

Video Notes:

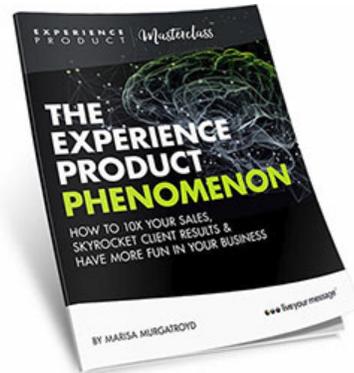
The End Of Marketing

by Marisa Murgatroyd, Outlined by Don Crowther

Step 1: To make sure you have a solid groundwork and understand everything fully, make sure you've [downloaded the free PDF](#) from Marisa's first video, the Experience Product Phenomenon and [watched its accompanying video](#) that also covered the first two core experiences, Future Self and Constant Wins.



1. THE EXPERIENCE PRODUCT PHENOMENON



Step 2: [Watch this video](#), the second in the series: [“The End of Marketing”](#) and [download the free PDF report “The Viral Product Checklist”](#)



Experience products create results – case study:

- \$137,884 in revenue from just 108 buyers with a simple 3 offer sequence that generated 21%, 50.1%, and 24% conversion rates respectively!
- That's a \$139 profit per person who opted-in and \$1,277 per buyer starting from a \$497 offer!
- A 76% engagement rate, when the average Info Product gets anywhere from 2-5%! And that's a STEADY 76% through a grueling but amazing 3hr a day, 5 day a week program!
- Oh through it all, only lost 5 PEOPLE! 5 refunds!

The Single Most Important reason why you need to create an Experience Product in your business:

- Most product creators spend 50% or more of their time marketing and less and less time doing what they really love
- Crazy hamster wheel of create, pitch, market-market-market - repeat - create, pitch, market, market market repeat!
- Instead, create an Experience for your audience that's so unique, so surprising, so fun AND engaging that your Product quite literally markets itself
 - Getting you off the "Hamster Wheel of Work" you hate, and freeing you to do what you do best
 - The activities you LOVE and, not coincidentally, the activities that truly add Maximum Value to both your business and your customers lives

Core Experiences:

- These 10 Core Experiences are actually as old as the human race
- You *INSTANTLY* start to convert more buyers...
- At higher price
- You're almost guaranteed that they get results at a never before seen rate
- And be champing-at-the-bit to buy from you over... and over... and over.
- In fact, and here's the most beautiful part, they'll even start marketing your products & services for you.

The 10 Core Experiences that can be found in every Blockbuster Experience Product:

1. **Future Self** (Covered in [Video 1](#))

2. **Constant Wins** (Covered in [Video 1](#))

3. **Create a Positive Experience Escalation**

- Normally people get a Negative Experience Escalation or the Downward Death Spiral
 - Purchase euphoria, optimism that things will change then
 - Email confirmation goes to spam folder
 - Lots of email confirmations and getting started emails arrive – I don't have time for this, I'll do it later
 - Email is full of text – I don't have time for this, I'll do it later
 - Get into the membership site, see everything, and think I don't have time for this, I'll do it later
 - But later almost never comes
 - The "thud" factor – the more stuff in the program, the better
 - All of that turned into a downward death spiral of overwhelm, frustration, procrastination, unfulfilled expectations, refunds and no repeat business
- Why not create a Positive Experience Escalation by creating a game my customers could win, from the instant you join the program?

