

THE ACCELERATED COURSE BLUEPRINT

From Idea to Blockbuster Sales in
5 Super Simple (and Proven) Steps



CONTENTS

Discover the EXACT step-by-step Blueprint that I've personally used to generate \$47M+ in Online Course and program sales, while helping over 15,803 students in the process. I'm laying the whole process out, including the 5 Stages of Designing, Launching & Selling YOUR Experience Product.

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Welcome!

Welcome to Session 3 of the Online Course Creators Workshop!

The Online Course Industry is a near Billion (with a "B!") Dollar-a-DAY industry.

Imagine if you could get just a teeny, tiny share of that massive opportunity?

Or, if you're ALREADY an Online Course Creator, imagine if you could get MORE of that opportunity flowing your way?

The first time I tried the ideas I'm going to share with you in this Blueprint it was 8 years ago. I quickly turned a small group of 127 students in a low-ticket course into \$707,865 in value in our business -- WAY more than **ANY** other program I'd ever launched.

And, thanks to this NEW kind of Online Course, since that first discovery...



EVERY SINGLE COURSE I've EVER Launched Has Been a MILLION DOLLAR Course

Leading to \$47M+ in Online Course and program sales.

While helping over 15,800 students.

I'm laying the whole process out, step-by-step in this Accelerated Course Blueprint, including the 5 Stages of Designing, Launching and Selling Your Experience Product.

I'm so excited to share this with you!

Let's get into it...

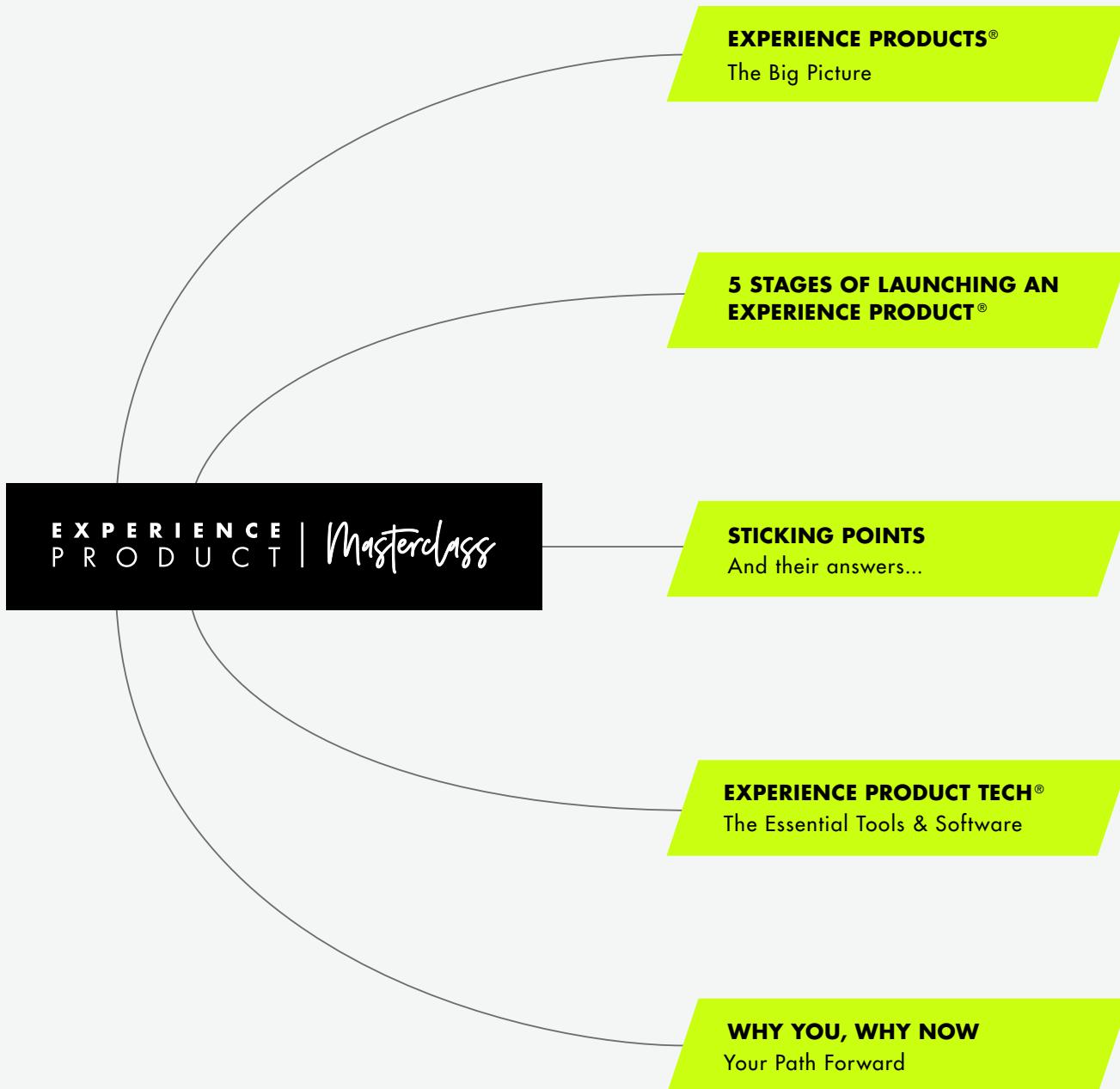
Marisa Murgatroyd

CEO, Live Your Message, & Creator of The Experience Product Masterclass

A handwritten signature in black ink, appearing to read "Marisa Murgatroyd".

THE BLUEPRINT

Here's what's inside...



JOIN THE EXPERIENCE PRODUCT REVOLUTION

How Experience Products® will transform your business...

MORE STUDENT SUCCESS

- Most Online Courses have a **97% failure rate** because they press students' "Give Up" button over & over
- Instead, The Experience Formula® adds "Dopamine" buttons to your course that empowers **10-30 times more** students to **stay engaged and to take action**
- This stops costly refunds & complaints, while guaranteeing increased levels of student **happiness and satisfaction**
- When your students KNOW they'll get results from your programs YOU get a ton of advantages because they buy more of your programs, refer more of their friends and colleagues, become your **RAVING fans** and say **YES** to virtually all your **NEW offers as well!**
- Successful students give you powerful Case Studies, examples and testimonials you can use in your marketing to attract **MORE** people to your programs
- Showing the success your customers get is strong social proof that your program **WORKS** (and helps to overcome buying objections)

REPEAT CUSTOMERS & HIGHER PROFIT

- **Follow-up sales** are where your biggest profits come from (they're up to **16 times more profitable** than 1st time sales)
- When you **create the right student experiences** and give people results, they **WANT** to buy from you again and again and again
- Which will drive your **repeat purchase rates as high as 30%** and higher in some cases
- This results in a **much higher Average Lifetime Value** for each customer who comes into your program
- Which has a **MASSIVE** positive impact on profits: **repeat customers spend more** with larger and faster transactions

EXPERIENCE PRODUCTS®

The Big Picture

LOVE YOUR BUSINESS MORE

- Work less and make **more**
- **More free time**, more choice, more fun with more success on autopilot
- Build your business **on your terms** so you can work on what you want, when you want and with whom you want!
- Work with clients and students **who LOVE you** and are grateful to work with you
- Feel the satisfaction of **impacting people on a deeper level**

CONSISTENT REPEATABLE REVENUE

- **Add new income** by adding more Experience Products at will
- Create the "Business Growth Trifecta" situation of **more people investing more money** with you more often
- Turn on the **powerful referral engine** in your business that organically attracts more & more new customers
- Referrals **create momentum in your business**, which can turn on the income "flywheel" that just keeps turning on its own, getting faster and faster, bringing you in more sales and revenue without you having to sweat for it

BECOME A POWERFUL MARKET LEADER

- **Become known for your unique ability** to empower and motivate people to take action... which most people don't consistently feel on their own
- **Get celebrated for your "superpowers."** Grow your buzz and easily stand out from everyone else in your industry
- **Become a market leader** by challenging the status quo and get recognized as the new "go-to" expert in your field
- **Enjoy lucrative new opportunities** for speaking, interviews, books and more
- Plus, **raise your prices** to match the value you're putting into the world



So what the heck is an “Experience Product?”

