

**EXPERIENCE  
PRODUCT**

**Blueprint**<sup>TM</sup>

**THE REVOLUTIONARY  
NEW WAY**

**TO DESIGN,  
MARKET &  
DELIVER  
BLOCKBUSTER  
PRODUCTS  
& COURSES**

**(EVEN IF YOU'VE NEVER  
DONE IT BEFORE!)**

BY MARISA MURGATROYD

Welcome to the

# EXPERIENCE PRODUCT BLUEPRINT

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The **Blueprint** you now have in your hands is turning the “information industry” **upside down**, and rewriting the rule book on what’s really possible.

And today, after teaching this in front of **tens of thousands of people**, and working with thousands of students and clients, we now generate a multi-million dollar income working from home.

Which has enabled us to **create the lifestyle we want**, and make a huge impact in the world.

And I want the same for you,

Marisa



## IMPORTANT:

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The **Experience Product Blueprint** is loaded with information, and I know you’re excited to start reading through it. You’re going to get a LOT more out of it if you follow along with the companion training video that I made to go with it.

The video has a **lot more detail** and will help explain what you’ll find in the Blueprint, so go check out the video now:

**[www.LiveYourMessage.com/Blueprint](http://www.LiveYourMessage.com/Blueprint)**

# EXPERIENCES ARE THE FUTURE OF YOUR BUSINESS



Today's "information industry" is **dead**.

Information is virtually free, and exactly nobody woke up this morning wanting to buy even more of it.

We're stressed, overloaded and overwhelmed, and just (!) **3% of people ever get results** from the information-based products they purchase.

The fact that so many people are being left behind tells us that there's something fundamentally wrong with how knowledge & expertise is being sold, and with how we've been taught to package that knowledge and expertise.

Not only do your customers not get their problems solved, but **YOU** miss out on **97% of happy customers who come back** and buy from you again. Repeat sales are the most profitable sales in your business, and chances are you're missing out on a lot of them.

Experience Products are a **revolutionary new experience-centric** approach to creating and marketing lucrative, impactful & hyper-engaging information products, programs & courses that can 10X any previous results you may have gotten and get you off the marketing treadmill once and for all.

And this Blueprint will guide you to creating yours.

Once you begin creating and selling your own Experience Products, it's amazing the immediate **positive shift** you'll notice in your business.

Now that you have this knowledge, **it's up to you to decide** what to do with it.

Now, I know some enterprising people will take the information from the videos and the Blueprint and get started with their Experience Product right away -- and that's awesome.

Other people may realize that they want to go **"all in"**, and have the full training, accountability, support, coaching and step-by-step help to design and market their Experience Product in just 10 weeks and begin earning money right away.

And in a few days I'll be opening up the Experience Product Masterclass. It'll only be open for a few days, and then we'll be getting started right away. So once registration opens, you'll need to act quickly. **I only open this program once a year.**

Watch your email over the next few days for ALL the details about how you can join the next Experience Product Masterclass.

