

Video Notes:

The Experience Product Mindmap

by Marisa Murgatroyd, Outlined by Don Crowther

Imagine you're at one of those old-timey movie theaters. You're in the back row watching an old black & white film. From the back row the screen is pretty small, and the picture fades in and out because the film is so old. There is no sound -- it's an early silent film. The whole experience feels very flat and one-dimensional

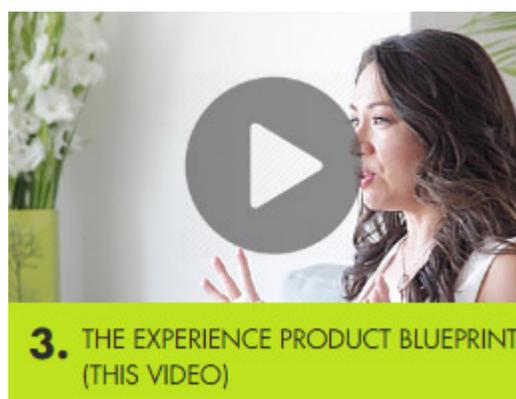
Now, imagine you're sitting in a brand new stadium-size IMAX theater. The screen is so big you can barely make out the edges and the picture is more vivid than anything you've ever experienced. You can see every last crystal-clear detail. The sound is so good that you can hear a pin drop, and your chair feels like you're perched on a cloud. You recline, and a footrest appears from nowhere to gently lift your feet up. As the film begins, your chair tilts, shakes and moves. You smell popcorn, and your heart beats a little faster because you don't know what to expect next. The whole experience sparkles and time rushes by

That's the difference between everybody else's traditional Info Products and the kind of Experience Products we've been talking to you about in this video series

The Experience Product Phenomenon is revolutionizing how entrepreneurs and companies everywhere are launching products online, and 10xing or more the results of traditional info products, programs and courses by simply and easily delivering what people really want and crave: not just information - but information & transformation delivered alongside fun & engaging experiences that make them actually feel something and yes, DO something.

As we get started you'll definitely want to have completed these steps:

Step 1: To make sure you have a solid groundwork and understand everything fully, make sure you've [downloaded the free PDF and watched Marisa's first video](#), the Experience Product Phenomenon, [her second video and PDF](#), The End of Marketing, and have [downloaded the Experience Product Blueprint and watched the third video](#). In fact, I recommend you have a copy of The Experience Product Blueprint open as you read this outline



In this video **you'll learn Marisa's magic formula: the complete Experience Product Blueprint**

- Her business has grown from just Marisa and her husband Murray to a team of 14 full time team members
- She's been privileged enough to work with some of the biggest business names in the world, as well as thousands of emerging entrepreneurs in her coaching and training programs
- Helping thousands to discover the spectacular success that "Experience Products," the future of online marketing, provide
 - Like Matthew who increased not just his sales but his profit margin by 40%, allowing him to buy a new house and give his entire team a 25% raise
 - Like Steph who was able to take sales from \$2,997 for her first retreat to \$19,839 for her second retreat and is now on track to sell out her third retreat
 - Like Emily, who had an idea for a program on May 15th, then two-weeks later had 15 people enrolled in her 4-week group coaching program. She earned \$12K in just 6-weeks giving Emily her first 6-figure year

By now you understand:

- The common, yet mistaken **belief that information is your "secret sauce" is actually the thing that's holding you back**
- When you create Experience Products, you lead your clients on a Positive Experience Escalation that taps into their natural motivation and commitment and allows them to achieve results they never dreamed possible

The Big Picture – the strategy behind why you're creating Experience Products:

1. Disrupt and Dominate by standing out in a fresh, new way

- Instantly and uniquely stand out from everybody else in a matter of seconds through giving people what they really want -- NOT more information, but fun & engaging experiences
- You're able to get much better results for your clients than pretty much anyone else, even the more established, better known players
- This naturally boosts your visibility as the "go to" authority in your field
- Leads to lucrative opportunities such as speaking, interviews, books and so forth
- And because you're delivering Experiences that people are excited to pay for, you're able to charge more than others are charging.

