimize something gnarly that NOT a lot of people talk about...

When you hear about all those BIG million-dollar product launches, what you usually don't hear about are the refunds.

The industry standard refund rate for traditional online courses hovers between 10-20% — which isn't so surprising when you factor in that 97% failure rate.

So that means, if you're creating a traditional online course and you do \$10K in sales, you have to return \$1-2K right off the bat in refunds. And that hurts...



Josh Turner

Using Core Experiences like Mission Accomplished, well-known LinkedIn expert Josh Turner was able to reduce refund rates by 63.5% by making these specific tweaks (and SAVED \$40,000 in LOST revenue right out of the gate).

Matt McWilliams

Affiliate Marketing expert Matt McWilliams was able to ADD \$100,000 to his bottom line by SLASHING refund rates from 15% to JUST 1% (and massively increasing customer lifetime value in the process).





Carol Dickson-Carr

How To Get Started From Scratch With No Experience...

See how a Mom who HATED marketing was able to make the leap from a J.O.B to having her own dream business (and getting a \$5,000 sale effortlessly).

- Carol Dickson-Carr had long-held the dream to have her own business.
- Despite a few attempts, she had not been able to get traction.
- That's when she discovered the Experience Formula® and things started clicking into place.
- She got clear on her niche and her course offer and **instantly made a \$5,000 sale.**
- Now she is growing a business serving creative professionals who are dissatisfied in their careers. Carol helps them tap into their multiple passions to find ways to monetize and do what they love.
- One of the things Carol loves most is that her daughter is seeing her go for her dreams and step out of her comfort zone!

The Results!

First Course	Polyamorous Career - \$997
First Sales	\$5,000 Consulting on Course Topic
Marketing	From HATING Marketing to Embracing it!
Innovation	Carol now has a Quiz AND a Challenge as a way to attract her ideal clients to her
Word of Mouth	Using the "Chatterboxing" approach shared in the Experience Formula® Carol has found her enthusiasm for marketing and get a sale 5X her Beta price.

“Marketing was NEVER my jam until I learned about creating an Experience Product. Even before I put my beta information out into the world, I manifested a gig that was tailor-made for me at a price-point that was 5X the price I was putting out there!”

Carol Dickson-Carr

Finally Doing What She LOVES...

- Carol says she’s so happy to be finally doing what she loves.
- “I had mentors previously that were telling me to do things that I was GOOD at but NOT passionate about.”
- While she had some success, she felt like he’d put the “cart before the horse”.
- So she changed mentors, got clear on what she wanted and feels “in integrity” and authentic with her offers.
- This is making talking about her course, marketing her services and CHARGING MORE much EASIER for Carol!

Carol's brand new course is here!

Join Today for \$997
(or 4-monthly payments of \$297)

Reserve Your Spot

WHAT'S YOUR CAREER PERSONALITY?

Please indicate the degree to which you agree or disagree as you read each statement below.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I enjoy a job where I need supervision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy a job where I have more autonomy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to live a bit on the edge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer security to uncertainty.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am primarily left brain dominant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am primarily right brain dominant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I need to organize and separate from the complexities of the work before being dominant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to try new ideas of getting tasks accomplished.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I need to have specific guidelines and direction to get tasks done.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like routines and predictable schedules.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy variety.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy constant progression.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm utterly bored at my current job and know I am capable of so much more.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend toward procrastination instead of working.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel under-utilized because my skill set is greatly under-utilized.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In a job or gig, the money is the main motivator for me. The higher the salary, the better (regardless of the job itself).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to change more often than you, and I don't know why.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to change more often than you because I'm in a work environment I find rewarding.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In a job or gig, my passion for what I'm doing is the main motivator for me. As long as my skills are covered, I'm good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer set hours weekly and I know what I'm signing up for. I don't have to think about it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally, I get bored easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer unpredictable hours to set hours.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a lot of energy and I'm mindful of self-care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Marketing is no longer a "4-letter word!" Carol has launched a Quiz to grow her leads and sales!