An Experience Product is any product, program or course that combines the 10 Core Experiences of The Experience Formula®, while avoiding the 10 Anti-Experiences you find in most courses. This results in more student engagement and success than other traditional approaches by activating the reward center in people’s brains and propelling them into massive action.

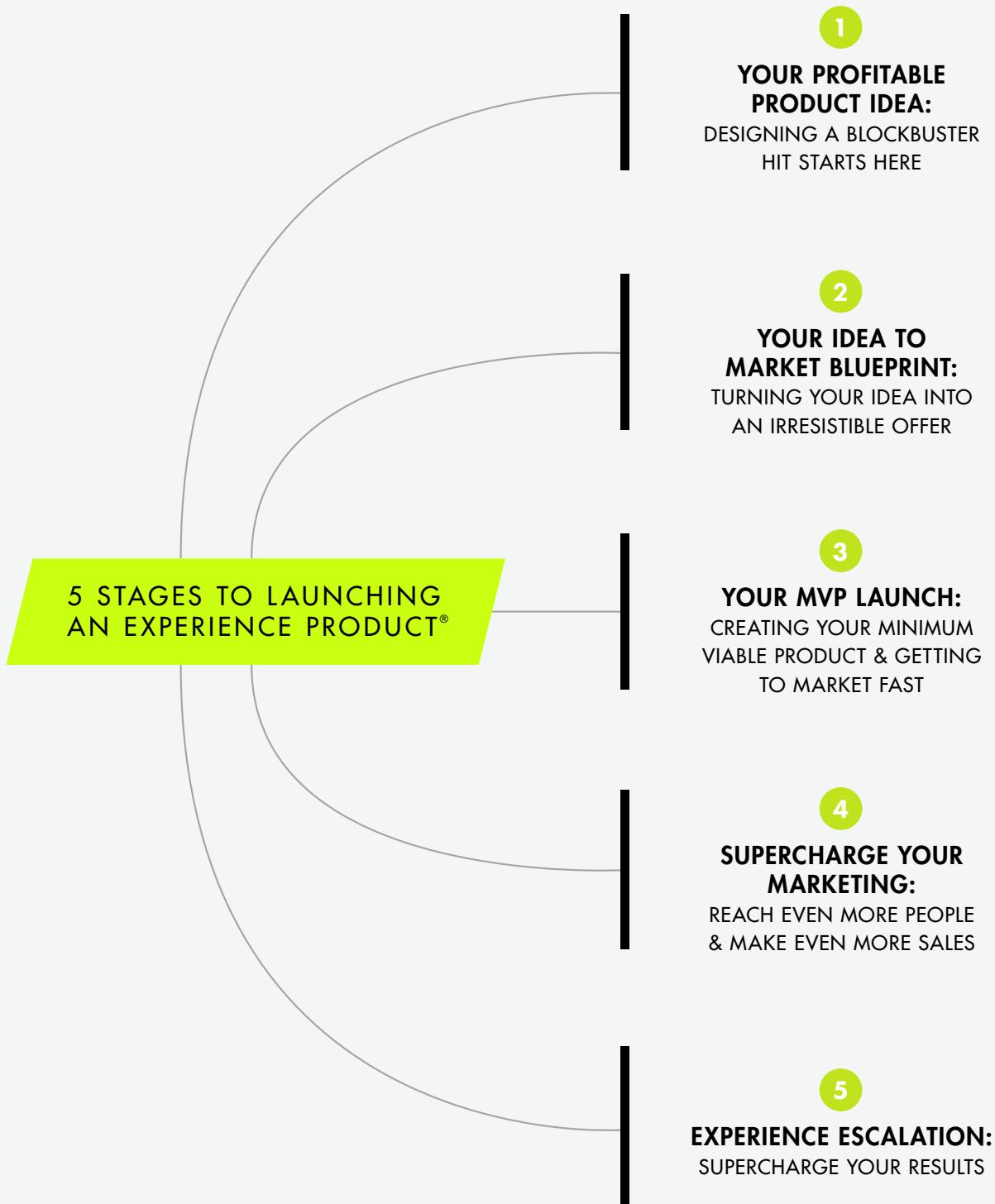
These Core Experiences combine the most powerful elements of gamification, learning theory and the psychology of motivation to create an engaging experience that works with (rather than against) the brain to get your customers “hooked” on taking action and getting results.

When you stack these 10 Core Experiences into every element of your Experience Product, you create Experience Escalation, which is like an upward spiral that propels your customers across the finish line of your course in record numbers.

When your customers win, you win. Refunds drop, referrals and repeat sales go through the roof because customer success really is the new marketing.

EXPERIENCE PRODUCT STEP-BY-STEP

It all comes down to 5 simple stages...



EXPERIENCE PRODUCT STEP-BY-STEP - CONTINUED

1

YOUR Profitable Product Idea:

DESIGNING A BLOCKBUSTER
HIT STARTS HERE

- Choose one of **20 Most Profitable “Mega-Niches”** to give you direction and focus
 - Health & Wellness
 - Style & Beauty
 - Sex, Love & Intimate Relationships
 - Parenting & Family
 - Life Purpose
 - Business & Entrepreneurship
 - Corporate Training & Consulting
 - Career & Professional Skill Development
 - Money & Finances
 - Real Estate
 - Retirement & Legacy
 - Time Management & Productivity
 - Personal Growth & Skill Development
 - Religion, Faith & Spirituality
 - Home Improvement & Organizing
 - Survival & Sustainability
 - Art, Hobbies & Sports
 - Animals & Pets
 - Education (*Grade School, High School & College*)
 - Nonprofits & Social Responsibility
- Use the **7 Criteria of the Profitable Niche Checklist** to discover your lucrative Micro-Niche and Core Solution (exactly what you do for the people you serve)
 - ✓ Criteria #1 - Addresses a specific and acknowledged market need
 - ✓ Criteria #2 - Targeted at a specific kind of person (self-identification)
 - ✓ Criteria #3 - Identify ONE specific person who needs that problem solved
 - ✓ Criteria #4 - Open, willing and able to pay to have this problem solved
 - ✓ Criteria #5 - Can easily reach your target audience
 - ✓ Criteria #6 - At least 10K people you can easily reach who want what you do
 - ✓ Criteria #7 - You can help this person solve this problem (and you'll enjoy it!)
- Decide what **type** of Experience Product to create
 - Online Course or digital 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 MVP Approach to validate and tweak your offer
- Pre-validate (or fine-tune) your Profitable Product Idea with your target market using a Give Them What They Want Campaign