2. Get More Repeat Buyers

- Since the cost of acquiring the customer comes out of the first sale for most businesses, repeat sales is where the REAL profit comes. You make a LOT more profit if someone buys a 2nd time from you
- The problem is that when only 3% of people actually consume and get results from information products, programs & courses, it's easy to see why the rate of repeat customers is so low

- Experience Products that incorporate the 10 Core Experiences are proven to have a dramatically higher rate of people consuming and getting results from them
- This naturally leads to a much higher client happiness rate, which automatically brings people back to buy from you again, and again, and again
- In fact, Experience Products are proven to create such a strong bond between you and your customers that your repeat purchase cycle can continue for as long as you have products to offer. The limit on how high your profit can go is completely up to you.
- Experience Products are literally the most important assets you can create in your business today

3. Create a Viral Marketing Loop

- When you have *more* people completing your courses, then *more* people will get results...
- And the *more* people get results, the *more* people they'll tell about their experience
- Not to mention the feedback loops you build into your product to encourage even more sharing.
- When people love you, buy your stuff and tell their friends about you, you have the rare opportunity to get off the marketing "hamster wheel" you hate, and
- Focus on what you do best -- serving and giving value to your tribe

4. Enjoy a Business That Feels Fantastic

- Because Experience Products look different for everyone, this frees you from the shackles of building a business the way someone else says it should look
- You naturally start to feel more positive and alive in your business than you ever have been before
- Which creates a more fun and engaging business that feels GREAT
- And when you feel great about your business, something amazing happens: it starts to feel great to your ideal clients, customers & students too
 - Which has the natural upward growth spiral of higher customer satisfaction
 - More customer loyalty
 - And less stress
 - Which then automatically attracts even more of the people you want

5. Create Consistent Predictable Revenue

- You can add Experience Products into your business like rungs on a ladder, so people ascend from one product to the next
- This is the Business Growth Trifecta of getting more people investing more money with you more often because you've made such a big difference in their lives
- A student, Nicole, once made one of the most profound comments Marisa's ever heard: *"Give me the experience of knowing success in your area of expertise and you'll have a direct line to my wallet plus I'll spread the word."*

6. Create Impact and a Legacy

- When you tap into the power of Experience Products, you'll know for certain that people are going to want what you create. No more guessing and spending months locked away creating something that the market doesn't want
- Thanks to how Experience Products engage and hold attention, you'll be able to help so many more people with what you know and what you have to give
- Marisa's proven this in her own business, taking the engagement rate of people completing her programs from just a few percent to the high seventies
- This leaves her feeling so incredibly proud because she's able to touch so many more people, and make a deep, lasting impact in not only their lives, but their family's lives too, for years to come.
- And, because her business is in a much different place financially these days, she's able to give back to causes that mean something to her personally
- Whatever your beliefs, there's nothing more fulfilling and satisfying than being able to contribute and give back in a deeper and deeper way

10X Strategy – The Process of Designing Your Own Experience Product

1. Reverse Engineer Your Success

- Make sure that you do in fact have an idea with huge potential
 - Start by choosing a mega-niche or broader business category
 - Then "niche down" to find your lucrative micro-niche by defining as clearly as possible and in as much detail as possible
 - Who you serve
 - Either the specific problems you help them solve or the specific desire you help them fulfill
 - Inside the Experience Product Masterclass she's included a simple and easy but powerful exercise called "Give them What they Want" to help you figure out your market niche fast
- Next, based on your skills and strengths, we pick the kind of Experience Product you want to design first
 - An online course, program or product
 - A group coaching program or mastermind
 - A continuity program or membership site
 - A live event or virtual event
 - A piece of software
 - Or any of a dozen other options
- If you're just getting started, it's smart to beta test your product with 1:1 coaching, consulting or services before you scale to groups
 - In Marisa's case, for example, by integrating experiences into our done-for-you branding agency, it's taken their clients by surprise, they literally can't get enough! They're booked solid with 7, 8 and 9-figure clients regularly investing \$50K-\$100k or more to work with them because they give them what no one else can!
- Define what success looks like for you, financially

- Setting your price and revenue goals is absolutely critical to define your targets, know when you're on track, and when you have to make a course correction
- And interestingly, every single time she's written a number down as her goal, she's found a way to make it happen
- Once you have that info, then you simply set a realistic, but challenging release date and work back from there to create your timeline
 - So that you start off 100% confident that you can hit those goals
 - And most importantly, you know the exact date when the money's coming in
 - Most Experience Products can easily be designed and marketed from the ground up in 8-weeks by following this exact Blueprint, and avoiding the big info product mistake she mentioned in video 1 of trying to create "War and Peace" when the market wants Cliff Notes.