WHAT'S YOUR CAREER PERSONALITY?



*Reducing refunds to just \$1%
(from 15%) has resulted in an
EXTRA \$100,000 in revenue!*

Matt McWilliams

3X'd Our Customer Satisfaction & Success
and SLASHED Refund Rates by 93%

How This Affiliate Marketing Expert Instantly ADDED \$100,000 to
His Bottom Line by SLASHING Refund Rates from 15% to JUST 1%
(and Massively Increased Customer Lifetime Value in the Process)

- Matt McWilliams from **MattMcWilliams.com** helps online entrepreneurs who are just starting out AND established business owners, to monetize their platform through affiliate marketing.
- After he discovered the Experience Formula[®] he's designed ALL his courses using this framework.
- He's a total convert to Experience Products because he's seen higher sales, happier customers and his **Refund Rates reduced from 15% to JUST 1%**
- Simply by reducing his refunds, that's over \$100,000 he's KEPT inside his business that he would have otherwise lost with a more traditional course that has a higher percentage of refunds.
- PLUS **his clients are HAPPY** and happy clients BUY MORE of his ongoing products.
- He's seen **his upsells go from practically ZERO to a whopping 20% of students** moving on to his recurring revenue membership program after taking his online courses!

The Results!

First Course	Find Affiliates Now - \$497
Reduced Refunds	Reduction in Refund Rate from 15% to JUST 1%
Increased Revenue	Lower Refunds resulted in over \$100,000 in revenue staying IN his business.
Happy Customers Buy	His client satisfaction is through the roof with upsells going from "non-existent" to over 20% of all course students buying the next step!
Upsells	Increased revenue from higher upsell rates is in excess of \$200,000
Customer Engagement	Is UP 300% with MORE people participating in his courses, commenting in his Facebook Groups, giving glowing testimonials

“Turning our online courses into “Experiences” has 3X’d Our Customer Success and Satisfaction. From a pure marketing standpoint that’s been HUGE for us. And it makes me feel really good too. Every few days we get these amazing testimonials - somebody saying “I did this” - it’s like putting gas in the tank for me. It really fuels me up!”

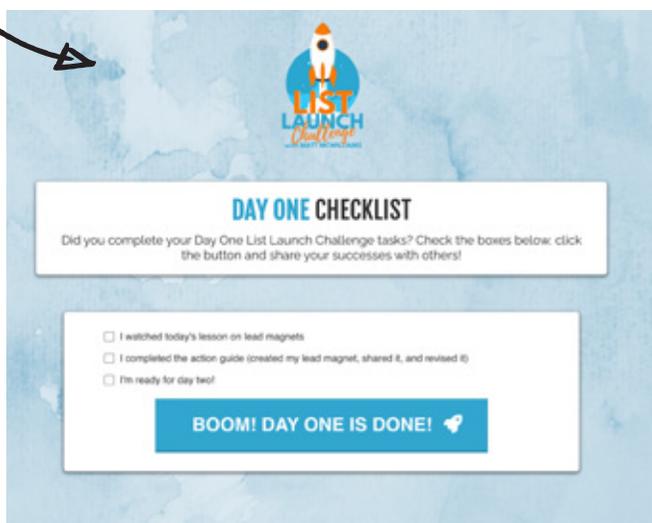
Matt McWilliams

Sneak Peek Inside an “Experience” Product

- Matt is using The **Experience Formula**® in a range of creative ways, including some inspired ways he’s helping to give his students quick wins and celebrate the milestones.
- **Example 1 - Constant Wins:** Right from the start of the program, progress is celebrated. Like this Day 1 Checklist... once you’ve done the simple, easy 3 steps... BOOM... you get acknowledged.