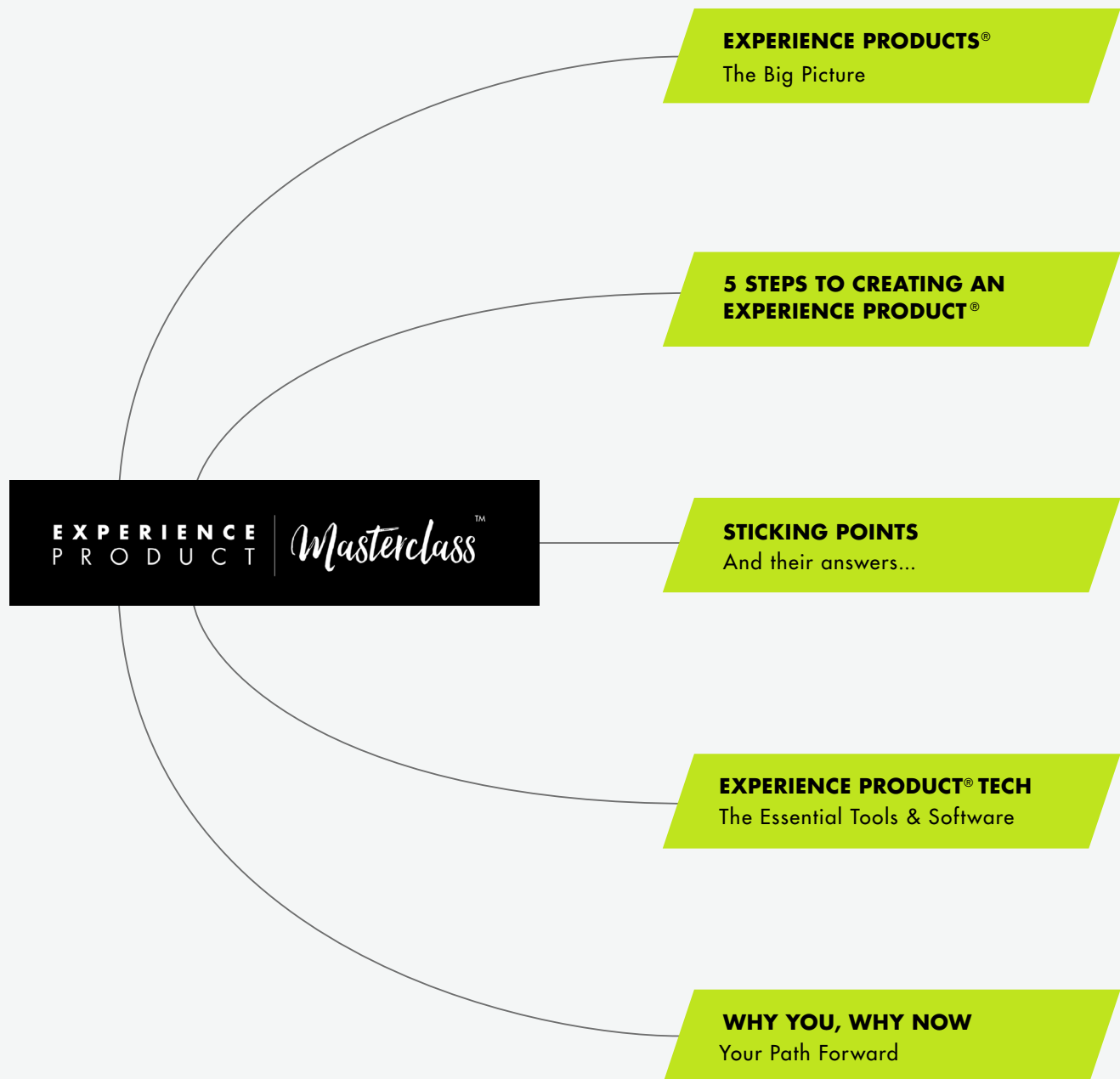
In the meantime, **you can still see all training videos** in this series at:

[www.LiveYourMessage.com/Experience](http://www.LiveYourMessage.com/Experience)

# THE BLUEPRINT

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Here's what's inside....



# JOIN THE EXPERIENCE PRODUCT REVOLUTION

How Experience Products will transform your business...

## EXPERIENCE PRODUCTS®

The Big Picture

### BECOME A POWERFUL MARKET LEADER

- Stand out among 1.8 billion websites by giving your customers what they **really** want -- **transformation**
- Get better results for your clients as they experience unprecedented successes
- **Disrupt** the status quo in your industry
- Boost your visibility as the new **"go to"** authority
- Get lucrative new opportunities: speaking, interviews, books, etc.
- **Charge more** and feel good about it

### CONSISTENT, PREDICTABLE REVENUE

- Create income whenever you wish by adding Experience Products® to your business
- Experience the **"Business Growth Trifecta"** of more people investing more money with you more often
- Your customers become your **raving fans** -- you've just transformed their lives!
- A powerful referral engine consistently brings in new customers

### REPEAT CUSTOMERS AND MORE PROFIT

- Repeat sales are where your **biggest profits** come from
- Experience Products® have a higher rate of success for customers
- Happier customers will make **repeat purchases** with you
- Your loyal customer base is the most important **long-term asset** in your business

### LOVE YOUR BUSINESS MORE

- Your business looks the way **YOU** want it to, not what others tell you
- Create a **fun and engaging** business that feels great
- Attract your ideal customers naturally
- Create **experience escalation** for your customers

### IMPACT MORE PEOPLE

- Spend **less time marketing** and more time making a bigger impact
- Have a **deep, lasting impact** on your customers' lives

### GIVE BACK TO THE WORLD

- **Give back** to causes that mean something to you
- Build your legacy and **make real change** in the world

# EXPERIENCE STRATEGY

It all begins with strategy...