EXPERIENCE PRODUCT STEP-BY-STEP - CONTINUED

2

YOUR IDEA TO MARKET BLUEPRINT: TURNING YOUR IDEA INTO AN IRRESISTIBLE OFFER

- Dialing in your offer means **less marketing** and more sales later on
- Create Your **12-Week Idea to Market Blueprint** so you know exactly what to do and when to do it to hit your financial goals, including your Target, Minimum and Stretch Goals
- Your **Product Name** should convey information, trust, authority, credibility and excitement
- The right **Mission & Future Self Vision** engages the **heart and mind** of your customer and sets Experience Products apart from other products
- Your powerful **Origin Story** allows your customer to envision their success and relate to your Mission
- Remember there are 5 Kinds of **Credibility** and who you're being is just as important as what you've done (if not more)
 1. Results
 2. Relationships
 3. Personal Qualities
 4. Physical Attributes
 5. Lifestyle Choices
- **Setting the right price:** Experience Products can command higher prices because they actually deliver results
- Sweeten the pot with the right **Bonus Stack** so it becomes a no-brainer to invest
 - Complementary trainings, books or 1:Many products
 - Tools, software or templates
 - Done-for-you services
 - Physical bonuses
 - Access to you in the form of private time or group coaching
 - Community access
 - Live event tickets
 - Partner bonuses
- **Authentic Scarcity & 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 (and it's easy to create when you implement Core Experience 1 in The Experience Formula®)
 - Satisfaction Guarantee
 - Time-Based Money Back Guarantee
 - Results-Based Guarantee
- **Define** your signature system, process, framework or "Bird's Eye View" with the 7-step product brainstorming process

EXPERIENCE PRODUCT STEP-BY-STEP - CONTINUED

3

YOUR MVP LAUNCH: CREATING YOUR MINIMUM VIABLE PRODUCT & GETTING TO MARKET FAST

- “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
- Turn Your Bird’s Eye View into the **exact Modules and Sessions** you’ll provide in your course, so you know exactly what to include (and most importantly exclude) to get your customers to Mission Accomplished as quickly and easily as possible
- Design a simple Onboarding Process to kick-off the feeling of Experience Escalation right away so your new customers become hooked on your product
- **Translate each step of your system** into features and benefits that make it sexy for your customers
- Put everything on your **MVP Launch Plan** so you have everything you need to feel confident selling your program (even if it’s not all built out yet)
- Launch your Minimum Viable Experience Product with just one marketing campaign that anyone and everyone can use (without previous marketing experience, technology, ads or email lists)
- **The Chatterbox Campaign** is the simplest of all marketing campaigns — Simply show up and talk about your product in a very specific way everywhere you already are
- Use **The 5 Pivots** to take your Chatterboxing deeper and deeper:
 1. **The Pre-Qualification Pivot:** Identify Your Target Market in an Instant
 2. **The Opening Pivot:** How to “Have Them at Hello”
 3. **The Referral Pivot:** Turn Anyone Into a Lead Source
 4. **The Conversation Pivot:** Turn Casual Conversations Into Buying Conversations
 5. **The Closing Pivot:** Seal the Deal
- Prove your product with *real people* paying you *real money* to get *real results* in their life so you can move on to Stage 4 & 5

* Note with an **Experience Product** you can even SELL your program BEFORE you build it, so there's very little you need to do to be READY to market your Online Course

EXPERIENCE PRODUCT STEP-BY-STEP - CONTINUED

4

SUPERCHARGE YOUR MARKETING:

REACH EVEN MORE PEOPLE & MAKE EVEN MORE SALES

- Experience Products are easier to market and sell than traditional products
- **Experience Marketing:** The transformative process of helping someone create the mindset, beliefs and conditions to make a change in their life that they want, but can't get on their own
- **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
- 8 Proven Experience Marketing Campaigns
 1. **The Chatterbox Campaign:** Simply Show Up & Sell
 2. **The Give Them What They Want Campaign:** Test & Pre-Sell Your Product Idea With a Survey
 3. **The Start With an Experience Campaign:** Hook Them With a Taste of What You Do
 4. **The Fast Result Campaign:** How to Design Free Gifts That Build Your List & Sell Your Products
 5. **The Perfect Email Campaign:** How to Win Them Over One Email at a Time
 6. **The Application Campaign:** Pre-Qualify Your Students, Clients and Customers
 7. **The Reverse Webinar Campaign:** The Low-Stress Way to Do Webinars
 - **Email 1:** After your webinar is over, send a replay email with social proof
 - **Email 2:** Send another email to the replay with time-code references
 - **Email 3:** Introduce the Mission and Future Self Vision of your product through a story (this is the first call to action to buy)
 - **Email 4:** Share the Bird's Eye View of your offer with a CTA to buy
 - **Email 5:** Share a Case Study of someone who had success with your product (or someone you've helped for free)
 - **Email 6:** Focus on handling objections
 - **Email 7:** 4 days after your Webinar, start Cart Close Day with a Future Self email
 - **Email 8:** Shift from speaking to the heart to speaking to the head with FAQs
 - **Email 9:** Reinforce the value of your offer and start building FOMO
 - **Email 10:** Send a short last chance email
 8. **The Captive Audience Campaign:** Speak Your Way to Product Sales
- Marketing is literally the biggest fear that holds many people back, but with these Experience Marketing Campaigns, it's a lot easier than you imagine
- The first 3 Experience Marketing Campaigns can begin with your immediate social circles on any and all social media platforms and even in everyday real life
- 4 of the 8 Experience Marketing Campaigns don't require any kind of web pages at all, the other 4 require a total of just 4 simple web pages, which are easy and cheap to get
- Stack these campaigns 2-3 deep to virtually guarantee your success!