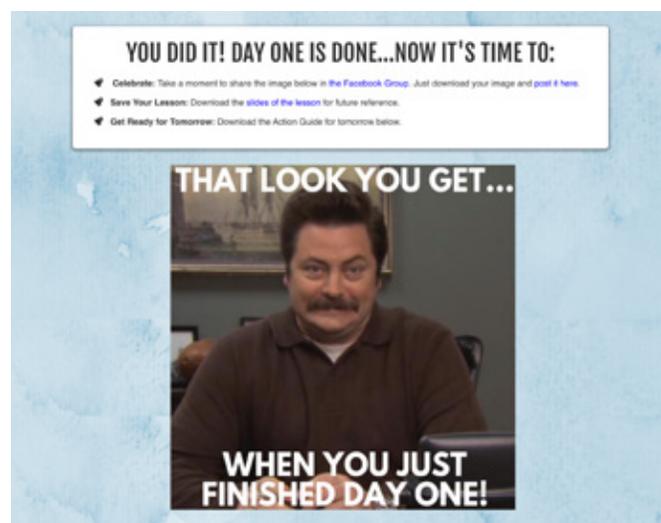
STEP 1:

Complete the Simple Checklist

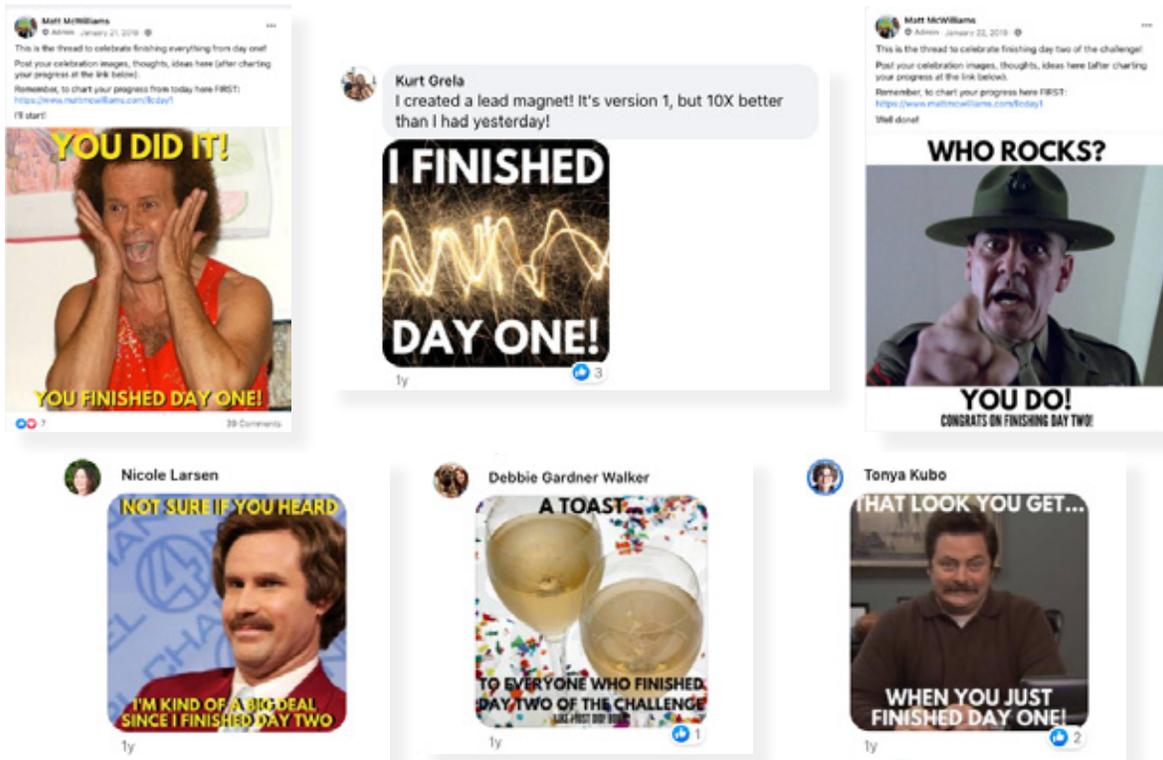


STEP 2: Students get instant

acknowledgement and experience a “win”



