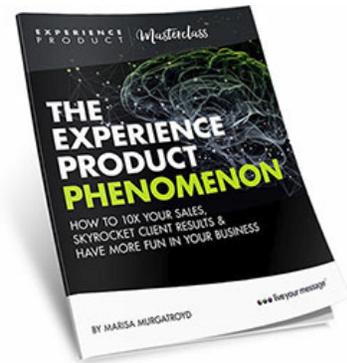
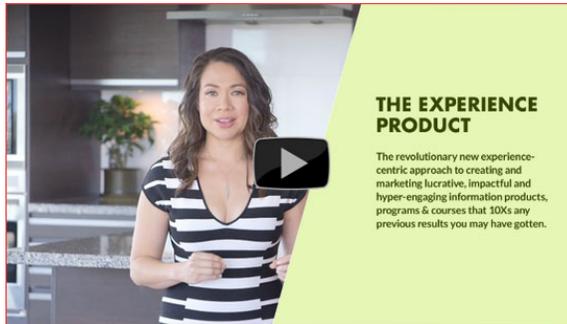


Video Notes:
The Experience Product Phenomenon
by Marisa Murgatroyd, Outline by Don Crowther

Step 1: [Click on this link and watch this video](#)

Step 2: [Download the free report: The Experience Product Phenomenon](#) (which contains lots of great information not included in these notes):



It's 2016

- More than 1 Billion websites online – growing by more than 300 million each year
- America's most elite Ivy League universities have released their entire course curricula online, free
- Google and YouTube contains billions of free info products
- 500 hours of video are uploaded to YouTube every single minute
- 8 billion hours of video are watched every single month
- Google indexes more than 1 trillion pages every year
- The value of information is rapidly approaching a real world value of zero dollars!
- Hundreds of thousands of new information products are released every year
- On average less than 3% of people ever complete them
- Most information products will never get more than 100 paying customers
- 2015 was the first year that U.S. demand for info products decreased (by 3%)

About to show you the cutting-edge of information products:

- You can start using these right now, no matter your business size, and even if you don't have a business yet
- This isn't theory. Enabled her to build her business from zero to \$125,000/month in just 5 years and today she's earning a multi-million dollar income working from home
- These are the strategies that enabled her to 10X her results and those of many of her clients.

Marisa's Background Story (That Led To The Creation Of Experience Products)

In 2010 she was working as a documentary film director.

- Spent 3 years creating documentary
- That nobody ever saw
- Because the producers didn't think how they would market the films
- Incredibly proud of the work she had done
- But she's wasted 3 years of her life creating a film that nobody will ever see
- Still has hundreds of copies of the DVD's in her house reminding her that it doesn't matter how great your information is if nobody's paying attention

From there got a job at a politically-active non-profit, which was totally focused on getting the word out.

- They were geniuses at getting their word out in a totally effective way
- Made huge progress in creating change in issues that were important to them
- But it was a big organization with no room for her ideas, so she left to start her own company

Everyone told her that she needed to create an information product.

- Bought every training program, seminars, expensive masterminds
- A year later, she was the proud mama of the Message To Money program
- Put months and months and tens of thousands of dollars into preparing the launch, including paying a well-known copywriter \$10,000 to write her sales page
- But most of her students got discouraged and never started or abandoned the program partway through
- Many got stuck in learning mode
- Only a handful got to doing mode, and they were very successful
- But it didn't have the impact she dreamed and hoped it would
- She was devastated. Put everything she had, all her time, money and many tears into her life's best work
- After countless hours of effort, was this all she could accomplish?

This brought her to a critical moment in her business, a moment of despair and taking a hard look in the mirror.

- Why wasn't this working? What was she doing wrong?
- Felt ready to just quit. Felt like there was something that was wrong with her. She was ready to go back to a job
- Then one day she reflected back to her days creating documentary films – here was a group that was passionate about their message, with no thought of attracting paying customers
- They hoped their product would go viral simply because of how important their message was. If you build it, they will come
- But the truth is, more than 95% of documentaries will never be seen by more than 1,000 people

- Then thought back to the non-profit she had worked for, making huge progress in the political world, getting everything seen and heard, creating huge engagement
- Both groups were in the ideas business, but the non-profit had the success in getting their ideas out in the right way that the documentary people hadn't
- Realized she had built her business like the documentary people, instead of the non-profit people
- She had been taught that her value was in her information
- She had never become excellent at engaging people first as the non-profit had
- Saw that information, by itself, has zero value to people
 - If information itself has the power to create change in people, Google would have solved all the world's problems and we'd all be happy, rich and fulfilled. But we're not
- The non-profit knew that their secret sauce was not in information.
- They knew that creating fun, engaging experiences was the essential missing piece because they grabbed people's attention and engaged them powerfully while they delivered their message.