2. Pass The 3-Second Test

- 3 seconds is just about all the time you have to grab and hold attention in today's information-overloaded world
 - The 3 second countdown timer begins the moment they land on your social media or website or squeeze page
 - You have just 3 seconds to stand out in a good way, or you'll lose that person to the 10,000 other people and things fighting for their attention at that exact moment!
- The first thing you do is pick your distinctive colors, fonts, graphics and imagery that send the right signals that visually sets you apart as an "A" player, instead of a "bit" player
 - Do they convey trust and credibility, and support the message you want to send?
 - She'll definitely be covering it extensively and giving away some of their most reliable and powerful tactics to those who join the Experience Product Masterclass
- Once you have your visual branding ready to go, then it's essential to have a great name for your product
 - Something that conveys the right combination of trust, authority, credibility and even excitement!
 - If the viewer doesn't "get it" fast -- and your 3 seconds passes... they're not going to stick around
 - Inside the Experience Product Masterclass she's included dozens of naming templates that will guide you to an absolute blockbuster product name
 - Remember what a huge difference it made to Steph's product in Video 1 when she renamed it from the Redwoods Retreat to Write Your Book in Paradise? She's named or renamed more than 100 companies and products knows from firsthand experience that names matter - a LOT
- The next step is convincing them that they must work with you and only you
 - By creating a compelling Future Self statement with and for them that allows them to "see more clearly into the future than they see their present" and to believe what's possible for them when they invest
 - The biggest reason people either don't buy or don't follow-through once they do buy is because they don't believe it's possible for them to get what they want. So you're going to want to get this right
 - By engaging both their heart & their mind through a powerful one sentence Mission

- It's your WHY statement, telling them
 - Why what you're doing together is so important to them, and to those you both serve
 - And WHY you've made it the core focus of your product
- It's important for you to create a product origin story that recounts how and most importantly, WHY you came to create this product
 - For many products she recommends a hero's journey story to show your prospects that you or someone close to you were just like them once, and that you understand the struggles and challenges they're currently experiencing
 - Written to address any common concerns and objections they may have to trying your product by explaining how those challenges and obstacles were finally overcome
 - Remember how you felt when she shared the Experience Product Masterclass origin story in Video 1?
 - Marisa's read through all the comments on that first video and this one from Debra really illustrates the role of your hero's journey product origin story: *"Marisa, I've experienced all the failures you talked about and disappointments of creating information products and not having sales. I need to expand results, not only for myself, but for the positive effect it will have on the world."* Debra is able to connect with both her failures and her vision by hearing about Marisa's. That's what a good product origin story does for you.
- Stacked together, the elements in this section help you pass the 3 Second Test every time -- making your prospects 10 times more likely to stick around and discover more about how you can help them get what they want or need

3. Create Win-Based Features

- It's well known that as humans, we make decisions emotionally first and justify it logically after the fact. You already know you want to do this, you can feel it, now you're looking for a reason to say yes
- **The Bird's Eye View**
 - We're more trusting of a complex process when we have an understanding of the entire route we're taking to get there
 - We're more able to relax into the experience and trust that the you have a plan for getting us where we want to go, for turning us into our "future selves" and achieving the Mission we set out to fulfill
 - Showing us the entire map gives us valuable clues as to how long the entire journey should take
 - It helps shut off the part of our brain that keeps asking "are we there yet?"
 - It's incredibly comforting to see the route mapped out that you'll take us on. It allows us to feel like we're in the driver's seat and in control of our destiny
 - In fact, the #1 goal of this video is to give you your Bird's Eye View of the Experience Product Masterclass. Marisa wants you to see that she has a clear process for you to follow to create your first lucrative experience product in 8-weeks or less
 - You can create your own Bird's Eye View plan by thinking through the process you usually follow whether you work with individuals or groups of people

- **Before/after testimonials** to show other people's journeys from the beginning of their journey with you to the last of their 10 Core Experiences with you
 - You also want to showcase the kind of community they'll be joining when they buy in.
 - Testimonials are a powerful tool for having your prospects imagine themselves in your successful clients shoes
 - Many times, no matter how often you tell them they can do what you did, they won't believe you because you're somehow different
 - BUT when they can see someone they identify with, or even someone, as bad as it is to say, they feel a bit superior to, or at least in a similar position, it immediately overcomes their primary "belief" objections and it normalizes or minimizes the challenges they foresee
 - At the same time, it has the added benefit of creating powerful social proof for both you and your product
 - Don't worry if your business or idea is brand new and you don't have testimonials yet. The beta testing process she will teach will allow you to gather the testimonials you need in no time
- **Price**
 - When you incorporate the 10 Core Experiences, people are willing and even anxious to pay more, depending on the experiences you provide
- **A reason to buy instantly**
 - There are dozens of different ways that you can create legitimate scarcity or urgency with things like bonus experiences designed to accelerate their success, connect with the community, overcome a major challenge, pick up a fast win, or the strongest motivation of them all - getting access directly to you, the expert
- **A guarantee**
 - So you take away all of their risk (known as a "risk reversal"), so they feel like they can't fail
 - Don't be afraid to back it up with a promise that scares you. Really stand behind the mission of your product in your guarantee
 - Marisa doesn't just offer our students their money back if they're not satisfied, she offers them double their money back as long as they play full out and give our program a chance. If they take the course, do the work, ask for support when they need it, implement her advice, and don't make their investment in the program back if not much more, then she'll happily give them 200% of their investment back!
 - As you can imagine, it takes a LOT of confidence in the value she provides her students to make an offer like that. Likewise if your program is truly valuable, then she encourages her students to make an offer that kind of scares them a little!
- **Positive Experience Escalation Plan**
 - The two biggest mistakes you can make
 - Overloading them right away with a bunch of information
 - Not taking a moment to congratulate them, confirm their decision, and counteract "buyer's remorse."