STEP 3: Fun celebration gifs customized to each person are then activated to share on the Facebook Group as an acknowledgement



- **Example 2 - Mission Accomplished:** The super high completion rates that Experience Products get is due in no small part to the concept of setting a clear finish line for the course. What's known as "Mission Accomplished."
- Matt's team has found an AWESOME way for people to celebrate **Mission Accomplished** (making their first dollar online). He sends everyone a one dollar bill at the start of the course. When they make their first dollar online this bill represents THAT dollar. Students are invited to FRAME that \$1 and post a photo of themselves in celebration on the Facebook Group.





Julia Menheere

How this New Mom Is Creating a Profitable Side Hustle Helping Millennials Learn How to Invest

See how new Mom, Julia Menheere, was able to create and launch her online course, all while spending 1 full day a week with her baby and 3 days at her 9 to 5 job... (AND she got \$2318 in sales on her FIRST offer!)

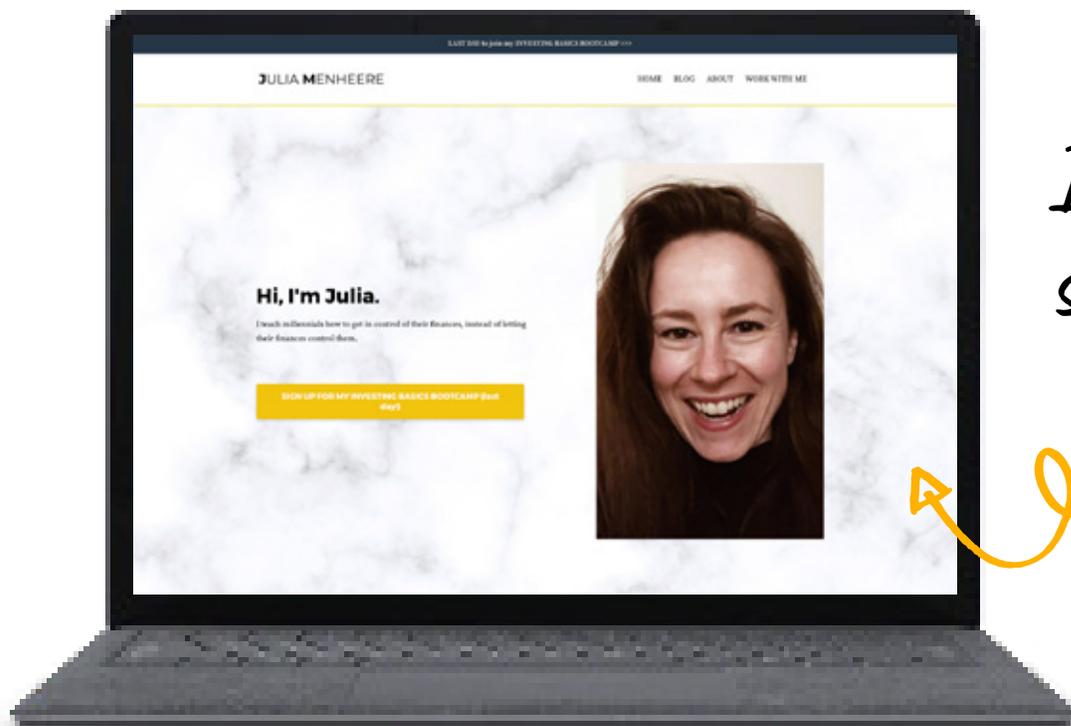
- Before finding the **Experience Formula**® Julia had done other courses but always felt there was “something missing”
- “I had all the email list strategies and the webinar and the launch list, but I actually felt that there was something missing that would connect me to what I’m doing and being authentic with what I offer as well as giving me validation that people actually want my course idea,” said Julia.
- Essentially, she wanted the “kick in the butt” that **Experience Product Masterclass** provided with very specific goals leading to a clear Mission Accomplished finish line.
- Julia committed to reach her Mission Accomplished goal of \$2,000 before the end of the course and she DID it! Making \$2,318 in sales for her “Investing Basics Bootcamp”

The Results!