EXPERIENCE PRODUCT STEP-BY-STEP - CONTINUED

5

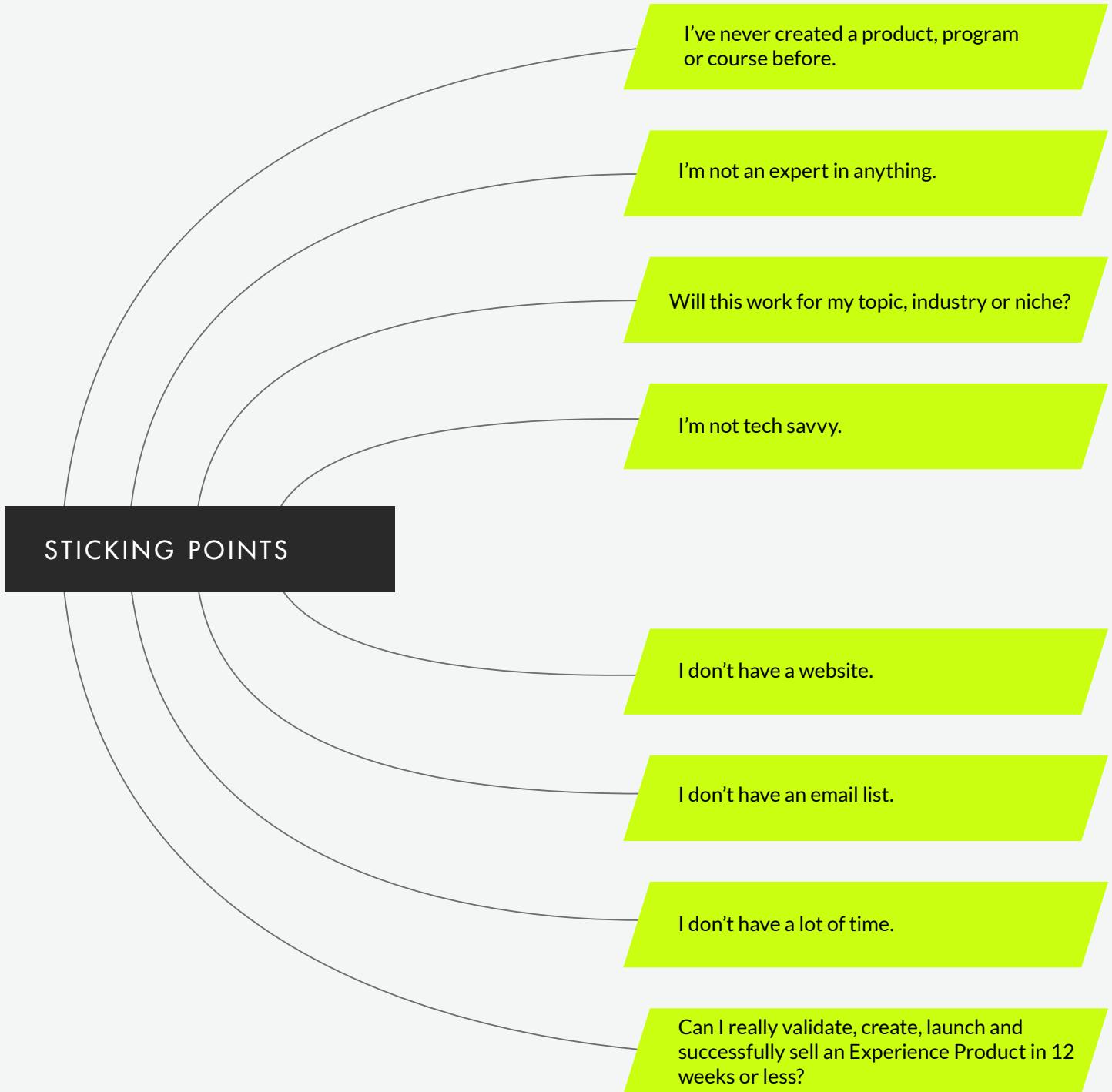
EXPERIENCE ESCALATION:

SUPERCHARGE YOUR RESULTS

- **The Warm Snugly Blanket:** How you use the 10 Core Experiences of The Experience Formula® (listed below) to deliver every aspect of your Online Course such as videos, emails, social posts, group coaching, etc
- Create an **Experience Escalation Plan** to get your students 10-30 times more results by including:
 - Mission
 - Future Self
 - Bird's Eye View
 - Constant Wins
 - Peak Emotional Experiences
 - Normalizing Challenges
 - Feedback Loops
 - Community
 - Unstoppable Momentum
 - Mission Accomplished
- Use the list of **Anti-Experiences** to know what to AVOID in your course so you can prevent the "Downward Death Spiral" that so many traditional Online Course creators get into:
 - Too Many Masters
 - The "How Hole"
 - Headlights in the Fog
 - Chasing Your Tail
 - Mental Paralysis
 - "Everything Is Awesome"
 - Anonymity
 - Isolation
 - Start & Stop
 - Ending With a Whimper
- **What Happens in the First Hour, the First Day and the First Week:** The Onboarding Process is critical, because you'll either begin the process of Experience Escalation OR kick-off the dreaded Downward Death Spiral
- Hit "The Big 4" right away in your course
 - Restate the **Mission** and **Future Self** immediately so they know what they're doing and why they're doing it
 - Show them your **Bird's Eye View** so they can relax knowing you're leading the way
 - Give a few quick, easy **Wins** to stimulate the reward center and increase motivation right out the gate
- Bring in the next 4 Experiences
 - **Peak Emotional Experiences** keep things dynamic and engaging
 - Start the **Feedback Loops** to create the feeling of personalization
 - **Normalize Challenges:** "Every journey has ups and downs, it's normal!"
 - A dynamic Community is there for support and encouragement
- Structure your course to progress from small actions and wins to larger and larger actions and wins to create **Unstoppable Momentum** which leads to...
- **Mission Accomplished:** AND... how do you end just as powerfully as you started, while lining up customers for your next offer?

STICKING POINTS

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



STICKING POINTS - CONTINUED

I've never created a product, program or course 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 to start from scratch because you haven't learned the wrong way to do it
- This reduces the product design, marketing and delivery process to 12 weeks not 12 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

Will this work for my topic, industry or niche?

- 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®

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 aren't important enough to slow down your product launch
- 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
- And if you do want simple tech, we've built it for you!

STICKING POINTS - CONTINUED

I don't have a website.

- You don't need a website to sell your first Experience Product
- **4 of the 8 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.

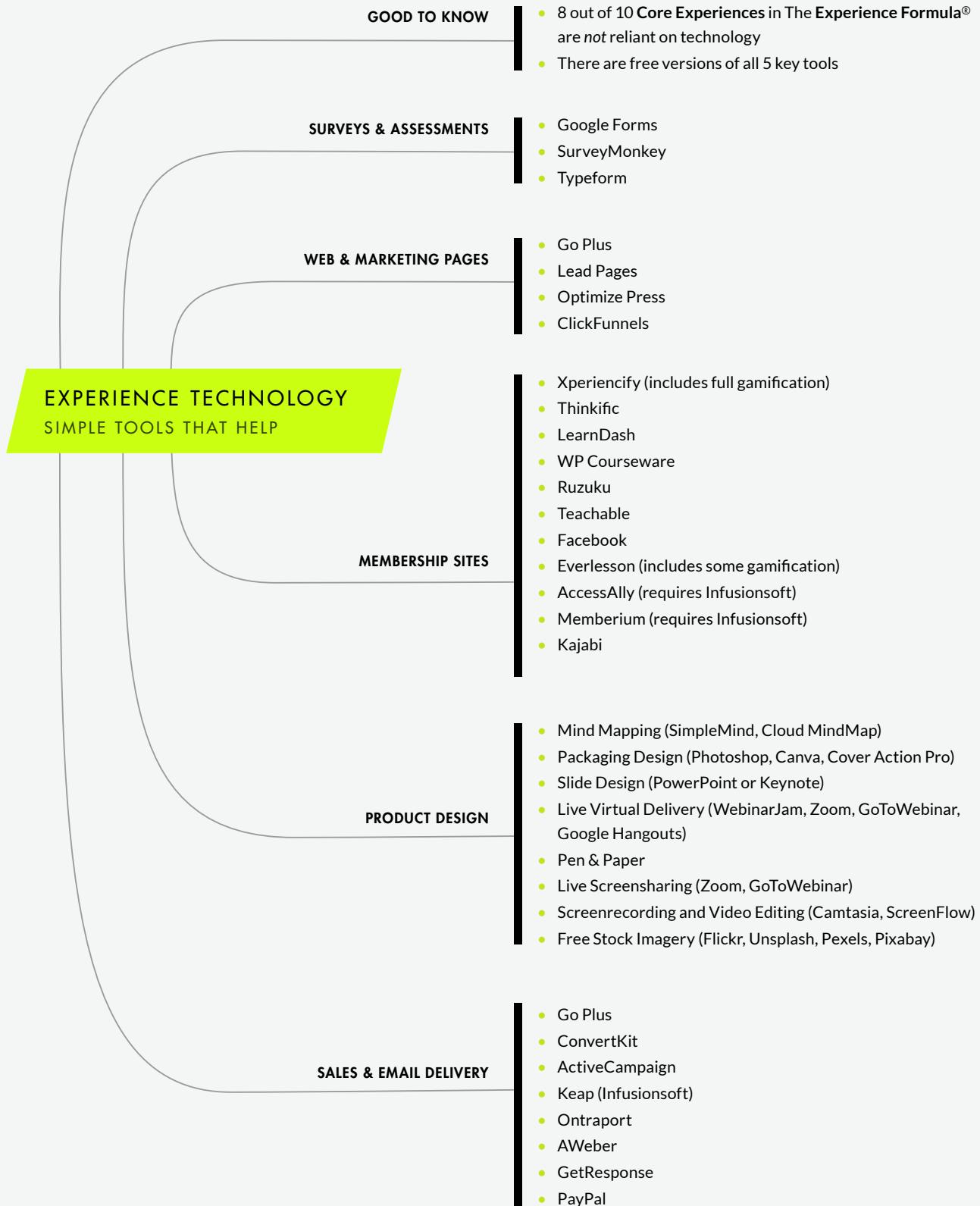
- The Give Them What They Want Campaign can begin with your immediate social circle
- You have to start somewhere and now's a great time to begin building your list
- Building an Experience-based email list ensures you'll never have anything other than a rabid, engaged customer base, anxious to buy your next Experience Product
- A few hours of research and outreach 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.

