

**EXPERIENCE**  
**PRODUCT**

**Masterclass**<sup>TM</sup>



# THE VIRAL PRODUCT CHECKLIST

THE *10 CRITICAL ELEMENTS* EVERY  
PRODUCT MUST HAVE TO DELIVER  
HUGE RESULTS, CREATE RAVING FANS  
& TURN ON THE REFERRAL ENGINE  
IN YOUR BUSINESS

**BY MARISA MURGATROYD**



## WELCOME...

WHAT YOU HAVE IN YOUR HAND RIGHT NOW (OR ON YOUR SCREEN) IS IT -- THE "HOLY GRAIL OF MARKETING" THAT YOU'VE BEEN SEARCHING FOR.

Because you may not have realized it, but if you're creating info products, online programs or courses, **the game has been rigged against you...** and against your customers.

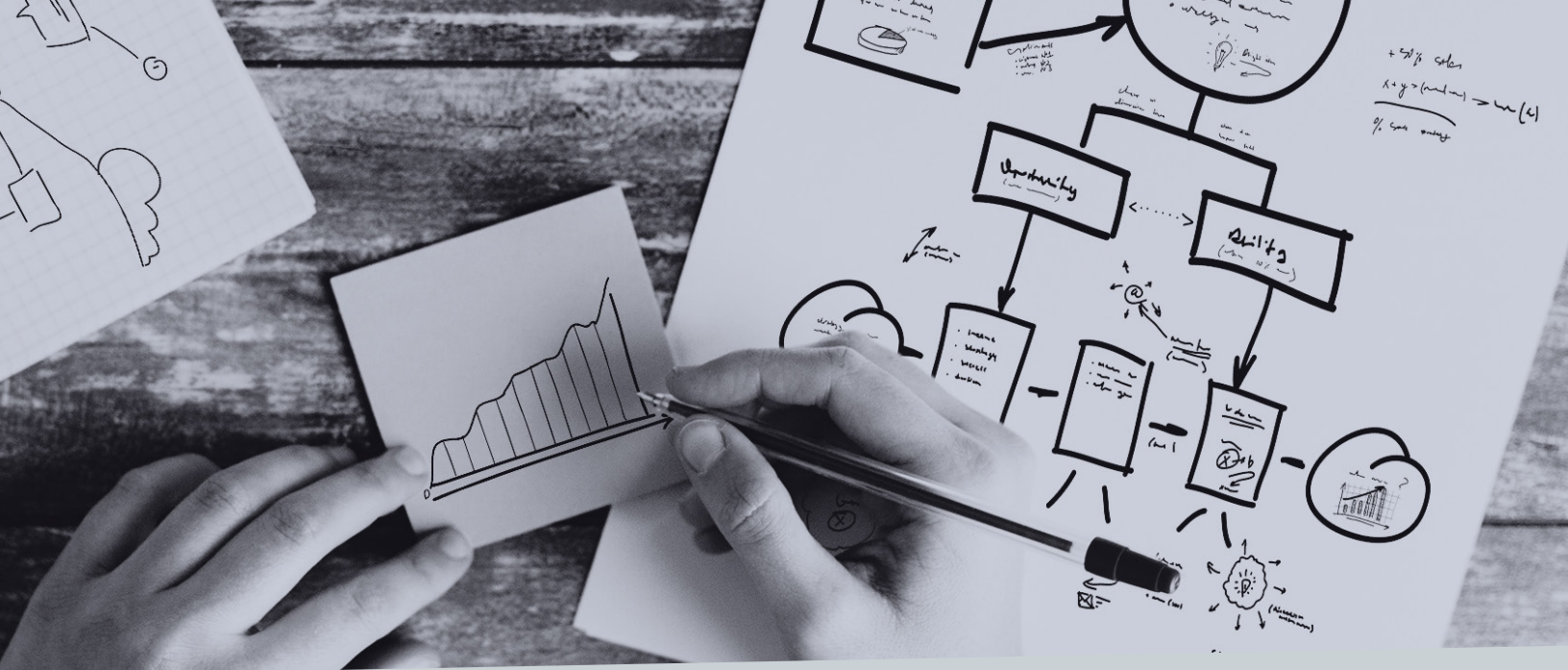
In a system where **97% of customers fail to complete products, programs, and courses**, it's clear that it's time to make a change.

And I want to show you exactly how to **CHANGE the rules of the game...** To put the odds BACK in your favor... So that you and your customers can WIN.

We're here to create a different kind of product... **the Experience Product...** a kind of product that changes everything.

