

EXPERIENCE
PRODUCT

BlueprintTM



THE EXPERIENCE PRODUCT PHENOMENON

HOW TO USE THE **NATURAL CHEMISTRY OF MOTIVATION**
TO GET PEOPLE "HOOKED" ON TRANSFORMING THEIR LIVES
THROUGH YOUR PRODUCTS

BY MARISA MURGATROYD



WELCOME TO THE **GOOGLEPOCALYPSE.**

- The internet now has **130 trillion web pages** (and counting).¹
- **300 hours** of video is uploaded to YouTube **EVERY SINGLE MINUTE.**²
- 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**,³ and Millennial content consumption can be up to **18 HOURS per day.**⁴

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.**

Just the opposite.

Cases of depression have ballooned almost **20% in a decade**, making depression the leading cause of disability worldwide.⁵

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.

1. Google Inside Search

2. YouTube Company Statistics

3. UC San Diego News Center, UC San Diego Experts Calculate How Much Information Americans Consume

4. Crowdtap, Social Influence: Marketing's New Frontier (Report Download)

5. 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*⁶ 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 that make a real difference for your students, clients and customers is harder than ever.

Read on for what to do now...

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

6. Seth Godin on Tim Ferris' podcast,
How Seth Godin Manages His Life — Rules, Principles, and Obsessions



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 every single year** since we started, and this year we're poised to make over **\$3 million** 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

- 4 Years
- 20,000+ Opt-ins
- 28 Webinars
- 542 Sales
- Only around 5% of customers completed the program, which meant I had...
- 4% repeat customers (24)
- \$460,374 in revenue in 4 years

RESULT!

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

VS

MY FIRST EXPERIENCE PRODUCT

- 3 Months
- 1 Webinar
- 990 Opt-ins
- 508 Watched
- 108 joined at \$497 = \$53,676
(21% conversion, average is 3-10%)
- 83 people went through the ENTIRE program
(76% engagement, average is 3%!!)
- At the end, 28 bought my next offer
(34% conversion on a live event ticket, average is around 8-17% on digital products)
- 6 of the 28 bought the next offer
(21% conversion for \$79,000 in sales)

RESULT!

990 opt-ins generate \$137,884 in sales in 3 months thanks to the 10 Core Experiences.

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.

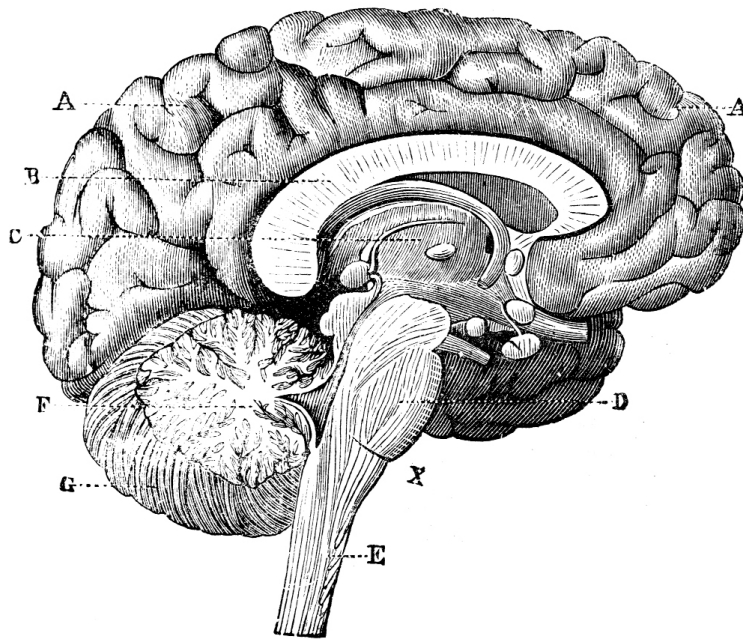
*We feel rewarded when we're winning.
We give up faster when we aren't.*

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 one.

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

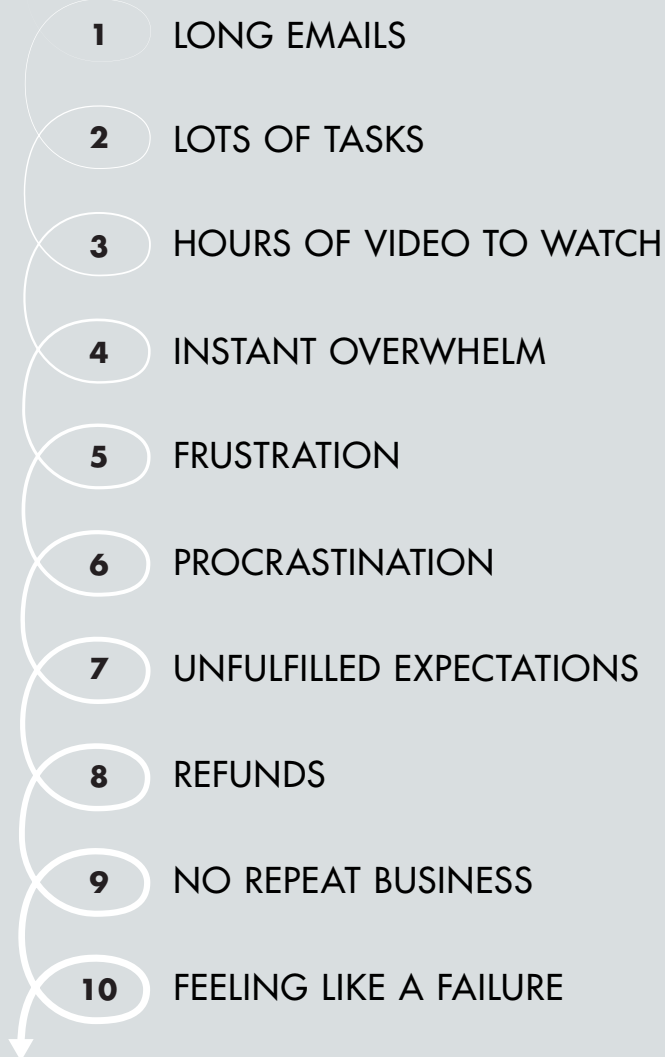
So - congratulations! You buy an info product. The email confirmation arrives. And for 97% of people, **one of 4 things** instantly happens:

1. It takes a moment for the confirmation email to land, or the email lands in your spambox 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 in 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 1st 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!



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 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!



Video 2 is the “Viral Product Checklist” and in it you’ll discover:

- ✓ The step-by-step roadmap 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!

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