## 1 CHOOSING YOUR EXPERIENCE PRODUCT®

### 5 STEPS TO CREATING AN EXPERIENCE PRODUCT®

## 2 NAILING YOUR OFFER

## 3 CREATING YOUR EXPERIENCE PRODUCT®

- Choose one of 8 “**Mega-Niches**” to give you direction and focus
- Then niche down to your lucrative Micro-Niche: who you serve and the exact problem you solve for them
- Use the **7-Step Profitable Niche Checklist** to make sure people will want what you’re offering
- Decide **what type** of Experience Product to create
  - Online course, program or product
  - Group coaching program or mastermind
  - Continuity program or membership site
  - Live event or virtual event
  - Software (yes, this works for software too!)
  - Any kind of service
  - 1:1 Coaching or Consulting
  - If you’re getting started, use the 1:1 Beta Test Format to validate and tweak your offer
- Dialing in your offer means **less marketing and more sales** later on
- Your **Product Name** should convey information, trust, authority, credibility and excitement
- The right Mission Possible Statement engages the **heart and mind** of your customer and sets Experience Products apart from other products
- Your powerful **Future Self** vision and origin story allow your customer to envision their success and relate to your mission
- **Setting the right price:** Experience Products can command higher prices because they actually deliver results
- **Scarcity and Urgency:** Give them a compelling reason to buy right now
- A rock-solid Guarantee removes the risk and makes your customers feel like they can’t fail
- “**Earn While You Learn**” is the best way to get started
  - Collaborate with your customers and get real-time feedback
  - Manage their fears and resistance as you go and discover the sticking points to make their experience (and your product) better
  - Create an **engaging teaching environment** through
    - Beta Groups
    - Masterminds
    - Live Virtual Delivery
    - Events and Workshops
    - Look Over Your Shoulder Demonstrations
  - Don’t worry about making mistakes because the bond with your tribe will be **so strong** that they’ll forgive you

# EXPERIENCE STRATEGY - CONTINUED

Selling and delivering Experience Products is easy and fun.

## 4 MARKETING THE RIGHT WAY

### 5 STEPS TO CREATING AN EXPERIENCE PRODUCT®

## 5 DELIVERING A WOW EXPERIENCE

- Experience Products are **easier to market and sell** than traditional products
- **Power of 1.1:** When each customer refers an average of 1.1 people, you never have to do marketing ever again because your business grows organically
- 6 Proven Experience Marketing Campaigns
  - **The Give Them What They Want Campaign:** Test & Pre-Sell Your Product Idea
  - **The Chatterbox Campaign:** Simply Show Up & Sell
  - **The Start With an Experience Campaign:** Hook Them with a Taste of What You Do
  - **The Perfect Email Campaign:** How to Win Them Over One Email at a Time
  - **The Fast Result Campaign:** How to Design Free Gifts that Build Your List & Sell Your Products
  - **The Application Campaign:** Pre-Qualify Your Customers, Students and Clients
- **What Happens in the First Hour, The First Day, and the First Week:** The Onboarding Process is critical, because you'll either start an Experience Escalation OR a Downward Death Spiral
  - Restate the Mission and Future Self immediately
  - Give a few quick, easy Wins to stimulate the reward center and increase motivation
  - Start the Feedback Loops to build momentum
  - **Normalize Challenges:** "Every journey has ups and downs, it's normal!"
  - Peak Emotional Experiences keep things exciting
  - A dynamic community is there for support and encouragement
  - Unstoppable Momentum leads to...
  - **Mission Accomplished:** AND...what's next? (The most powerful question in your business)

# STICKING POINTS

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The most common places people get stuck when thinking about Experience Products.