First Course	Investing Basics Bootcamp - €497
Big Win	Julia thought her ideal clients wanted help SAVING money but her research revealed they ALREADY had savings and wanted to know how to INVEST them!
Side Hustle	Julia now has a viable, income producing side hustle!
Idea Validation	Previously Julia had struggled to get people to buy her programs and had only ever sold ONE unit! Now she has the course people actually want to buy!
Confidence and Focus	This early win has given Julia confidence to keep making her offer

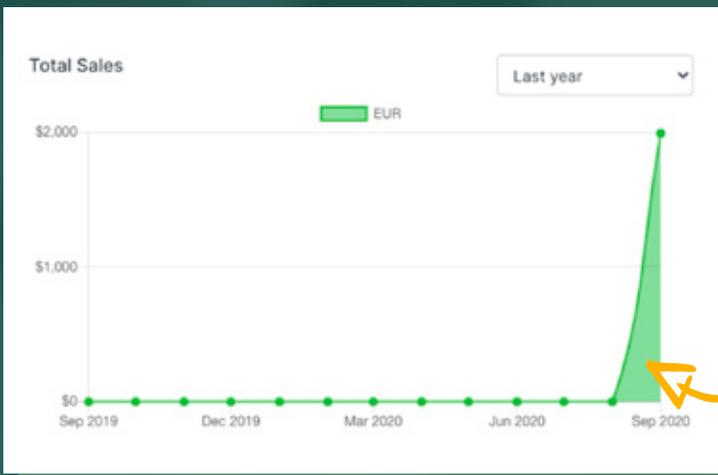
“The main thing that helped me succeed this time, where I had failed before was getting out of my own way and being okay with being uncomfortable.”

Julia Menheere



I LOVE my side hustle!

\$2,318 in course sales in Julia's VERY FIRST course!



"As you can see, since doing Experience Product Masterclass, I'm in business!"

The day I reached my target of \$2,000 in sales for my Online Course!





Joseph Umidi

From Struggling For 18-Months To Create An Online Course — To Launching in LESS than 12 Weeks!

See how an academic educator with 35-years experience made massive progress once he had The Experience Formula[®] - getting 120 students and generating \$19,000 in PASSIVE INCOME and helping increase revenues at his university by more than a \$1 MILLION dollars.

- Joseph Umidi has been in academic education for 35 years at a higher education level.
- So he already knew a LOT about education, but when he discovered The Experience Formula® he was blown away.
- “It’s tremendous,” he said. “I thought, like many other courses, that I was going to sign up for Experience Product Masterclass and do a little bit then put it aside, but I was COMPELLED to finish - I loved it and I knew I wanted to bring this to my students.”
- Not only did he create and launch his own course in less than 12 weeks, (after struggling for close to 2 years to get it off the ground) he also got **12 Certified Facilitator sales** immediately!
- Those Certified Facilitators then sold and delivered 120 units of his program, generating **\$19,000 in PASSIVE INCOME** for Joseph (who took a percentage of their sales).
- PLUS he took his new program and ran it at his University, training 1900 students and staff and increasing student retention to the value of more than \$1 million!

The Results!

First Course	Conversational Champions
Course Release	12 Certified Facilitators
Leverage	Those Certified Facilitators then sold and delivered 120 of his programs , generating PASSIVE Income for him
Passive Income	\$19,000
Applying to Academia	Joseph then ran the program for 1,900 staff and students at his University, resulting in \$1 million in additional revenue due to higher retention

“I’m a master communicator now, thanks to the Experience Product Masterclass... and I was able to become a master communicator without having to get a college degree or pay college debt!”