You're about to discover the little-known concept of "**Experience Escalation**", and how it holds the key to:

- Creating "**viral**" products that market themselves, with little to no involvement or time from you
- Boosting your consumption and customer engagement from **3% to 50-92%**
- **Skyrocketing** your customer results and success stories
- Leveraging the "**Power of 1.1**" to grow your business steadily through repeat purchases and a powerful referral engine.



## THAT'S WHAT THIS REPORT IS ALL ABOUT.

In the following pages, I'm going to give you the  
**10 kinds of "experiences" you MUST provide** in your info product,  
program or course marketing (and the 10 experiences to **AVOID**).

These **10 Core Experiences**, when you use them all together, create a powerful  
Experience Escalation that allows your customers to get better results than ever before  
and enables you to achieve **rapid growth in your business**.

### 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/Viral](http://www.LiveYourMessage.com/Viral)



## POSITIVE EXPERIENCE

# Escalation

Here's the scoop -- **our brains LOVE to win!**  
Successes, no matter how small literally flood the reward center of the brain with the “**happy**” chemicals responsible for positive emotions such as joy, happiness and triumph...

You want nothing more than to **keep winning**.

When you understand this and understand how to use this in your favor as you create products, your products will **virally market themselves**, with little to no time or involvement from you.

The easiest way to kick this process off is through using the **Viral Product Checklist** on a following page. In the checklist, I outline the 10 Core Experiences that when stacked together in your marketing and products start an upward growth spiral that pulls your customer along for an amazing winning streak, doing things they never thought possible.

Experience Escalation is all about **using small, simple, easy actions and experiences** that escalate into big results by building your customer's confidence, commitment and momentum one step at a time.





## NEGATIVE EXPERIENCE

# Escalation

Your brain **HATES to lose** as much as it **LOVES to win**.  
Losing blocks the flow of happy chemicals to your brain, causing feelings of frustration, sadness and overwhelm.

There's nothing worse than feeling like you're doing all the right things, but **you're not having the success you want**, seeing results fast enough or "winning."

Regular losing causes most people to enter what I call the **"downward death spiral"** where they get stuck, complain, give up and refund.

If you want to avoid the fate of most info products, then you're going to want to avoid these **10 negative Experiences** like the plague.

# THE EXPERIENCE FORMULA



## POSITIVE EXPERIENCE

### Escalation

1

#### MISSION

Define a clear mission, goal or outcome that your customer wants and that also seems possible to them. Be specific about how long it's going to take and how they'll know when they're done.

2

#### FUTURE SELF

Your customer makes the choice to buy based on who they want to become and what they want their life to look like. Create a powerful and motivating vision to inspire them into action.

3

#### 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. Share a map of the terrain before you start. Show the system, process or framework.

4

#### CONSTANT WINS

Create a game your customer can win. Build their confidence, motivation and positive emotions through small easy wins that gradually escalate into big results. Give constant positive feedback.

5

#### NORMALIZING CHALLENGES

Changing your life and accomplishing big goals takes a lot of work and sometimes things don't go as planned. Prepare your customers for the challenges along the way, so they expect the bumps in the road.

6

#### PEAK EMOTIONAL EXPERIENCES

People are inspired to get and stay in action, when they're engaged emotionally. Create peak emotional experiences thru multisensory language, story, pattern interruption, curiosity and surprise.

7

#### FEEDBACK LOOPS

Seek your customer's input often. Where possible, allow them to change the product by going through it. The product adapts to them and they evolve the product through their participation.

8

#### COMMUNITY

Humans are a tribe-based animal. We're hard-wired for community, where we have a greater chance of success and survival. Create regular opportunities for interaction. A rising tide lifts all boats.

9

#### UNSTOPPABLE MOMENTUM

It's not enough to win for the sake of winning. Your customers need to feel forward progress and momentum toward the greater mission. The best video games increase challenge 25% per level and build towards a bigger win.

10

#### MISSION ACCOMPLISHED

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



## DOWNWARD

### Death Spiral

1

#### TOO MANY MASTERS

Homer (the Greek) famously said, "If you serve too many masters, you'll soon suffer." Most info products try to do too much. They go wide not deep. Customers lack a clear focus and purpose.

2

#### THE "HOW HOLE"

The what and the why comes before the how. Without a clear vision of where they're going and what's in it for them, most people have trouble motivating themselves to do the how and give up before they see results.

3

#### HEADLIGHTS IN THE FOG

Without context and a clear path to follow, it's easy to feel like you are driving in the fog. People need to see where they are, where they're going and how they're going to get there, so they can relax.