As human beings, we actively seek out fun and engaging experiences and we're prepared to pay a premium for them.

We tell our friends about awesome restaurants, movies and experiences, but when's the last time you told your friend about an info product you bought?

- It was in that moment that everything came into place
- She realized that there was nothing wrong with her, there wasn't anything wrong with the information she was putting out
- There was simply something wrong with the approach she was using to put it out there
- The most beloved, the most successful products and services out there, the ones that have viral attention and continued engagement, the ones that create new buyers in droves and the ones that make the most money, go above and beyond just selling information and offering a product or service.
- They're the ones that **make experience part of their core product**
- She distilled those experiences into the 10 core experiences that must be part of any experience product for it to succeed in today's world.

Then she ran a test to prove whether it would work or not

- 990 people registered for a webinar that used these experience principles
- 508 watched the presentation
- 108 people joined at \$497 – 21% conversion rate, \$53,000 in revenue
 - Most webinars convert between 3% and 10%
- An average of 83 people showed up live at each training
 - 3 hours a day for 5 days straight
 - 76% engagement rate vs standard 3% engagement rate
 - Almost everyone who took the program gave a testimonial
- Overall, generated \$137,884 from the 108 people who took the entry-level program
- Those 990 optins generated \$139 each in revenue

- Every initial program buyer worth \$1,277
- Wondered whether would work in other industries
- Students have employed experience formula techniques in multiple industries on many different types of products –
 - Info products, online courses, 1 to many group coaching, consulting, service businesses
 - Worked in every stage of businesses, from well established, to people who don't have businesses yet

How would your life change if you were able to create and launch an experience product and either 10X or create your first product income?

- You know how much you made last month. Now 10X that number.
- Or what if you were able to launch your first money-making product.
- How would that change your life?
- What kind of lifestyle would that provide your family if you were able to rinse and repeat that process over and over again and more?
- What's your vision for your business and lifestyle?
 - Encouraged us to write it in the comments
 - Every time she writes down her vision for her business, especially in a public place, she gets the resources to make it happen

Two core experiences in the experience model that will help you create experience products:

1. Future self

- Taking time to consider what a future version of yourself looks like can be powerfully motivating
- Studies show that if you can clearly visualize yourself doing something or achieving a higher level of result, you reach a higher level of self-belief
- You're far more likely to achieve it
- **99.9% of the time, information products don't take enough time to paint the most detailed picture possible of their customers' future selves**
- And that's a big reason they struggle to keep their customers motivated over the long term
- If you don't help your customers see why it's important to them and their future why would they continue when it gets hard?
- Adding this Future Self core experience makes them far less resistant to diving in and investing in themselves
- And they're far less likely to bail if and when things get tough

Her goal, to help you design and deliver an experience product in 8 weeks or less that will allow you to 10X your sales and your clients' results while eliminating the need for the marketing you hate

- And in 8 weeks start you working with highly motivated clients who pay you what you're worth, yet thinking they got the better end of the deal
- Clients who are achieving better results for themselves, thanking you for your support, and referring their friends to you
- And knowing that the next time you release your product, it's going to sell itself

2. Constant wins

- The reason clients don't succeed is often that they didn't have the belief they could do it
- Whether this doubt strikes right after purchasing (buyer's remorse,) or a month into the program
- The statistics say that only 3% of people will consume a typical info product
- Simply having a strong version of Future Self isn't enough to get them all the way through because life happens to them
- A Future Self vision can disappear quickly if they don't have a belief they can succeed
- Inside the brain of every human is a neurological system that loves to win, whether it's getting better at a skill, hitting the jackpot, or ticking a to-do item off your list.
- It doesn't matter if the win is big or small. The brain just loves to win.
- And even the anticipation of winning is enough to flood your brain with happy chemicals that are responsible for the feelings of joy, happiness, and triumph
- We literally feel rewarded when we win and will do almost anything to experience that feeling over and over again
- That's why video games such as Pokémon Go are so addictive and so motivating and why it broke the all-time record for mobile apps and made over \$200 million in its first month, inspiring spontaneous stampedes of people gathering in the streets

- **Your Goal: incorporate a win every 5 minutes into your product's experience**
- 10 minutes is too long for most people to stay focused and engaged
- That's the reason she saw ridiculous conversion leading to never-before-seen engagement levels and dollars
- In the next video, she will share many other things they did in the program
- **Making it easy to win with the program (Constant Wins) was a major reason they had such a large stick rate and purchase of the next two offers she made to them**
- **Most info products do the exact opposite, creating feelings of overwhelm, resistance, frustration, guilt, and procrastination**
- Which explains why 97% of students just give up along the way
- We're hard-wired not to keep going if we don't believe we can win
- And not making it super-easy for students to achieve constant wins makes it easy for them not to finish your course and get the results they came to you for, thereby reducing your chances for repeat business to practically zero