Joseph Umidi

Positioned for the NEXT 5-10 years

- Joseph’s knowledge of The Experience Formula® has positioned him for ongoing success with his online course.
- PLUS he’s also positioned as an authority in demand for speaking engagements and wider platforms.
- While his history has been in academia for 35 years, Joseph says, “I’m very excited by the convergence and focus Experience Product Masterclass has given me for the NEXT 5-10 years.”

“Getting MASSIVE student success with my Experience Product!”



Dr. Earl Brown
Pastor

“In presenting this workshop to families, a teenager told her parent, “This is the first time I have shared my dream and you did not try to adjust it to fit your dream for me.”

Dr. Joseph Peck
Ministry Leader

““This is one of the best conversations I have ever had. I am determined to make some important changes in my life.”

“

“Sustainable personal change and organizational transformation always honors the unique design, desires, dreams, and destiny of its leaders. Lifeforming assembles the whole story in those we are serving to give real value and return-on investment in our training and coach services.”

Dr. Joseph Umidi
Founder and President

LIFEFORMING TRAINING

Choose from Certifications and Courses to learn and experience Timely, Relevant and Proven Skills to Excel as a Professional Coach or as a Leader in your Vocational or Private Spheres of Influence!

CERTIFICATION **COURSES**

“I now offer Certification and Online Courses!”



“After 35 years in academia, having an Experience Product has positioned me well for the NEXT 5-10 years!”

Lifeforming

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SELF-STUDY CERTIFICATE COURSES

Power of Coaching Techniques and Convenience of Self Study

- 7 Mountains Coaching**
Getting Started with 7 Mountains Coaching
We want to help you in quickly impacting your business and home!
- RealTalk**
Real Talk
Experience and learn the power of talking, listening and leading in personal and professional settings.
- Dreamfire Experience**
The Dreamfire Experience
We want to help you to become the power of working and growing!
- LEAP**
Enterprise Coach Training
Building skills to become a professional coach with the Mountain Coach App.
- Transformational Intelligence**
Learn to listen and take feedback on others, intelligent and better. Discover how to use intelligence in new ways.
- Interpersonal Processing Presenter**
Processing through Groupwork, Conflict Resolution.
- Courageous Conflict Resolution**
Address Work and Life.

“Made \$14,000 on my first online course and doubled my business to multi-6-figures!”



Michelle Bongiorno

The Simple Tweak this Leadership Coach (who was **ALREADY** earning 6-figures) Made that **DOUBLED** Her Income with **HALF** the Effort

See how Michelle Bongiorno took an already successful coaching & consulting practice from 6-figures to **MULTIPLE** 6-figures, working less and enjoying more!

- Michelle Bongiorno has a passion for helping leaders have “bold breakthroughs.”
- Over the course of 30 years she had built a thriving 1:1 and small group in-person practice.
- While her in-person practice was successful, she found she was working a lot to be able to maintain the yearly income that gave her the lifestyle she wanted.
- She says, “The possibilities that working online opened up meant that I could maintain that same income or even increase it significantly by working significantly less.”
- “So if I was making a couple hundred thousand dollars a year, and I could do it in half the time, I was effectively doubling my income!”

The Results!

First Course	Beyond the Gobbledygook - \$797
Course Release	Made \$8000 in sales in less than 8 weeks!
Sabbaticals	This opened the door on MORE specialised small group online programs ranging from \$5,000 - \$25,000
Income	DOUBLED an already substantial 6-figure income and working LESS!
Referrals	90% of all new business comes from referrals

“I was able to move into multi-six-figures and be able to also leverage my time so that I could do what I loved and serve more people. So, the growth happened in both the leveraged way, but also, in a wiser, more creative way.”

Michelle Bongiorno

Making More in a Wiser and More Creative Way

- Michelle says, “I was increasing my income, but I was equally focused on decreasing the amount of time to be able to sustain that.”
- “I think that in business at different ages and stages, we have different areas of importance.”
- “If I was 30 years old, how I’d be approaching my business is different to my approach at my present age, approaching my senior years.”
- “I love having a way to build my business the way I want it.”