4

#### CHASING YOUR TAIL

When you set lofty goals for your customers that take a long time to achieve, it's easy for people to get stuck in the process and give up. People need to feel like they're making forward progress.

5

#### "EVERYTHING IS AWESOME"

When you say that everything is fast, simple and easy, and brush potential challenges under the rug, your customers may feel unprepared, frustrated and self-judging when they hit a challenge.

6

#### MENTAL PARALYSIS

Most info products are based on an old school concept of lecture or book learning. Teaching to the head. But babies don't learn to walk from a diagram, they learn by doing, trying, falling, and getting up again.

7

#### ANONYMITY

Treating your customers, clients and students like nameless, faceless masses, so they don't feel seen, heard or validated. They don't feel like their success matters, because you don't know who they are.

8

#### ISOLATION

Forgetting to create opportunities for your customers, clients and students to interact and engage with each other, so they feel alone and unprepared for the monumental task in front of them.

9

#### START & STOP

Many info products create a start and stop pattern of learning and getting confused. Taking action and getting stuck. Customers never feel like they gain momentum. It always feels hard.

10

#### ENDING WITH A WHIMPER

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

# THE VIRAL PRODUCT **CHECKLIST**

Check which of the 10 Core Experiences you're **leveraging well**, which you can **improve on and leverage better**, and which ones you've maybe **overlooked completely** until now.

## Leveraging these well:

- ☐ Mission
- ☐ Future Self
- ☐ Bird's Eye View
- ☐ Constant Wins
- ☐ Normalized Challenges
- ☐ Peak Emotional Experiences
- ☐ Feedback Loops
- ☐ Community
- ☐ Unstoppable Momentum
- ☐ Mission Accomplished

## Can improve on these:

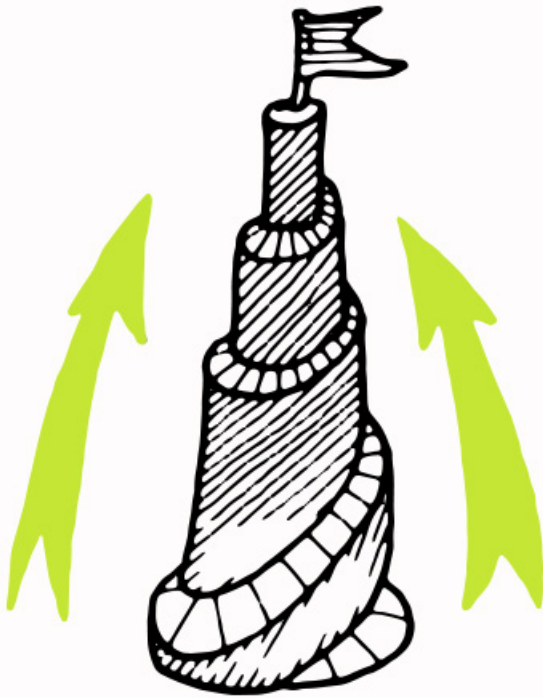
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- ☐ Feedback Loops
- ☐ Community
- ☐ Unstoppable Momentum
- ☐ Mission Accomplished

## Overlooked these:

- ☐ Mission
- ☐ Future Self
- ☐ Bird's Eye View
- ☐ Constant Wins
- ☐ Normalized Challenges
- ☐ Peak Emotional Experiences
- ☐ Feedback Loops
- ☐ Community
- ☐ Unstoppable Momentum
- ☐ Mission Accomplished

# MISSION POSSIBLE **TEMPLATE**

## CORE EXPERIENCE #1 **YOUR MISSION**



Your **Mission** is the goal or outcome that you want for your customers and that they want for themselves... And, most importantly, that they believe is a possibility for them to achieve.

Coming up with the right mission means putting yourself in your customer's shoes and looking at **success from THEIR point of view**, not yours. And that's what makes all the difference.

That's why the **FIRST Core Experience** is the most important. It's all about having your students focus on achieving that one key result, and making that the sole **MISSION** of your product.

Most people either don't have a mission for their product, or if they do, it's usually sends people off **in the wrong direction**. So let's come up with yours right now.