Constant Wins Mistake #1:

Don't overload people right out of the gate with content and information that isn't tied to a single specific action or result

- As experts we're so excited to share our expertise that it can feel like a firehose

Constant Wins Mistake #2:

Don't make that first action or decision challenging or complex

- Make it easy so nobody will think "I don't have time," "I don't know," or "I have no idea what I'm doing" - setting your customer up for failure right out of the gate

How do you start your product with easy wins, then keep that up throughout your entire product journey?

- How do you do that for outcomes or deliverables that may seem huge or complex?
- Crucial to *create a game* that your customers feel they can win
- **Chunk your products and outcomes down into simple bite-sized steps that anyone can do easily and know when they've done it right**
- **A little secret: the sales and marketing process alone is filled with wins**, and if you position it right you can create some serious momentum of constant wins before they even get to the product
 - Opting in is a win, watching your video is a win, investing in something is a huge win, and you need to learn how to give them permission to recognize and reward themselves for these first critical wins they're having

Her Client Steph Ritz added constant wins from day one into her Write Your Book In Paradise program and instantly took her sales from \$2,997 to \$19,839

- When Steph originally launched her program it was called The Redwoods Retreat which didn't create a Future Self vision right in the title.
- The first time Steph launched her product, only one person signed up
- She realized she had not set people up to win before they even bought
- The people she spoke to genuinely wanted to write a book, but they had no idea where to start
- People didn't want to attend her retreat without knowing what they were writing
- They were concerned about being left behind before they even got to the retreat
- Changed retreat name to Write Your Book In Paradise, identifying a clear Future Self vision right in the name of the program
- She offered a pre-retreat private book outlining session as part of the package
- This gave them an opportunity to connect with her personally and get their outline done before the retreat started

- So they knew exactly what they were going to write before they got there and they could clearly see how that outline would turn into a finished book
- They had a huge win going into the event which took away the stress and gave them confidence
- The second time Steph offered the retreat using these principles she earned over 6X the income
- And now she's almost completely sold out of her third event
- And over half the tickets were referrals from happy customers who marketed her event for her

This stuff works and is so easy once you know what you're doing

Where do you go from here?

You probably fall into one of three groups

1. **You already have an info product**, coaching program, home study course, or group training:
 - Start applying future self and constant wins immediately
 - Ask yourself if your products are setting your customers up to win
 - Are you making it as simple, clear and easy from the moment they say yes to take that first action and get that first big momentum-building win?
 - Or, are you overwhelming them with information that's inadvertently standing in the way of them getting the information they want?
2. **You have an idea for an information-based product, but you haven't taken the plunge to create it yet:**
 - This is the perfect opportunity to find out how you can create your product using engaging and fun experiences and feel confident that what you create is something that people will want to buy, take action on, and get results
 - If you're in the early stages of your business, now is the best time to be building your first experience product
3. **You don't have an idea for a product yet**
 - Exactly where she was when she first got started
 - You're at the perfect stage to use the Experience Formula to profitably launch your new business
 - She's had students like Jan who went from nothing to \$7,500/month of recurring income within 2 months
 - In the next video, she'll go into more stories like Jan to show you just what you can do if you feel like you don't have a clue

Over the next 2 videos she will be sharing a lot more of the Experience Formula in action - really valuable stuff you can apply in your business right now

In video 2, she will go deeper into two more of the core experiences she uses to create experience products that can amplify your results even more.

She'll cover

1. **The Experience Escalation principle**
2. **The Bird's Eye View principle**
3. **The three biggest mistakes people make when they create their products**

One final thought:

If you're still trying to create info products the old way, it's like trying to open a Blockbuster Video in a Netflix world.

- The first rule of investment: don't invest in a dying industry. Instead, join the growing ones as early as possible
- You have a unique opportunity right now to buy Netflix stock on day one

Action Steps:

1. [Watch the complete video](#)
2. [Download Marisa's Special Report The Experience Product Phenomenon](#)
3. Share in the comments [on the video page](#) (note from Don: she's using Experience principles in these questions! – I encourage you to go to the page and reply to these question there, as doing so publicly will help you start down the path to creating your own successful Experience Product!)
 - What's the single biggest challenge that you're having right now when it comes to your business and products?
 - What's your single biggest takeaway from this video?
 - What does your Future Self experience-based business look like? What are you going to do to make sure your product is created?
4. Watch video #2: The Viral Product Checklist, coming soon to your email