## STICKING POINTS - CONTINUED

I've never created a product before.

- The only thing you need is the **willingness** to learn and try something new
- Creating experiences gets easier with practice
- It's actually easier because you haven't learned the wrong way to do it
- This **reduces the product design**, marketing, and delivery process to 10 weeks not months

I'm not an expert in anything.

- You have **ideas, expertise and experiences** that can be translated into an Experience Product
- The key is being able to help people achieve a result
- You don't have to be a certified expert

I don't know what to create.

- See what products are out there in your area of interest
- Create your own "**Experiencified**" version
- Get better results for your customers

Will this work for my business or industry.

- Experiences are **universal** and will work in any industry\*
- If your business helps people in any way, this will work for you

\* While we believe that principles taught in this program can be used in any industry, it is your responsibility to know and understand the regulations governing your industry and how they may affect your application of the Experience Formula.

## STICKING POINTS - CONTINUED

I'm not tech savvy.

- Only **2 out of 10 principles** of the Experience Formula require any kind of technology to implement them
- We've found that technology can be a huge distraction for people, keeping them spinning for months on issues that just aren't important
- Experience Products are based on **universal principles rather than specific technology** applications -- so you won't need to reinvent the wheel every time a new technology comes out

I don't have a website.

- You don't need a website to sell your first Experience Product
- **3 of the 6 Experience Marketing Campaigns** don't require any kind of website at all
- The others require a total of just 4 simple pages

I don't have an email list.

- The **Give Them What They Want Campaign** can begin with your immediate social circle
- You have to start somewhere and now's a great time to begin building your list
- **Building an Experience-based email list** ensures you'll never have anything other than a rabid, engaged customer base, anxious to receive your next Experience Product
- A few hours of research a day, for a few days will teach you everything you need to know to get your message in front of the people who want and need it the most

I don't have a lot of time.

- You don't have a lot of time because you're **NOT** creating Experience Products!
- Experience Products shave months off the usual product creation time
- **Never waste another second** because you're certain you're creating something your tribe wants
- Because they're getting huge results and buying over and over, you'll spend less time on marketing, freeing up your time for more lifestyle
- You're building a **long-term asset** for your business, which is worth the time investment

# 7 Things You Must Have to Identify Your Most *Profitable and Fulfilling Dream Business*

### ☐ #1. Your business idea must solve a very specific and acknowledged market need.

This could be solving a specific problem or delivering a specific outcome. The key is choosing a need, problem or outcome that people KNOW they already have, not some hidden need, problem or outcome.

In other words, don't try to solve a problem that you think is important, but not a lot of people seem to care about in the way that you do.

### ☐ #2. Your business idea is targeted at a specific *kind* of person.

Let's call this person your ideal client. Ideally this is a person who self-identifies with the way that you describe them.

### ☐ #3. You must be able to identify a specific person who needs that problem solved.

When you describe the specific need you address and the kind of problem you solve for the person you described in #2, you should get a clear picture of someone specific in your mind who knows they need the solution you plan to provide.

An even better way of thinking of this is whether other people, when they hear about the problem you solve, will instantly say -- "*oh, you should talk to my friend Susan. She really needs what you're talking about.*"

## YOUR PROFITABLE NICHE CHECKLIST - *CONTINUED*

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- ☐ **#4. Your target customer must be seeking a solution to their problem and be willing and able to pay to have it solved.**

Susan needs to be **open** to getting help with her problem, need or desire, and she must actually be **willing** and **able** to invest in what you have to offer.

- ☐ **#5. You can EASILY reach your target customers.**

You must be able to EASILY identify, target, and reach this kind of person through your personal value network, live events, Facebook advertising, joint venture partnerships, or another form of marketing or networking that is within your reach to do.

- ☐ **#6. There are enough members of your target audience to build a business.**

A good rule of thumb is that there are more than 10,000 people on the planet who are easily reached through marketing who want what you do. If there isn't, you **can** make money, but it becomes really hard to scale your business. You'll just hit a ceiling you just can't break.