- It's highly likely NOT having an Experience Product is one of the reasons (they can actually **SAVE** you time vs. traditional Online Courses)
- Experience Products shave months off the usual product creation time
- Never waste another second because you're certain you're creating something your Community or audience wants
- Because they're getting huge results and buying over and over, you'll spend less time on marketing, freeing up your time
- You're building a long-term asset for your business, which is worth the time investment

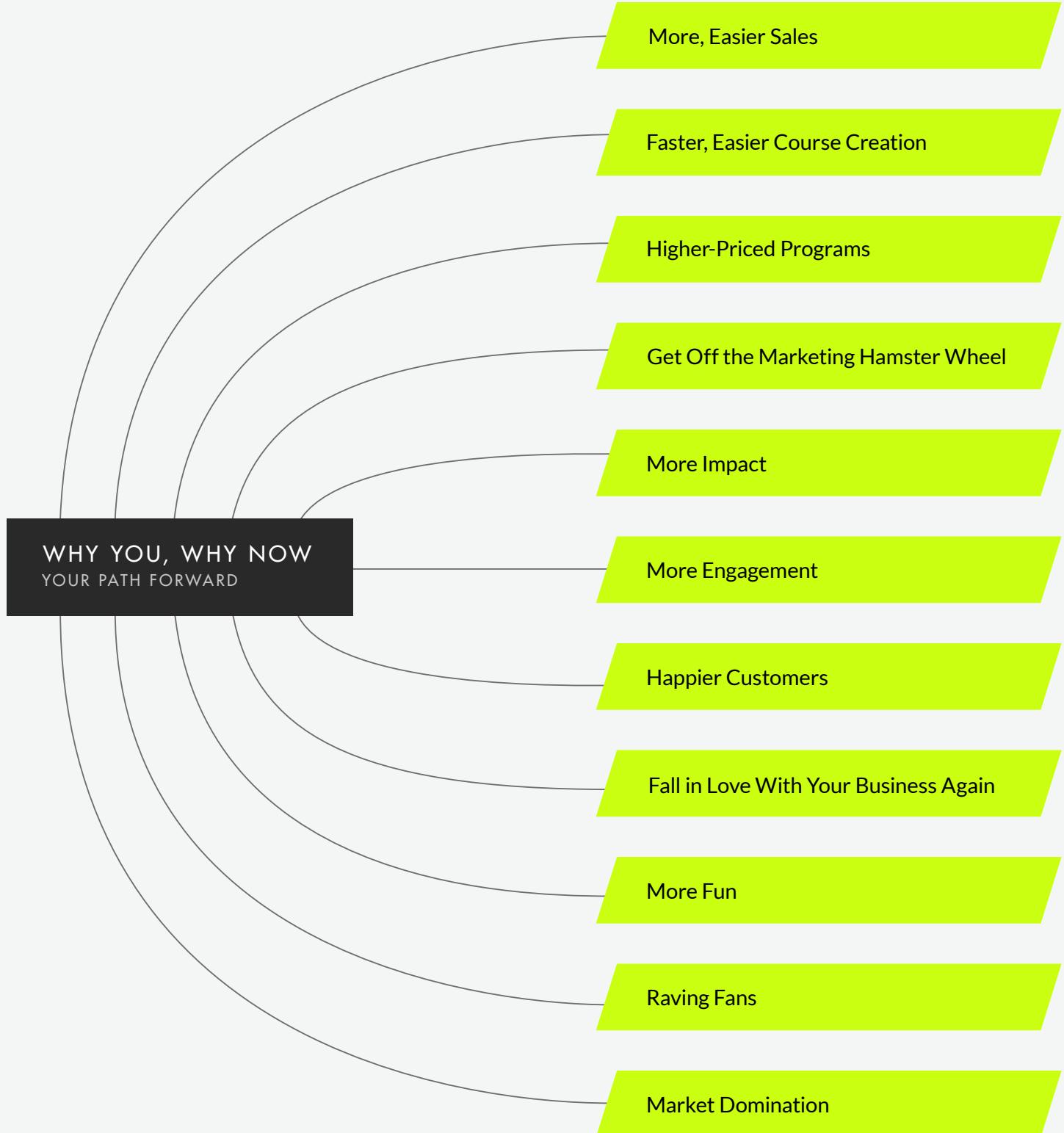
EXPERIENCE TECHNOLOGY

Our recommendations for the best free and paid tools to use.



WHY YOU, WHY NOW

Why Experience Products are the future...





Experience Product Case Studies.

The following Case Studies show how other people, just like you, have been able to use The Experience Formula® to create highly profitable, massively successful Online Courses.

These Case Studies will give you inspiration for YOUR Online Course, regardless of your niche, your experience level or whether you've created a course before or not.

It includes actual sneak peeks INSIDE their high performing courses -- the real-life ways they are using The Accelerated Course Blueprint to create EXPERIENCES that result in more sales, less refunds, higher student success and more repeat customers and referrals.



Drs. Davina & Galen Detrik

How two dentists quit their high-paying jobs and made 4X MORE working LESS!

Drs. Davina and Galen Detrik were both working long hours in 5-day-a-week jobs in DIFFERENT towns. They were tired, stressed and hardly seeing each other or their kids. They turned all that around with ONE Online Course that launched an EMPIRE, generating \$800,000 this year (and on track for their first MILLION Dollar Year)!

- The Thrive Dentists is the brainchild of Drs. Davina and Galen Detrik -- helping dentists create more profitable and successful boutique dental practices.
- The massive success of the business, which is revolutionizing dentistry, all started with ONE Online Course, that generated **\$72,000 on their FIRST launch**, even though they had no prior course creation experience.
- Their first course was created using The Experience Formula® and it was showing dentists the new business model the Detriks had been road-testing, seeing fewer patients and serving them in a deeper way.
- Since then, they've created a suite of Online Courses, products and programs, including high-dollar coaching programs that've put them within reach of their **FIRST million dollar year** and created a Community of raving fans who LOVE what they do.
- The young couple's lives have been transformed -- they now work from home (instead of traveling multiple hours a week in different directions to their jobs), have more time with each other and their children AND they're **making 4X MORE** than when they were full-time dentists working a J.O.B!

The Results!