- Experience Product Masterclass students are going to get a short but fun video that really ties all of this together in a powerful way that makes people know they're EXACTLY where they're meant to be
- **Give them a few quick, easy and strategic wins**
 - To get the happy chemicals firing in your customer's brains right away
 - We want to start embedding that Pavlovian Response ASAP. You know where your customers start to drool with excitement just thinking about their next win?
 - This is the beginning of them getting addicted to taking action. So choose those first wins carefully...
 - For example, in the Experience Product Masterclass, she starts right off with "The Show Me The Money!" video. And there's a couple reasons she does this:
 - Using her simple process for creating what she calls your "minimum", "target" and "stretch" revenue goals for your product creates a specific, powerful and motivating vision that instantly makes your product real to you and it gives you a hard and fast target to shoot for right out of the gate
 - Simply accomplishing the first task of setting these 3 clear targets is an important win... and it's a win anyone can achieve with just a little direction
 - Second, it's Marisa's personal goal to put the money you invest with her right back in your pocket as quickly as she can. Because this is an investment, not an expense and it's all about results to us, and specifically your "Return on Investment!"
- **Then right away, after those first couple of wins, you start your first feedback loop**
 - Ask them to submit something easy yet critical for feedback that helps reassure them that they're on the right track, and that you or your team are actually there, engaged with them and you're actually going to be there with them through this entire process
 - Not just someone who wrote something 10 years ago and hasn't given it a second thought since
 - For example, in the Experience Product Masterclass she has her students immediately schedule their first call with their personal Experience Product Success Coach to review their product idea, timeline and revenue goals and start a relationship that will last for the entire 8-weeks of the program and hopefully far beyond
 - She wants them to know that they'll hold their hand as much as they need! Making every student feel like they will get 100% of the support they need and don't have to go about it alone is one of the most powerful stick strategies there is!
 - Don't worry - there are simple ways to use technology to create feedback loops so you don't have to spend all your time responding to people.
- **"Normalize" (or minimize) their challenges**
 - By emphasizing that *"It's normal to feel scared or overwhelmed or whatever emotion comes up when they take action towards the mission of your program..."*
 - So many info products tell us that everything is "push button" simple, fast and easy
 - They brush challenges under the rug because they think it's going to cost them sales
 - So when their customers face these routine challenges they're unprepared for them, leaving them frustrated, stuck or overwhelmed. This immediately sends people into the downward death spiral
- **Use Pattern interrupts**

- Just when you think you know what to expect and you get into the rhythm of her voice and these slides, she shakes it up a bit. They do something different and unexpected to keep you on your toes
- People experience something called "mental opt-out" when they think they know what's coming and that causes them to disengage... and many times to stop a program or video before they're even done with it.
- Pattern interrupts are one great tool that you can use to create peak emotional experiences for your customers. Other tools include
 - Curiosity and surprise
 - Story
 - Multisensory language
 - Shock and awe techniques
 - Switching learning modalities as well as switching the types of media your message is delivered in
- **Foster a dynamic community**
 - To support your students, customers and clients in overcoming challenges, continuing and sharing their winning streaks and all getting closer to "mission accomplished"
 - Community can add extra feedback loops and layers of support that you couldn't hope to provide alone... you can get really creative here and for that matter in all 10 of these experiences
- **Mission Accomplished**
 - Many course creators forget to celebrate their students when they successfully complete the training
 - This robs your customers of a critical moment of pride, confidence, satisfaction & closure and it robs you of the chance to strengthen your relationship with your customers at the most critical moment as well as suggesting what they should buy next to continue the journey of transformation with you
 - Marisa's client Jesse Krieger used this strategy plus the other experiences she's discussed to turn his product customers into high-end clients for his book publishing agency... At \$7500 a piece plus royalties, this tactic helped him bring his revenue up to mid-6-figures. He's now published 28 books in his Lifestyle Entrepreneur Press imprint and he's receiving royalties every single month.