- ☐ **#7. You can actually help your target customer solve their problem, and you'd enjoy solving it for them.**

The best marketing is the word of mouth that comes when you actually solve your customer's problem. Even if tons of people have a need, if your solution can't truly solve that need, your business is probably doomed to failure.

These 7 criteria are absolutely essential to business profitability and success. And every one of them is vital. If you choose to pursue a business that only meets 3 of these, you're almost guaranteed to fail. Even if you hit 6 of the 7, well, let's just say: I wouldn't start that business!

# FALL IN LOVE WITH EXPERIENCE MARKETING



I believe that one of the biggest reasons that people are reluctant to market is a **misunderstanding of what marketing really is** — and it all comes down to **how YOU personally define marketing**.

And the way that most people define it literally creates a **love/hate relationship** with the most important activity in your business.

If you define marketing as the way you attract new customers into your business, and the way that you reengage existing customers, it can start to feel like an **“obligation”**. Even a necessary **evil**. Something you have to do to have a business. There’s no joy in that.

But that definition of marketing just barely **scratches the surface** of what’s possible...

I want to share what I’ve learned over the 5 years that we’ve been doing online marketing. This simple shift has allowed me to **fall in love with marketing**... and one of my missions in life to help you fall in love with marketing too.

And when you do — business gets a lot easier and a lot more fun.

**Try this definition on for size:**

Instead of thinking about marketing at the surface level as the process of attracting new customers into your business, try thinking about it at a deeper level.

What’s **really happening** when you do marketing well?

Marketing at this deeper level is actually **“the process of helping someone create the mindsets, beliefs and conditions they need to make a change in their life that they want, but can’t attain on their own.”**

# FALL IN LOVE WITH EXPERIENCE MARKETING

## - CONTINUED

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Marketing is a way to **be of service and provide life-changing value** that allows your prospects to:

- connect with what they **really want**, need and desire
- **make a choice** about something that's meaningful to them
- move forward with **clarity and confidence**

Everything changes when you shift your definition of “marketing” from attracting customers to **connecting with people** and transforming their lives.

Instead of feeling like you're pushing your products, services or “**commercial content**” onto people... you can instead start to feel like you're pulling them in with messages that they most want and need to hear.