First Course	Enrolled 12 students and made over \$72,000!
Revenue This Year	\$800,000 (after just 3 years in business!) and on track for a MILLION dollar year next year!
Total Courses Now	12 Online Courses
Completion Rate	95% of people who take their courses COMPLETE them!
Community	Over 300 Active Dentists and Members
Lifetime Customer Value	26% of those Active Members have a lifetime value of over \$17,000!

"Our lives have completely changed since the Experience Product Masterclass. From our FIRST ever sales online (a \$72,000 launch right out of the gate!), we've been able to LEAVE our jobs and grow an \$800,000 business - on track to make a MILLION dollars this year!"

Dr. Davina Detrik

Building on Their Success

- Before Drs. Davina and Galen Detrik had even finished the Experience Product Masterclass they had made \$47,413.46 in sales and went on to make \$72,000 in that first launch, even though they'd NEVER made a single dollar online before that!
- Galen said "It was a taste of what's possible. We thought to ourselves - OK, if we can do this once, we KNOW that we can do it again!"
- "When you have something that's really good — like what Marisa does — designed not just around information, but also around creating real results and experiences, you have a skill set you can carry throughout life," he said.
- Knowing their early success was definitely NOT a "one-hit wonder," after 6 months, they set about building a suite of products (they now have TWELVE Online Courses!) and have had MULTIPLE 6-figure launches.

Creating EXPERIENCES is the Game-Changer

- From the start Davina and Galen focused on creating experiences and not just giving information in their Online Courses.
- They applied The Experience Formula®, adding strategies like "Constant Wins" and Milestones, sending surprise gifts, celebrating wins, Mission Accomplished and more.
- The environment they've created is a tight-knit, high-trust Community who buy again and again and refer their colleagues. Davina and Galen were even recently invited to one of their clients' weddings!
- The MASSIVE wins they're creating for their students is giving them Unstoppable Momentum. This is JUST the beginning!

Life now is SO different...
Our time is our own,
we can homeschool our
kids and our marriage is
better than ever!

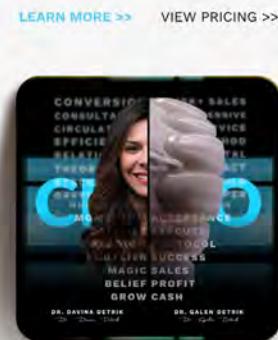


\$800,000 THIS year... and on track for our FIRST million-dollar year!

THE ESSNTL COLLECTION
how to create a boutique ffs practice of your design



THE CREDO COLLECTION
how to ethically generate \$10k+ case acceptance



From long hours in a
dental J.O.B. to industry
mavericks making 4X
MORE and loving it!





Dr. Marie Mbouni

How To Go From Zero to 18 People in Your Coaching Group With ONE Webinar

See how a former anesthesiologist who'd struggled at ZERO for months and months found the confidence and clarity to make \$21,291, filling her group program with 18 people and winning 3 high-value private clients as well -- all from JUST ONE 90-Minute WEBINAR.

- Dr. Marie Mbouni left behind a demanding and rewarding career as an MD anesthesiologist to pursue her DREAM of helping high-achievers awaken their true potential and tap into a limitless future.
- Her work helps people create a mind/body/heart connection that incorporates Shamanic Techniques and Consciousness Coaching.
- As a doctor, people came to her. But as a business owner she had to figure out how to find her ideal clients and go to them. And she sought the support of coaches and mentors to help her make this leap.
- Dr. Marie says she always knew **deep down that she had the gifts and talent** to succeed in this field but she lacked the confidence.
- The thing that made all the difference was **gaining the support of the Live Your Message team**, which gave her clarity and a life-changing moment where she added the dates she would launch her online program and she decided she would finally do it.
- Marie says she first thought it would take her YEARS to establish her successful business and she got there much faster by creating an Experience Product... and **launching within Just 3 MONTHS** of doing the Experience Product Masterclass.

The Results!

Sales Webinar	18.5% conversion rate and 18 sales in JUST 90 minutes
Course Release	\$21,291 in sales in FIRST EVER Offer
Upsell to Coaching	3 immediate upsells - a 16% conversion
Thriving Coaching Practice	Thriving Online Course sales regularly selling \$16,000 - \$20,000 packages
Working Less, Earning More	Recently DOUBLED coaching prices , due to high demand

“I finally had no fear -- I was just so excited and confident and I felt so aligned. So when the time came, I implemented what I learned and people joined!”

Dr. Marie Mbouni

Clarity & Authority

- Because Marie is so clear on her niche and her message, she's attracting her ideal clients.
- Her newfound confidence means her Online Course sales conversations are effortless and she often finds MANY people also want to work with her 1:1 and are moving into her higher value Coaching Program as well.
- Her authority is getting noticed -- she now attracts more PAID speaking opportunities, such as a recent invitation to speak to high-level entrepreneurs in Silicon Valley.

Freedom and Getting Her Life Back

- While being a doctor was rewarding, Marie had no life and worked all the time in high-pressure environments.
- Owning her own business means Marie can now do what she wants to do, when she wants to do it and with whom she wants to do it with. She says, “I got my life back!”
- Shifting from her job to her own business also means she has no limit to what she can earn. “As a Doctor I had a cap on my salary. Now my potential is limitless,” Marie said.

UNLOCK YOUR TRUE

Potential

Take the reins of your life and uncover a path less taken but filled with opportunity, adventure, and abundance. Each of my on-demand online courses is specifically designed to help you begin to unlock the potential within yourself.



“I made \$21,291
in Online Course sales in
ONE 90-minute webinar!”



“Doubled my coaching prices!”



Richard Zultner

How a Productivity Expert is Making 6 Figures With
Just Two Online Courses and Virtually ZERO Marketing
(All While Taking 3 months OFF a Year!)

See how retired academic, Richard Zultner, is easily filling his online programs (and often has a waitlist), all while having the ultimate freedom and flexibility to take 3 months off a year -- and leave a legacy in his highly specialized area of expertise in the process.

- Richard Zultner is an academic with extensive expertise in Project Management.
- He's dedicated his life to this field and now sees his Online Courses as a way to "give back."
- In the process he's built a very successful, **low maintenance, online six-figure course business** that still gives him 3 months off a year.
- Richard is a prime example of creating a super simple, highly lucrative business without any team, complex tech, email lists or complicated marketing.
- He sees his business as a "digital duchy." A duchy is the lowest maintenance, lowest cost sovereign territory. And Richard is the "Duke" of his digital duchy, doing business on HIS terms -- getting his business working FOR him, instead of the other way around.

The Results!

First Course	Critical Chain Project Management - \$1,997
Beta Release	\$5,000 in sales in his VERY FIRST Beta Launch
Reliable Sales	Gets 12 - 24 students a quarter (often with a waitlist)
Revenue	Multiple 6 figures a year
Sabbaticals	Richard is able to take a three-month sabbatical EVERY year and still maintain his 6-figure income
Maximum Flexibility	Keeping his business lean enables Richard to have all the freedom he desires

"I actually had 10 years' experience teaching online. But what Marisa does in the Experience Product Masterclass is to give you a whole different perspective to look at teaching and it helped me to understand WHY some of the things that I had figured out on my own actually worked.

Once I was able to understand, I was able to do it better. I was able to do it intentionally and I was able to get better results."