10X Marketing – Launch Your Experience Product

1. Low-hanging fruit

- **The "give them what they want" campaign**
 - How you gather your intel for your product idea
 - When it comes time to market your product, you simply get back in touch with the people who participated to let them know you have something for them
 - When you ask people what they want, you're creating an experience right up front -- a feedback loop that powerfully signals that you care about them, that you're interested in understanding who they are and what they want

- You may have heard that it takes at least 5-7 touches before someone buys. This simple campaign allows you to quickly and easily create those touchpoints.
- **Discover What You Want campaign**
 - Uses simple quizzes or assessments to allow your prospects and customers to discover more about themselves and what they want in relation to your topic
 - This campaign literally has your customers sell themselves on doing business with you
 - This is good for businesses that have a clear sense of their framework, process or approach, whether they're offering an online program, coaching, consulting or service
- **Start With an Experience campaign**
 - Getting people in the door and giving them an immediate taste of what you do
 - Marisa's student Tracey Ransome started with a simple gift certificate experience to double the income in her chiropractic practice in one month
 - Marisa has also had students create 5-30 day online challenges to funnel prospects into their online offers
 - "Start With an Experience" campaigns are ideal for new businesses, especially brick-and-mortar businesses, service companies, and both group and individual coaching and consulting businesses.
- **Fast Result campaign**
 - Revolutionary new approach to freebies or opt-in gifts that creates engaging experiences leading to fast results and instant, effortless sales of your products
 - This campaign works for both new and established businesses and all kinds of product or service offerings
- **Captive Audience campaign**
 - Meet your audience where they're at and as our friend Lisa Sasevich says..."speak to sell."
 - This campaign is great for both new and established businesses with all kinds of offers
 - Great way to meet your local community, build bonds with the key members of your business community and find new leads wherever you live
- **Reverse Webinar campaign**
 - You may have heard that if you don't make the sale on the webinar, than you're not going to make the sale
 - This can create a huge amount of pressure to get your webinar exactly right. And sometimes you just don't
 - And, when you're first getting started with webinars, most of the time you don't get it all right
 - Using the "Reverse Webinar" campaign, you not only don't have to get it all right, but you get the chance to use the Experience Formula to build relationships and double to triple your sales *after* your webinar is over, even among people who never watched the webinar
- Marisa will go in depth into all 6 of these Experience Marketing campaigns during the Experience Product Masterclass, and you'll receive copies of the exact email sequences, scripts, templates, flowcharts and documents that Marisa has used to create many of her Experience Marketing campaigns and to generate millions of dollars in sales for herself and

her clients.

2. Emails

- Before you begin emailing, it's important to have a game plan for your email campaign
 - What are you going to send
 - When are you going to send it
 - What experiences do you want to deliver in each email?
- There's a delicate balance between too many emails and too few. It's just as bad to be too distant as it is to be that annoying marketer who won't ever leave you alone.
- The difference between getting your email marketing strategy right and wrong is literally like night and day to your business and your bank account
- For example, strategically increasing the amount of emails you send -- and varying the kind of content you send -- during a product launch can as much as triple your results
 - One of Marisa's students, Helmut Whitaker, was able to write a simple Experience Marketing Email sequence that inspired 19 out of 23 recipients to say yes to a high-end long-term study program which he and his wife Kay offer as their Advanced Studies.
 - That's an 83% conversion rate, which is absolutely unheard of
- If you want to get your email acted on, he needed to get it opened first -- and for that, he needed an irresistible subject line
 - Any Email Marketing Expert will tell you that the Subject Line is the most important part of your email
 - If it doesn't get the open, then nothing else matters, whatever you've written inside will never get read
- Once you get your emails opened, the same philosophy applies. The first line is the next most important part of your email
 - If it's not GREAT, they won't read it and everything that follows remains unread
- Overall, the email messaging needs to be what she likes to call "click-worthy". In other words, what are you saying that's worth clicking on?
 - Stack the power of your words & images, and you arouse curiosity, interest, surprise, desire and intrigue
- Finally, your P.S. is a high-leverage piece of real-estate in every email you send. A missing P.S. is a missed opportunity.