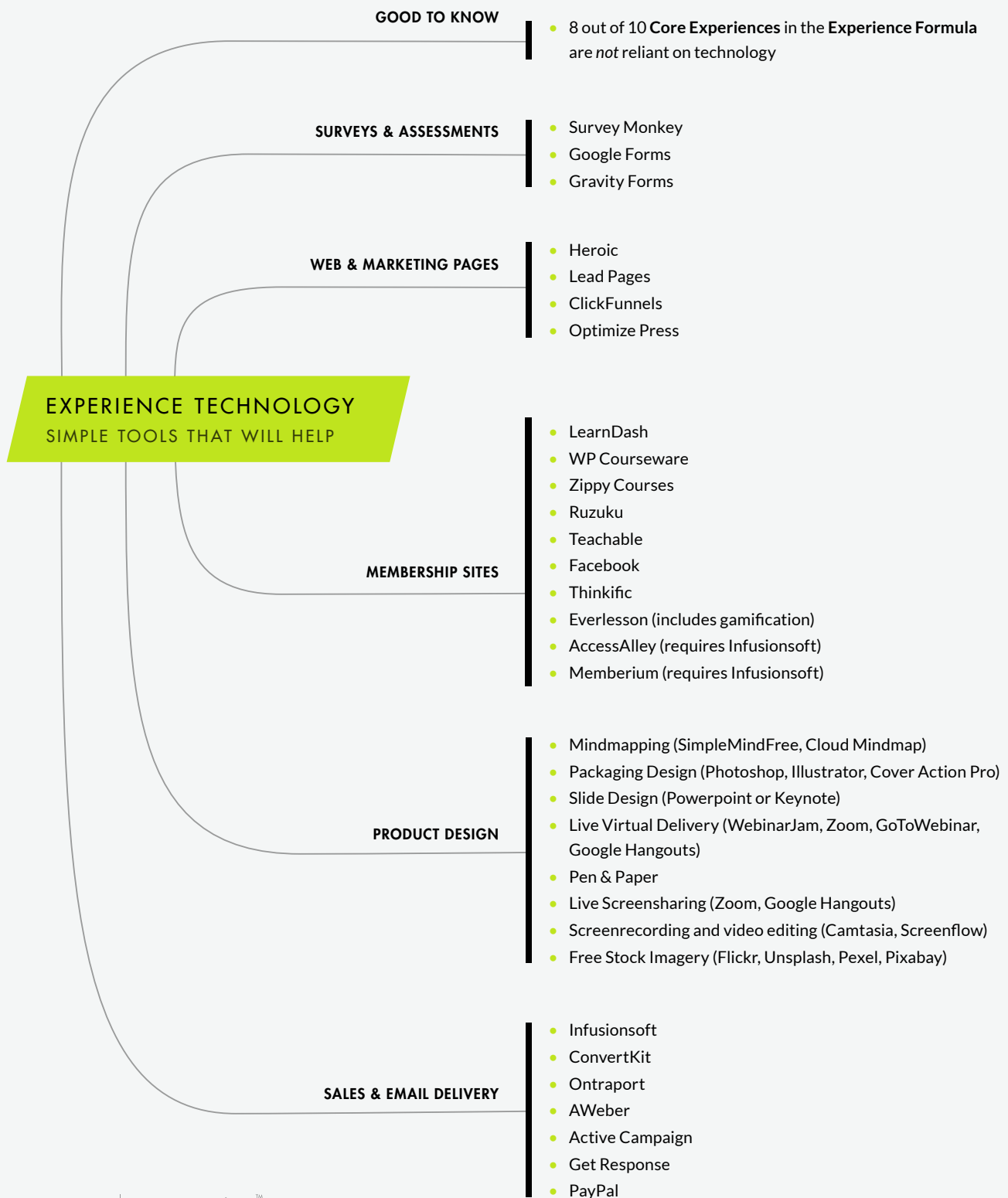
Instead of being “that guy” or “that woman” that you unfriend on Facebook... you're providing real value and inspiring people to **engage** with you.

Marketing is not about your products or services, it's about **engaging with the dialogue your ideal customer is having with themselves**, and inspiring people to engage with themselves, discover what they REALLY want from their lives, and helping them down the path to achieving it.

Because that's where the **real** transformation lies — when you help people toward where they most dearly **desire** to go.