Richard Zultner

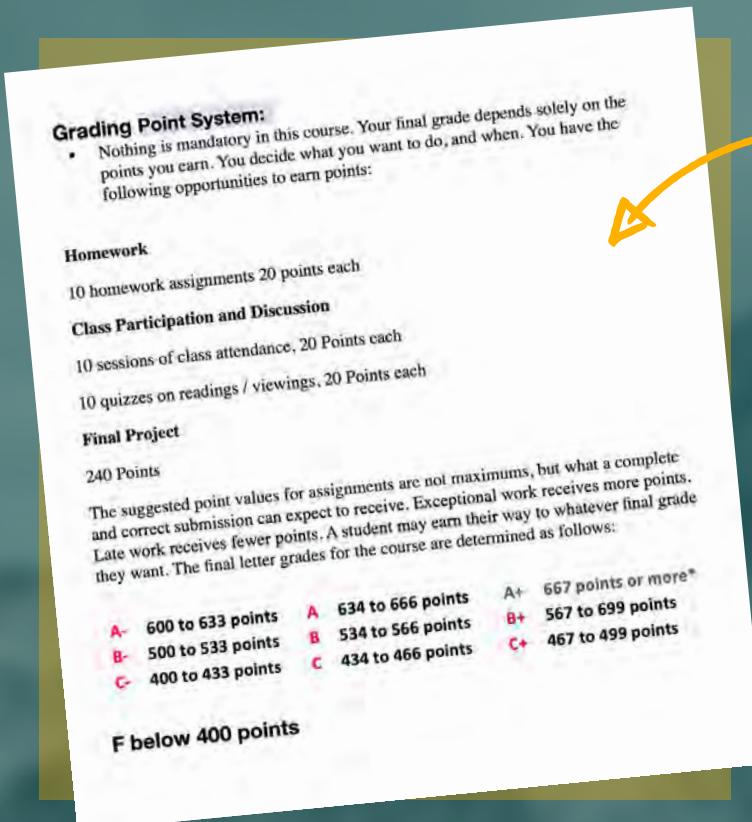
The Online Courses that "market themselves"

- Richards says, "I am retired and doing this because I love it. I don't need to do any unfun kind of marketing."
- The main way Richard sells his courses is through a simple technique he learned in the Experience Product Masterclass called "Chatterboxing," which is essentially talking to people about your course in a very specific way!
- "You know, and it's such a simple thing. But when Marisa talked about Chatterbox Marketing -- that essentially just by talking to people you can market what you do -- I actually found it fun. I essentially do that online. I do virtual Chatterboxing. I don't do email lists. I don't have a website. I don't do promotional freebies. But I DO enjoy talking to people and asking them about what kind of problems they face in their business."

Online Course Leaving a Legacy

- Richard said, "I've spent decades learning the content that I teach, and this is my chance to really give back. Because my mentors are no longer around, so it now falls on me to pass on what I learned from them."
- He's able to reach more students in more diverse geographical locations with his Online Courses than he was able to in his in-person university classes.

Experiencifying your Online Course doesn't have to be high tech. See these super simple but powerful tools Richard uses.



Richard's internal point system creates quick wins and Unstoppable Momentum for his students.

"This is my most important checklist, to make sure that every participant is seen, understood and recognized in my courses."



Made \$4,752 with her
FIRST beta Online
Course in *LESS* than
8 weeks!

Charlie Jacka

Launching My FIRST Beta Online Course!

How This Marketing Expert Made \$4,752 With Her FIRST Beta Online Course in LESS Than 8 Weeks in an Obscure Niche (With Virtually NO Marketing)!

- Charlie Jacka has been a business coach for artisans and creative entrepreneurs.
- She works with people who are creating something with their hands and teaches them how to utilize the internet to make sales for their creative works.
- Up until recently, all of those workshops and programs took place in person in her hometown of Albuquerque, New Mexico.
- Charlie discovered the Experience Product Masterclass and created her VERY first Beta Online Course in less than 12 weeks.
- Not only did she get her course created, **she FILLED her program with 16 people** (with a waitlist of an additional 36 people!), **generating \$4,752 from scratch!**

The Results!

First Course	Simple Social Selling System - \$297
Course Release	SOLD OUT with 16 students and 36 on the WAITLIST
Beta Revenue	\$4,752 from the first Beta version
Confidence	Getting this first win on the board was a MASSIVE confidence boost
Feedback	The 16 Beta Students are giving awesome feedback that will make scaling the program so much easier

“I tend to be a perfectionist, so I decided I’m just gonna do this and see. It’s not gonna be perfect. I’m going to make mistakes. Getting the MVP Version of my course out helped my confidence so much and I realized this is not as big or as hard as I was making it in my mind. ”

Charlie Jacka

Using The Experience Formula® Every Step of the Way...

- Charlie is finding that her students are massively engaged, staying with the program and getting results.
- She is using several key elements of The Experience Formula® to create that Unstoppable Momentum, including:
- Milestones and Constant Rewards -- conducting regular “Jump Contests” which are aimed at getting people to a specific Milestone in the program.
- When people hit those Milestones, Charlie rewards them with awesome benefits, including 1:1 Sessions with her and funnel reviews.
- She says, “My students have already come back to me and said how much those EXTRA things I am doing are driving them to finish the course and finish it on time.”
- “The Experience Formula® really works!”

HELPING CREATIVES SOLVE THE LITTLE PROBLEMS SO THEY CAN WIN BIG!

271

SATISFIED CLIENTS

28

PAST WORKSHOPS

1

UPCOMING WORKSHOPS

2

UPCOMING FREE WEBINAR

*"Now that I've done it once,
I can make it better. Now
I can work on making the
experience better for my
users, which is awesome!"*



EARLY BIRD PRICING

\$297 USD

AVAILABLE THRU CYBER
MONDAY

BUY NOW

Simple Social Selling System

What If You Could Reach Hundreds of Thousands of Your Ideal Clients—From All Over the World—Without Ever Leaving Your House or Spending a Penny?



Learn the Secrets Successful
Social Media Marketers Use
to Grow Massive, Engaged
Followings Online



*Now offers high \$
mentoring and programs
all over the world.*

Jeff Poole

Finally Breaking Through! From Uber Driver to
In-Demand Global Expert -- and My Online Course
Was the Turning Point!

See how a Vedic Astrologer went from living in other people's basements for 20 years to FINALLY being able to afford his own home -- and became a world-renowned expert with a \$70,000/year income.

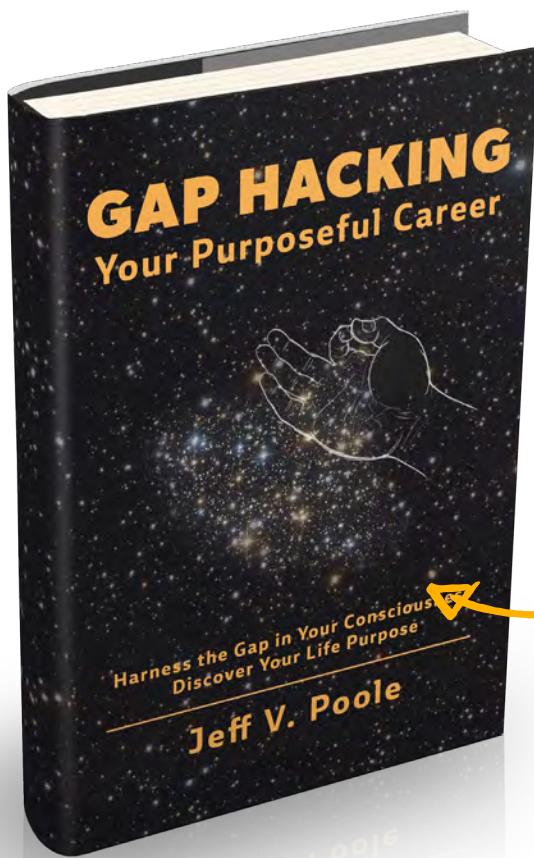
- Jeff Poole is a best-selling author and Vedic Astrologer with decades of experience.
- And yet for many of those years **he struggled financially and professionally**, resorting to living in other people's basements and driving Uber to barely make ends meet.
- After a high-flying life as a multi-millionaire in the 90's Dotcom era, and then losing it all, Jeff spent many years in a rut of failure and things not working out. He also suffered a traumatic brain injury as a result of a car accident.
- Then he discovered The Experience Formula® and **it helped him change his mindset** to create a course that opened a doorway into a highly successful and lucrative opportunity that turned everything around for him.
- Now **he has thousands of clients around the world** and is regularly traveling the globe as an invited guest expert, presenter and consultant.