3. Videos

- It's not essential to use videos in your marketing campaigns when you're first getting started
- But if you do want to leverage this powerful tool at some point, and you'll be relieved to know that low production, unscripted, unrehearsed videos are often just as compelling if not more compelling than highly produced videos like these are.
- Go beyond the talking head
- So many videos are focused exclusively on someone talking the ENTIRE time and that can get a little boring
 - Spice up the format
 - Do a walk and talk

- Include what's called b-roll or shots from your life
- Stock footage
- Photos
- Other clips
- In the Masterclass Marisa will give you her shot list templates so you can see how to plan your experience videos.
- Think about all the ways you can incorporate exercises or experiences in your videos that get your audience involved in the content, like she did in each of these videos
 - How can you inspire people to engage with your content. To comment, like and share
 - Think about the most impactful and significant call to action can be when you're crafting them
 - What's going to be most beneficial to them?
- Live streaming video
 - Periscope
 - Facebook live
 - Stats show that people will watch "live" raw video for 5x longer than a well-thought-out, well-produced, purpose-driven regular video, even if the "LIVE" video is a replay, isn't that crazy?!
 - Simply because it's interactive and feels like a genuine connection

4. Web Pages

- When you're just getting started, you can sell your experience products on the phone or in person without even needing a web page at all
 - It's a total myth that you need a website to sell your products, there are countless other options and platforms you can use depending on where your audience is best reached
- Now, if you're a little further along and you're ready for a top notch, first class website, you only need a grand total of FOUR web pages to sell any product at all!
 - a. A simple squeeze page or landing page to collect someone's name and email address and provide them with just enough of the right information to get them to fill out your contact form
 - b. A thank you page where you thank them and confirm their registration
 - Use for any one of a number of different functions
 - Delivers your promised item
 - Carries a sales video
 - Sometimes just a fantastic quality content page where you really begin the process of nurturing your newly registered visitor and as we like to say "make a deposit into your emotional bank account with them"
 - c. The Experience Delivery page where your audience will consume and engage with the marketing experience you're delivering, just like you're doing here right now
 - d. A simple sales page with all your "3 Second Test" and "Win-Based Features"
- Inside the Experience Product Masterclass Marisa will give you a full set of ready-to-go templates for all 4 of these pages that you can get started with for free, lowering the barrier to entry to getting your products marketed and sold. And they'll look INCREDIBLE by the way!

- Her company has designed marketing pages for leading entrepreneurs including Danny Iny, Justin Livingston, Callan Rush, Josh Turner, Sage Lavine, Michelle Schubnel and many many others. They invest between \$6-10K for Marisa's team to custom design these 4 pages for them
- You'll get access to their best ready-to-go templates for free when you enroll. All you need to do to customize them for your business is drag, drop and click to edit.

10X Delivery

1. Earn while you learn

- You want to start bringing in the cash from the word "GO" before you even begin creating your product
- Many people feel like they need to have it all "in the can," totally perfect before they begin selling their product
- It's better for EVERYONE to deliver your products to a group or to individual clients as you create them
 - That way you can collaborate with your customers during the process so you end up with the best product for them, NOT the product you *think* is going to work for them, but the product they tell you and show you they need the most
- Second, when you deliver your product live first, whether that's online or in person, you get to witness first-hand the challenges that your customers come up against based on the questions they ask you
 - Gives you the opportunity to address and Normalize the Challenges before they take your customers out of the game
 - Add Core Experiences such as Feedback Loops or Community to better meet their needs and be sure that you're providing Maximum Support from the very first moment they enter your environment
 - Providing much-needed perspective at the moments they need it most
- Enables you to create an incredibly engaging live teaching environment
 - Even if you ultimately end up evergreening your product and making it available as a home study program, when you record content live to an audience, it has a completely different feeling and energy level than when you're talking to your computer alone at home... people feel that and they want that, it's infectious
 - People value experiences more than they value information and when you deliver your products live, your customers feel like they're part of the experience
 - And they're more than happy to roll with any mistakes and tech snafus you have. They realize that's the price you pay sometimes for "live theatre"
 - They LOVE the live experience and so many times people don't even understand why they react the way they do, but the truth is they actually prefer the flaws and the mistakes to a perfect pre-recorded product. It feels more real to them and they respond way better
 - The whole "Earn while you Learn" process really simplifies things for you while creating a far better experience for your customers.
- **Create beta groups or invite individual beta testers**

- Your first experience product customers often get your product at a reduced rate in exchange for feedback, testimonials and referrals
- There are some important parameters around running beta groups in a way that people have enough skin in the game to be fully committed and engaged, then of course dazzling them with your experience product
- The other MASSIVE advantage is that almost every time, the people in the Beta Group or Invited-Only Audience are the ones who end up getting WAAYY more personal time with you than any other group that comes after them
- That's a massive selling point to offset the fact that it's new and unpolished.
- **Deliver your product for the first time live or live virtually** through webinars, teleseminars, workshops, masterminds, case studies, or look-over-your-shoulder demonstrations
 - She'll be doing this the first time she delivers the Masterclass and those first live audiences always have the best experiences because they get THE MOST interaction with Marisa, her team and each other
 - This provides lots of opportunities for feedback loops and they get to be a part of the founders of the community. All of that becomes harder when you prerecord.