6-figure Business with NO Website and 90% Referrals

- Many people are amazed to learn Michelle has built her multi-6-figure business WITHOUT a website.
- “My business is easily 90% referrals.”
- “I count on that — I count on that integrity of being very clear what promises I make and fulfilling those promises.”
- Learning how to create an Experience Product gave Michelle both a strong program and a strong way to present her program.
- “Those two things together are what bring the results.”
- “My clients love the creativity of experiential learning.”

“Being online now I can serve people anywhere. They don't have to just live in my local drivable area and that's freedom.”



Your Business Has a Future

Now the last — and perhaps the biggest reason why — you want to make the shift from traditional courses to Experience Products is that EXPERIENCE PRODUCTS HAVE A FUTURE...

As more and more people flood into the online course market and create programs that don't deliver, that's just going to create more and more skepticism and make traditional courses harder to market and sell... whereas when done right, Experience Products tend to sell themselves!

Kim Marie

"Two months after launching my 6 week program: My Mother's Medicine: Awaken the Sacred Feminine Within program was such huge success that all of the women, plus one more that really wanted to get in on the action, asked to start my planned 9 month deeper dive program, Wisdom Rising: Embody the Sacred Feminine.

I wasn't planning to do this until September, but the women insisted!

I couldn't be more grateful or feel more blessed!!!

I'll be offering a new Mother's Medicine 6 week program in April 2017, and still launch another 9 month Wisdom Rising program in September. I feel like this program has set me up for a future of phenomenal success, and more importantly, I'm putting the work into the world I care so much about, and serving the women who need it! What a gift!!!"





Your Mission Accomplished.

So your Mission — should you choose to accept it — is to **imagine what Mission Accomplished looks like FOR YOU and YOUR Online Course...** to set your own finish line for your first or next course.

To imagine what's possible for you — 3 months from now — when you launch your very own Experience Product.

By simply **taking 5 minutes right now to imagine your success in detail** — and that's the keyword here **DETAIL** — research shows that you're **80% more likely to follow through and actually turn this vision into reality.**

So if you're serious about seeing these kinds of results, take the time to do this exercise **RIGHT NOW.**

Follow these 3 EASY steps:

STEP 1

Take a piece of paper or open up a doc on your computer and think about how YOU will feel when you've launched your Experience Product.

Simply jot down a couple of those feelings.

It might be you're feeling excited or courageous, or confident, like you can take on the world.

STEP 2

Next think about what people are SAYING about your program.

Imagine the actual words someone might say when they cross the finish line of your online course.

This might include the specific results they'll see and how they'll thank you for changing their lives.

STEP 3

Finally, write down how much money you'll make from your first Experience Product.

What does your bank balance say?

How much success will you create in your business because of this program or course?

TAKE 5 Minutes to do this NOW!

(this could be the MOST important 5 minutes for your Online Course Success)



When You're Done - Post to Our Mission Accomplished Facebook Thread for a Chance to WIN!

Once you've completed those 3 steps, take what you have written and POST IT in our thread in the [Online Course Creators Facebook Group](#).

Everyone who shares in the Facebook Group has the CHANCE TO WIN one of our LIMITED EDITION Mission Accomplished mugs.