# EXPERIENCE TECHNOLOGY

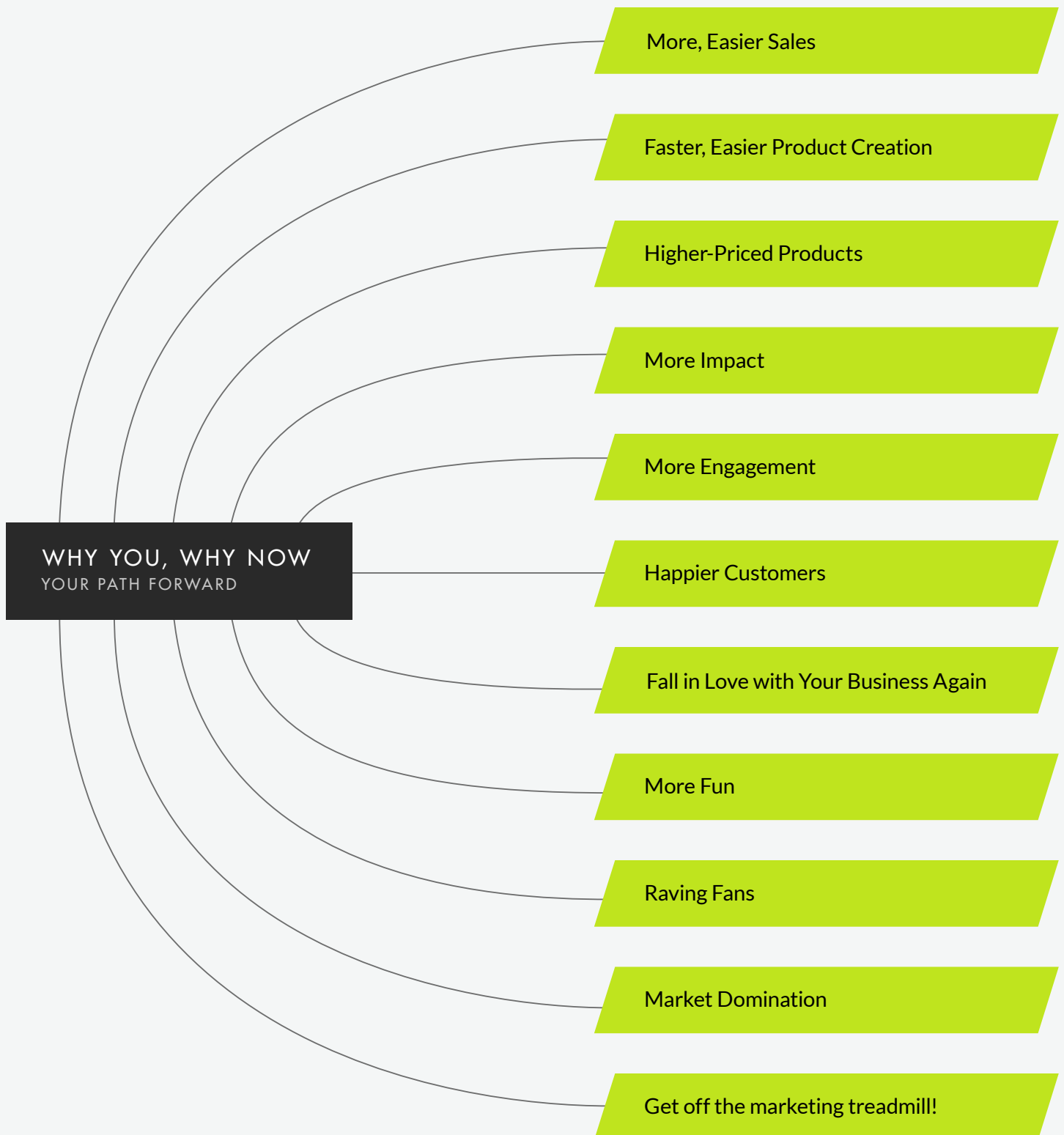
Our recommendations for the best tools to use.



# WHY YOU, WHY NOW

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Why Experience Products are the future...



# WELCOME TO THE FUTURE OF YOUR BUSINESS

So if you're wondering... *what's next?*

It's a great question which is why I'm going to be doing a free live workshop:

**"Experience Escalation" in Action:** How to Leverage the Secrets of Bestselling Apps & Games to Create "Super-Sticky" Products that Sell Like Gangbusters, "Hook" Your Customers on Getting Results, and Buying from You Over & Over Again.

In it, I'll be revealing secrets I haven't shared in these videos and showing you specific examples you can start implementing immediately to start profiting from Experience Products in your own business.

## Here's a quick taste of what you're gonna learn in the workshop:

- ✓ The **one thing every app, game and experience product has** that's designed to drive customers to complete it - and how implementing this will literally **revolutionize** your next product, course or program, enabling you to save hundreds of hours of work, while giving your customers exactly the result they want.
- ✓ How to virtually **eliminate refund requests** for your next product, course or program - not doing this ONE thing literally costs info product creators MILLIONS of dollars a year.
- ✓ We'll also **go deeper** into the Experience Formula as I show you more practical examples for how to apply this to coaching offers, online courses, and even services you provide.
- ✓ The single most important part of every course that I can almost guarantee you haven't seen before. Just adding this **one thing** could put tens of thousands of dollars onto your bottom line in the next 6-12 months!

## JOIN US FOR "EXPERIENCE ESCALATION" IN ACTION:

How to Leverage the Secrets of Bestselling Apps & Games to Create "Super-Sticky" Products that Sell Like Gangbusters, "Hook" Your Customers on Getting Results, and Buying from You Over & Over Again

[www.LiveYourMessage.com/Webinar](http://www.LiveYourMessage.com/Webinar)