2. Rapid Content Creation

- Mindmaps
- Sketches
- Outlines
- PowerPoints
- Interviews
- Leveraging your partnerships
- Repurposing your content
- Curating from the best of the best
- Messaging strategies like scripts and storyboards
- You don't need to create your War & Peace Masterpiece, you need to create the fastest simplest most engaging experience to get your customer to the result...
- Some call it the MVP, or Minimum Viable Product

3. Onboarding

- The very first experience your customer has after they purchase
- It's THE MOST IMPORTANT moment in your entire relationship, because it's when your student decides to engage or not
- This is the moment where you either begin the downward death spiral or the upward growth spiral... and this first experience determines which path your customer will take
- Even the smallest negative experience at the start can kick off a Negative Experience Escalation tail spin that's almost impossible for your customer to recover from.
- So the 3 critical Core Experiences to pull out at this point are:
 - a. Reinforce their decision to join you, reiterate the overall Mission, and repaint or intensify the vision of their Future Self that you created for them in the Experience Marketing phase

- b. Show them the Bird's Eye View of what you have in store for them so they can relax and feel confident in your entire plan and know that they can just focus on what you put right in front of them, because they've seen the finish line and trust you to get them there
- c. Give them 1-3 quick and easy but strategically powerful wins to begin the Positive Experience Escalation and generate massive momentum and the feeling of forward movement and progress from the moment they start with you
- Most people have no idea what they're doing when it comes to onboarding their customers in a frictionless manner and in no time at all, they've unknowingly set up the dreaded Negative Experience Escalation, which is why their products struggle to ever get off the ground, why they get zero engagement, significant refund requests and those who stay STILL don't experience any success at all.

4. Positive Experience Escalation

- Set up by engaging the remaining Core Experiences in a very strategic order
- You've already reinforced the Mission, shown them their Future Self as well as the Bird's Eye View, and given them the first of a series of Constant Wins
- Now it's time to complete their journey, by Normalizing Challenges, creating Peak Emotional Experiences, building in strategic Feedback Loops, and nurturing the Community
- When you stack these Experiences, one on top of the other, your students get to experience what unstoppable momentum really feels like, almost certainly for the first time in their lives.

5. Avoiding Negative Experience Escalation

- Some triggers are:
 - Overloading your peeps with information from Day 1 - leading to the dreaded Analysis Paralysis
 - Allowing them to feel insignificant, anonymous, undirected or unimportant
 - Having a predictable or 1 dimensional content flow allowing them to turn off their brains entirely
 - Making your students feel like they're not getting anywhere or chasing their tail with no support
 - Asking for action without giving any reward for completion or milestones achieved
 - Letting people fall away and losing connection with them
 - Allowing them to get into their own heads - nicknamed "the how hole"

6. 10X Your Revenue

- You can easily add an extra zero to your revenue, simply because you're able to help SO MANY MORE people get results who wouldn't have made it before
- Thanks to your "no-one left behind" Experience Product, you're actually ensuring long-term repeat business and nearly "evangelical" word of mouth referrals
- When you treat them right, it will frankly shock you how avid & passionate your tribe will become
- Throughout this video you've heard Marisa use the number 10x to describe the kind of results you'll see consistently, but the truth is, applying this entire formula has generated more than

20x's the typical levels of engagement and results, so she's saying that 10Xing your bottom line profits is actually a fairly conservative estimate, we'll leave it at that.

Potential Sticking Points and Concerns

1. I've never done this before

- That's GREAT! That's TERRIFIC news! It means you haven't wasted a hundred hours of your time on something that'll make you no money whatsoever and do no good for the people it was intended for!
- It may be hard to believe, but the only skill you need to make this work is a passion or expertise for something shared or needed by others and the willingness to learn and try new things
- Creating experiences is a skill just like everything else... and the best way to develop a skill is not through theory, but through practice, through using that skill in context on the real world
- If you've never created a product before, that's even better -- because you haven't learned the *wrong* way to do it yet.

2. I don't know what to create

- If you've lived at least 20 years on this planet, chances are you've solved a problem or gotten a result in your own life that other people want
- You have ideas, expertise and experiences that can be translated into an Experience Escalation Framework that will allow your customers to get a similar desired result
- And by running a Give them What they Want campaign before beginning any work, you'll have total confidence that you'll be creating the right thing from the start

3. I already have a product

- By now hopefully you've learned that there's nothing wrong with the information, just the delivery
- It can be SO easy to breathe new life into it using the Experience Formula, and begin to leverage all the amazing work you've already done, release it to a brand new audience and help more new people than you ever thought possible by turning this old product into a brand new profit center for your business
- There's absolutely no need to create NEW products unless you feel you have more to share with the world.