- Starts with a clearly defined Mission, goal or outcome for your customers to achieve
- Marisa's mission for this program: To share the Experience Product Phenomenon with as many entrepreneurs as possible by teaching them how to launch their first lucrative Experience Product in 8-weeks or less so they too can 10x their sales while eliminating the need for marketing almost ENTIRELY!"
- You know how long it's going to take you – 8 weeks
- You know when you're done (created your first Experience Product)
- Incredibly motivating
- Something easy to say yes to
- Something they can easily talk about and share
- The important part is not to focus on your product
 - It's WHY it's so important to people.
 - WHAT will it mean for them?
 - What will they be able to do now that they weren't ever able to do before?
 - What's in it for them?
- **When you give your customers the GIFT of a clear mission or a cause, they can take the focus OFF their natural fears and doubts, and ONTO a cause that's larger than themselves.**
 - When things get tough and they feel like stopping, you simply remind them of the mission.
- For the Experience Product Masterclass: "Your mission should you choose to accept it is to: Create and Deliver your First Experience Product in 8 weeks or less so you can 10x your Sales and your Clients' Results, while eliminating the need for marketing almost ENTIRELY!".
 - Do you see how clear and compelling this can be? In this one simple sentence, you know exactly what you're saying yes to, and what "mission accomplished" looks like. What you will do, be, feel, have or achieve as a result of completing this mission.
 - You can almost imagine yourself 8 weeks from now working with clients who are super excited, committed and motivated to take action -- because they're on a mission. Clients who happily pay you what you're worth, achieving big results for themselves, referring their friends to you and thanking you for your support.
- **NOT having a clear Mission for your product is the SECOND of the 3 biggest info product mistakes** that can reduce your sales and make it harder for your customers and students to get the result they're looking for
- The best mission template for this is probably the one from the Mission: Impossible movies and TV show: "Your mission should you choose to accept it is _____."
- Another example - Eben Pagan writes "Your mission, should you choose to accept it is to wake up 90-days from now twice as productive as you are now!"
- That's both compelling and specific, right? You'll know when 90-days have passed and you can only imagine what it will feel like to be twice as productive as you are now.
- You're EXCITED about the prospect, and you know exactly how to recruit others in the Mission as well: "You know how I've always struggled with focus and I've said that I wanted to become more productive? Well I found this amazing program that's teaching me how to double my productivity in 90-days... and it's working! I can't believe how much I got done

yesterday... and I can't wait to see what I'll accomplish as I keep going! You should do it with me!"

- That's the power of a clear, compelling and specific mission and it's essential if you want to get your customers talking about what you do.
- Invitation: create your very own Mission for your Experience Product. What's a clear, specific and measurable Mission or goal you want people to accept?
- Simply fill in the blank: Your mission should you choose to accept it is _____.
 - Write it to INSPIRE someone to JOIN you on your mission.
 - Be seductive.
 - Be provocative.
 - Be inspiring.
 - But most of all be clear and specific.
 - Share in the video comments and she'll give feedback on it

More on Constant Wins

Constant Wins are so important, Marisa includes them literally every few minutes into the structure of the Experience Product Masterclass. Here's what will happen when you sign up:

- No waiting days or weeks for the program to start. When you join, the program begins right away. Your first short video lesson is available right on the confirmation page. This begins the positive experience escalation together right away.
- You'll immediately receive a couple of easy-to-use tools to help you make a few quick, but important decisions about your Experience Product. Every box you tick and choice you make is a "Win" and unleashes the flood of happy chemicals in your brain and you feel like you're making progress from day 1.
- Right below that first training is a link for you to schedule your first call with your Experience Product Success Coach, to talk about how to get started designing your Experience Product right away. And all of that happens in just the first 10 minutes of the program!
- Once the program officially starts, you're busy, so no more hour-long trainings.. Instead, you'll you receive 3 short video trainings each week.
 - Each video training includes one specific action, choice or task that builds on the task before it, so you'll also feel the most important Core Experience of them all - Unstoppable Momentum!

4. Unstoppable Momentum

Is what happens when the Positive Experiences Escalate enough to make you feel unstoppable... as opposed to the feeling of chasing your tail, taking lots of action but not really going anywhere, and ultimately questioning everything, worst of all yourself. Example – in the Experience Product Masterclass:

- Many of your trainings will take just a few minutes to complete and even the most complex trainings are under 50-minutes long because that's the absolute maximum amount of time it's possible for you to hold attention and focus before needing a break.

- So every Monday, Wednesday and Friday you'll receive one thing and only one thing to do -- so Marisa is setting you up for Win after Win after Win, rather than setting you up to get stuck, overwhelmed or feeling "behind".
- But the reality is that no matter how small and manageable the steps, many people CAN get stuck and they DO want more support.
 - That's why every Tuesday, you have access to open office hours with your success coach.
 - And every Thursday, you have the opportunity to jump on the line with Marisa for laser targeted group coaching sessions.
 - That way you have maximum support every step of the way through the 8-week process of designing, marketing and delivering your first lucrative Experience Product...

These the first 4 Core Experiences in the Experience Formula - Mission, Future Self, Constant Wins, and Unstoppable Momentum stack together to create a Positive Experience Escalation that will push your students to the finish line.