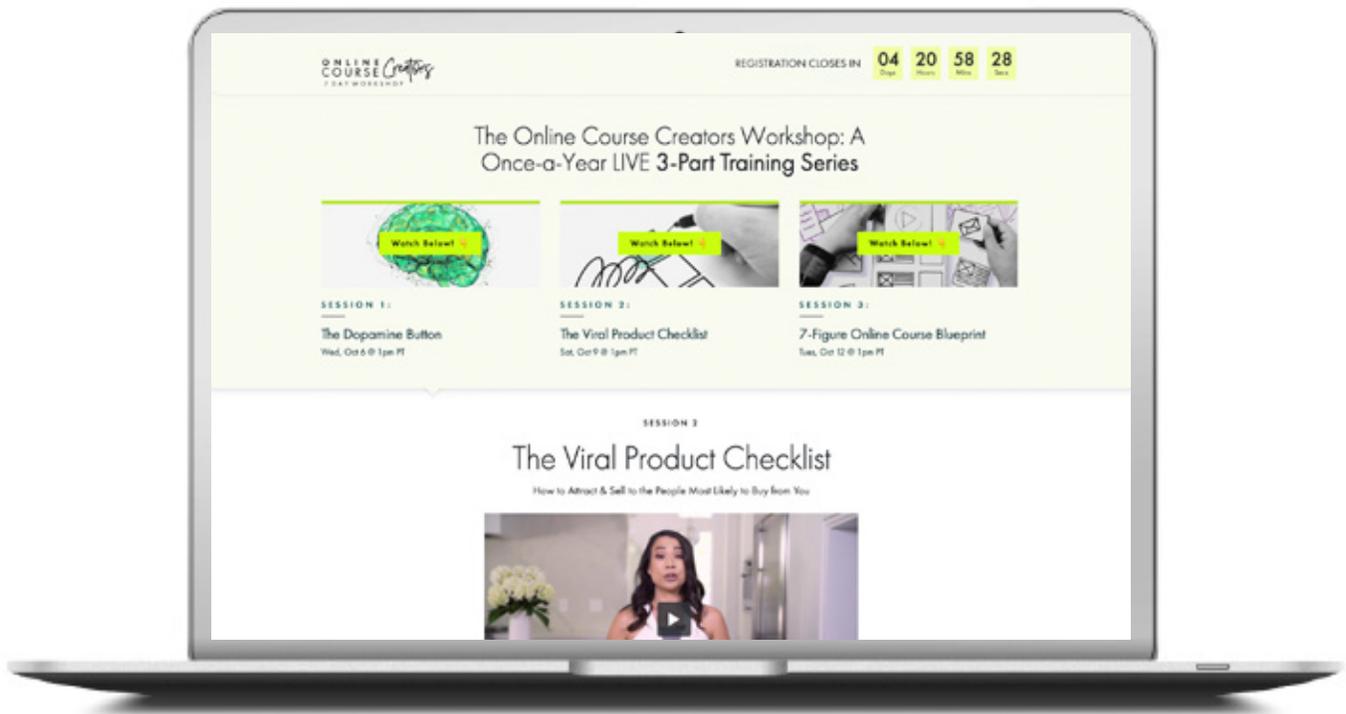
I can't wait to see what you come up with... and I can't wait to see you on our next training in a few days!

NOTE: Submissions must be posted by **9pm PT on Oct 11** to qualify. Winners will be announced on our Million Dollar Online Course Blueprint on October 12 @1pm PT.

In the meantime, go out there and Live Your Message!

SPECIAL INVITATION
BONUS FREE ONLINE WORKSHOP!

ONLINE
COURSE Creators
7 DAY WORKSHOP



Because you've downloaded this Viral Product Checklist,
you ALSO get FREE access to my **ONCE-a-Year** Online
Course Creators Workshop!

↪ [CLICK HERE TO SAVE YOUR SEAT NOW](#) ↩

OR visit www.liveyourmessage.com/formula

GET STARTED WITH SESSION 2:

The “Viral Product Checklist”:

How To **Attract & Sell** to the People
Most Likely to Buy from You

Save your seat now to discover how to:

- **3 COSTLY mistakes** that virtually everyone makes when they create a new course, and how to know “in advance” if people will want to buy your course (even before you create it!)
- The breakthrough Viral Product Checklist that dramatically **simplifies & speeds** up your product creation process actually (helping you find the people most **likely** to buy from you)
- The 10 kinds of “experiences” you **MUST** provide in your marketing to have your product sell on “autopilot” & convert new customers automatically!
- How to **finally** get OFF the “marketing treadmill” and have your online course actually market... ITSELF!

→ [CLICK HERE TO SAVE YOUR SEAT NOW](#) ←

OR visit www.liveyourmessage.com/formula