The Results!

Transformation	From Living on Social Security to Making \$70,000 a year in less than 2 years
Finding Home	From "Homeless" shifting from shared apartments to basements and anything he could afford, to now having the money to have his own home
Online Course	\$15,000 opportunity as a direct result of the Course Marketing
New Opportunities	As a result, new opportunities traveling the world doing Vedic Astrology began to snowball
Upsell to Mentoring	60% Uptake From Course Students An ADDITIONAL \$29,955 from the SAME Students

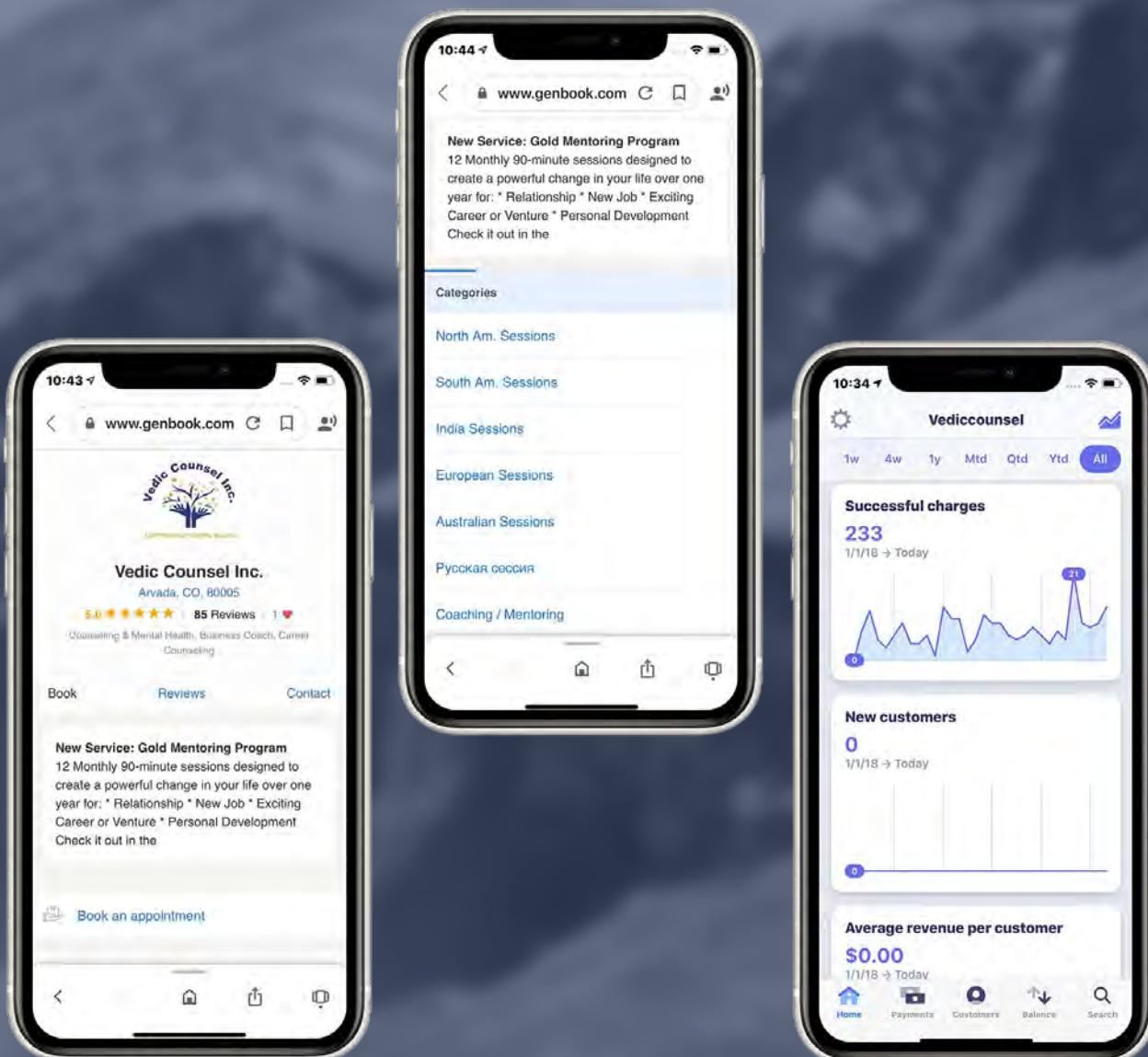
“This is the first time in 20 years I’ve had the money to afford my own home, instead of living in somebody’s basement or at the mercy of friends and family. I’m in a great place financially and professionally and I can trace it back to my Online Course, which was the pivot point for all this positive reinvention.”

Jeff Poole



From surviving on Social Security & driving Uber to best-selling author and world-renowned Vedic Astrology expert.

"Experience Product Masterclass is when everything changed and my income went from ZERO to \$70,000 a year. It really was like it was handed to me on a silver platter and I am so grateful to Marisa and EPM."





Chance to
WIN a
Live Your Message
journal!

Share Your Biggest Takeaway

Share your biggest takeaway from the [Online Course Creators Workshop in our Facebook thread](#) for a chance to win a Live Your Message journal!

Our team has worked round the clock to bring this training to you and it would mean the world to us to hear what YOU'RE taking away from this.

Plus this is a great way to lock in your learning when you reflect and share your "a-ha's!"

Go to our Online Course Creators Community Facebook group to post your takeaway now: JoinUsOnFB.com/3

We look forward to hearing YOUR biggest takeaway.

NOTE: Submissions must be posted by 9pm PT on Oct 17 to qualify. Winners will be announced the next day inside the Online Course Creators Community Facebook Group.



GET STARTED WITH SESSION 3: The Accelerated Course Blueprint:

From **Idea** to **Blockbuster** Sales in 5 Super Simple (and Proven) Steps

In this LIVE Workshop, you'll learn:

- The **5 simple steps** to go from idea to launch in 12 weeks or less -- use these *EVERY time you create a new course!*
- The "**fail-proof idea**" process to lose the duds and identify your most likely "blockbusters"
- The **fastest & easiest** ways to start making sales within a week (even if you've never done it before!)
- **8 PROVEN marketing campaigns** that make it easy to attract buyers, regardless of your level of experience
- The simple yet effective tweak to add to your offer to overcome buyer objections and **generate more sales**

 CLICK HERE TO SAVE YOUR SEAT NOW! 

OR visit www.liveyourmessage.com/blockbuster