Case Study:

- Matthew Turton *Breakthroughs in Learning*, an educational therapy company near Toronto, Canada for children and adults with serious learning disabilities.
- For almost 20-years they've been locked into a 1:1 model of therapy that was super effective for their clients but kept their profit margins at less than 10%.
- Wanted to find a way to scale to a group program with the same level of quality and results, but after 5 years of trying had given up, thinking it just couldn't be done.
- So, how did he finally turn it around? In Matthew's own words: *"Marisa simply kept asking questions until over a period of less than an hour I had a new program sketched out that has changed the way we do business completely. Today, I'm more profitable. We increased our net revenue 40% this year from last, which is unheard of in a high-overhead brick and mortar business like ours."*
- Together, Matthew and Marisa created a series of group programs based around specific learning disabilities, which gave each group a clear Mission for both the Overall Program, but even more importantly to Matthew - for each individual student! So he accomplished increasing his profits while ALSO increasing the results for each student!
- Then for each category of student, created a compelling Future Self that really motivated both the student to make a huge effort, and their families to provide huge levels of support.
- Laid out crystal clear, detailed and step-by-step 2-year journey to get each participant to their destination by earning Constant Wins along the way so they could gain Unstoppable Momentum and they were able to sustain this over what can be an arduous 2-year long journey dedicated to building up their brain capacity and ensuring the changes they made actually stick.
 - These students are now investing \$100/week for 2-years to achieve their fullest potential at home and at school.
 - People who couldn't previously afford access to their services now have access

- Because Matthew's company is much more profitable, he's been able to give his team a 25% raise and he's been able to buy a new house closer to his office so he can spend less time driving and more time with his family.

3 counterintuitive observations about Experience Products

1. Experience Products are a LOT simpler, easier and faster to create than traditional information products.

- Mistake: positioned herself as "the guru", resulting in pressure to "have all the answers" and to put every little detail into her product, or people wouldn't value it
- Because of that, it took MONTHS to create first product... and to make matters worse, it was the WRONG product.
- People often get "stuck" for years in the cycle of perfectionism.
- Success in business is based on taking an idea and getting it to market quickly -- and Experience Products help you do that.
- Case study - Marisa's student Emily Fontes: On May 15th she had an idea for a new product. Instead of trying to cram everything into her product like most people do, she asked herself - "what experience do I want to create for my students, clients or customers?" In that moment, everything got easier for her. Two-weeks later she had 15 people in her 4-week *Double Your Inquiries* group coaching program earning her \$12K in just 6-weeks from scratch with a single great idea that occurred to her one day while out working out.

2. There are no rules: Experience Products don't have to (and shouldn't) look like every other product out there.

- All the training out there today teaches us to create info products, programs and courses the same way, with the same elements
- There are unlimited number of ways to create an Experience Product

3. Experience Products actually market themselves.

- Emily Fontes was so empowered by our work together that only did she break six figures for the first time, she wanted her friends and associates to experience my work too so she brought 10 people to my live event and 2 of them signed up to join our \$18k Mentorship Program.
- Another student Alain Torres brought 27 people to one of my live events! That was almost 20% of the participants for my entire room!

Where to go from here depends on what category you're in:

1. Already have an information product:

- Print out the Experience formula
- Check which of the first 4 Core Experiences you're leveraging well
- Which can you improve on and leverage better
- And which ones you've maybe overlooked completely until now

2. Have an idea for an info product, but haven't created it yet

- Implement the 1st four principles of the Experience Formula as you create your product

3. Want to create a product but don't know what product to start with and you don't want to make the wrong choice to start

- You're at the perfect stage to use an Experience Product to profitably launch your new business.
- By starting out with the Experience Formula, you're focusing on the right stuff, right off the bat.
- Instead of focusing on WHAT to build... instead, ask yourself -- *"what experience do I want to create for my students, clients or customers?"*

Additional Core Experiences to come in the next video:

6. Feedback Loops
7. Peak Emotional Experiences
8. Normalize Challenges
9. Birds-Eye View
10. Completion

Next video, pulling back the curtain on the entire Experience Product Blueprint for you.

- Walking you step-by-step through our entire system
- The exact same process that I and hundreds of my students have used to create millions of dollars across dozens of different markets.
- The very same system I'm going to use to help you create and launch your first lucrative Experience Product in 8-weeks or less and 10x your sales while eliminating the need for marketing almost ENTIRELY!