4. My Business or market is different

- A lot of people ask if this will work for their business or industry
- The answer is a resounding YES! If there are PEOPLE involved in your business or industry, then Experience Products will perform incredibly well for you
- Experience products are different from information products in that they're not about you, they're about your audience. And as long as you're open to feedback and pivoting your offer to better match their needs, you can't go wrong
- Just a super small sampling of Marisa's experience includes helping her customers create lucrative Experience Products in the fields of Reiki, Publishing, all kinds of Coaching and

Consulting, Education, Careers, Online, Local & Traditional Marketing, Health & Wellness, Personal Productivity, Relationships, Spirituality, Sex, Art, Design, Non-Profits, and much, much more, generating tens of thousands of customers and millions of dollars in sales

5. I don't have a lot of time

- Let's be honest with each other -- the reason why you don't have as much time as you want is precisely BECAUSE you're not creating Experience Products
- It's the people creating products the "old" way who are finding themselves focused on "busy work" that's not serving.
 - They're always in Massive-Content-Creation mode or the Never-Ending-Marketing Hamster Wheel, struggling to keep their heads above water
- Experience Products are quicker to design, create and sell than ANY other kind of product. In fact, they'll shave months off the usual product creation process that most people teach, plus:
 - You have the confidence of knowing that your product will be a hit, right out of the gate and you'll never waste time creating products that your tribe doesn't want
 - More people will complete and get huge results, and be anxious to buy your next product -- which means you'll be spending LESS time on marketing, freeing up more of your time to spend however you choose and in whatever lifestyle you prefer

6. I'm not tech-savvy

- 8 out of the 10 Core Experiences from the Experience Formula *don't* require any technology at all... they are based on the design and structure of your product. You don't need to be tech savvy at all to design, market and deliver experience products.
- Marisa has listed some of the core technologies in a later section of the Blueprint that will help you deliver the other 2 Core Experiences.
- Technology can be a huge distraction for people, keeping them spinning for months on issues that just aren't important.

7. 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 other require a total of just 4 simple pages which we'll be giving you ready-to-go templates for right out of the box...

8. I don't have an email list

- Marisa HOPEs you have this concern! Because it's the MOST misunderstood aspect of online marketing... EVER!
- You absolutely, 100% DO NOT need to have an email list to get started!
- It takes NEXT to NO EFFORT AT ALL to find people who need what you have to offer on the Interwebs. They're EVERYWHERE!
- 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!

- The Give Them What They Want campaign can begin with your immediate social circle on Facebook, across any and all other Social Media platforms and even in everyday real life. Yes, that still exists
- You have to start somewhere and now's a great time to begin building your list - it's SO much easier than people make it out to be in their heads, trust me - you're better off building a brand new one from scratch based on the Experience Product Blueprint
- 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.

9. I don't want to do video

- Don't want to do video? Even if you're scared to death of the camera and you feel like it's going to steal your soul or you've been told as they say that "you've got a face for radio", you have nothing to worry about
- For starters, you NEVER need to do the "talking head" type of videos, that you've seen in this series to successfully market and deliver your experience products
- There's no denying that videos are an amazing marketing tool and one of the most powerful, and there are many different types of videos that you can make
- However, it's actually fairly easy to have success with Experience Products without EVER creating a single direct-to-camera video at all!
- There are many types of video you can make quickly and easily that don't involve you being on camera, spending any money, or needing to be good with technology.

Wrapping It Up

- By now, you'd agree that **Experience Products are the future**
- And when you use the Experience Formula to design, market and deliver your products you're going to see faster easier product creation, with higher prices, effortless sales, more impact and engagement, and ultimately happier customers who buy from you over and over again and refer your products to other people
- And then TO TOP IT ALL OFF, you get to have a lot more fun in your business

- **If you're ready for more** and you're not just messing around, **but you're really ready to achieve that kind of freedom and inspiration and to make the greatest impact that you can make**, while also taking your business and products to the next level, she'll be opening up the Experience Product Masterclass very soon and if it's right for you -- I'd love for you to be a part of it

- Now, just so you know, registration for the Experience Product Masterclass will only be available for a very limited time and Marisa expects it to fill up really fast with GREAT people. Then once it's closed, it's closed

- So just a heads up - stay tuned for the next video where she'll be sharing all the details about our Experience Product Masterclass, exactly who it's for and who it's NOT FOR and what you need to do to join it. So be sure to watch your inbox for THAT video

In the meantime, sign up for one of Marisa's webinars, where she demonstrates many of these techniques while walking you through the process of creating, marketing and delivering your own Experience Product!

[Sign up now!](#)