# MISSION POSSIBLE **TEMPLATE**

## CORE EXPERIENCE #1 **YOUR MISSION**

Fill in YOUR Product Mission here using the template below:

**Your mission should you choose to accept it is**

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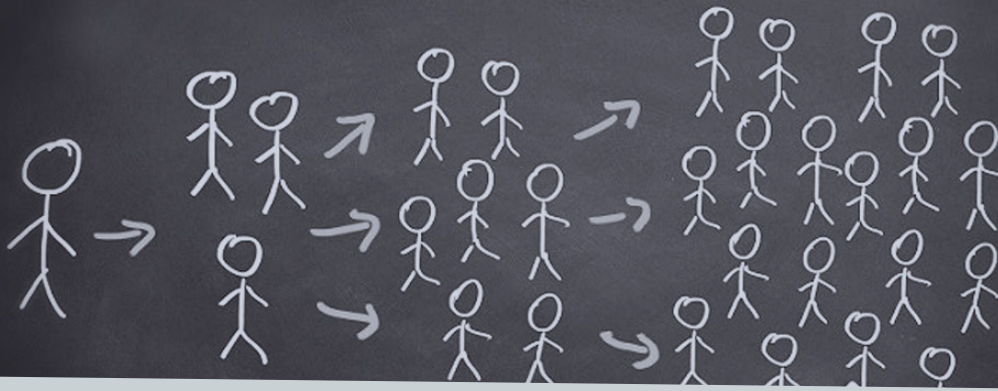
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### **Does Your Mission:**

- ☐ Tell your customer exactly what they're going to do, be, feel, have, or achieve as a result of your program?
- ☐ Tell them how long it will take?
- ☐ Tell them why it matters?

### **Is Your Mission:**

- ☐ Clear and specific?
- ☐ Something your customers can imagine in their minds?
- ☐ Something they can easily say YES to?



## THE POWER OF 1.1

Most business are **lucky** if 1 out of 10 people refer friends. That's a pretty grim referral rate: 0.1. But **what if we could raise** that to 1.1 - which is where on average each person refers 1.1 people?

**1.1 is statistically the magic number** you need to hit where you never have to do marketing, ever again.

How do we do that?

Create an **Experience Product** that can help 50-92% of your students get to **Mission Accomplished**, instead of just 3% like traditional info products. When you're helping this many people change their lives, what do you think will happen to your referral rate?

It will go through the roof. Not only will people be actively telling their friends and family about the results they got, **they'll be referring you without even saying a word**. What do I mean by that? Think back to a moment when someone you hadn't seen for a while looked, acted or felt different. Something had happened to them. Maybe they'd been working out. Or some other positive change in their life. Whatever it was, their entire way of being was an advertisement for that transformation, and **people automatically ask them about it**.

And your students will be doing that for you by activating your **powerful referral engine**. We see it over and over again.

Once you reach that critical 1.1 number, you'll start to see new clients and customers pouring in a steady stream, **without having to work harder** on marketing.

Pretty cool, right?

Can you imagine how much fun you'll have delivering products in this new way? And how relaxed you'll feel knowing that as long as you deliver a valuable experience escalation to your people by following the **Experience Formula**, the **Power of 1.1** will kick in the next time you release your product, so it will start to **sell itself**.

# YOUR MISSION FOR TODAY

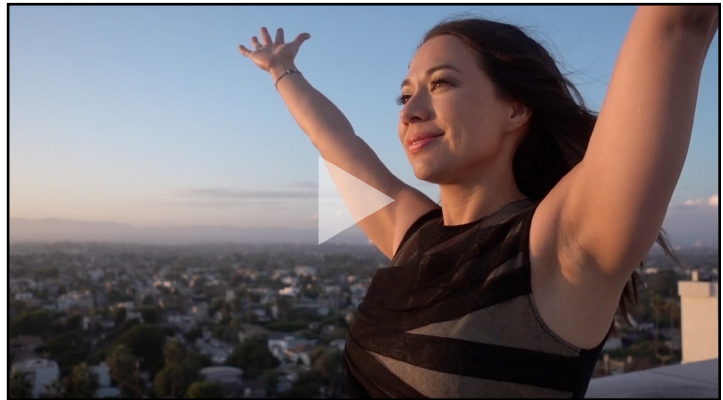
# ASK YOURSELF

## 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/Viral](http://www.LiveYourMessage.com/Viral)

STAY TUNED...**VIDEO 3**  
IS COMING VERY SOON!



**In Video 3 you'll discover the Experience Product Blueprint and learn:**

- ✓ The 5 Steps to follow to **design, market, deliver & start making money** from an Experience Product in just weeks (instead of months)
- ✓ **Why Experience Products are the future**, and how "*Experiencifying*" your program, coaching offer, or service lets you generate more revenue from fewer people, faster, with greater reliability & certainty
- ✓ The proven way to turn your products into "**viral marketing machines**" that literally market themselves because your people LOVE them and want to spread the word!
- ✓ And, how to take the next steps forward to creating your own **blockbuster** Experience Product

Watch your email for the announcement!

9.