

# Skyrocket Your Income With the New Kind of High-Impact Online Course - Guaranteed



## INTRODUCING Experience Product Masterclass

A proven 12-week program to validate, create, launch and successfully sell your very own Experience Product...

The new kind of "high profit" course taking the world by storm.

Trusted By:

**5905**

STUDENTS

From:

**94**

COUNTRIES

Creating Courses In:

**HUNDREDS**

OF TOPICS

While Making:

**MILLIONS**

OF DOLLARS

Leading To:

**2437**

SUCCESS STORIES  
& COUNTING

If you're tired of dreaming of having an online course...  
If you've tried and failed before...  
If you have a course that's not doing as well as it could be...  
Or if you're ready to add another...

## Your Mission Should You Choose to Accept It...

Is to design, launch and profit from an Experience Product in 12 weeks or less, so you can get off the marketing treadmill, make more sales and have a bigger



so you can get on the marketing treadmill, make more sales and have a bigger impact.

Join us in the 2023 Experience Product Masterclass, now featuring your own AI-powered marketing team to do the heavy lifting for you.

You'll launch your course with support, feedback and guidance from your very own expert Experience Product Success Coach every step of the way.



## What You're Going to Do

EPM is a 12-week immersive experience. I'm going to go "all out" to show you exactly how to do what I'll be TEACHING you to do when it comes to experiencifying your product, program or course.

### By the End of EPM You'll:

✓ Discover Your Ideal Audience and Most Profitable Idea

✓ Transform Your Idea Into an Irresistible Offer That Drives Sales

✓ Design Your Experience Product to Stand Out & Make a Difference

✓ Launch FAST to Your Market Using the Minimum Viable Product (MVP) Approach

✓ Prove Your MVP by Earning Your Investment in EPM Back, Guaranteed!

✓ Test Your Product With Real People Paying You Real Money

✓ Supercharge Your Marketing to Reach More People & Make More Sales

✓ Experiencify Your Product, Program or Course to Drive 10-30x More Success

✓ Learn the Skills You Need to Increase Your Earning Capacity for Life

## Here's **What You'll Receive** As Part of EPM

We've been running this program for 6 years now, and it gets better every year, thanks to our relentless focus on improving our student experience with every cycle.

And this year is no exception. Let me take you through what you'll receive when you enroll and why it's different from other courses at this level of investment.

Your Very **Own Personal**



# Success Coach

I'm serious about helping you to overcome any potential challenge you may face on your way to what I call Mission Accomplished — designing, launching and profiting from your very own Experience Product in 12-weeks or less.

So first and foremost, I'm going to invest my own money into giving you your very own 100% private and personal coach.

All of our coaches have been hand-picked and trained by me personally, and your coach is assigned to you for the duration of our entire time together.

**I don't know of any other program that provides this level of 1:1 support at this price point, but I'd prefer to take home less money if I can help make you more successful.**

This is the main reason that we have 1480 success stories and counting! No other course creation program has the track record we have.



Here's how your coaching will work.

## First, You Get Weekly Coaching Pod Calls

You'll get access to weekly LIVE group coaching calls with your "pod" where you can ask your coach any and all questions you have — ten group calls in total.

Bring your toughest challenges or roadblocks to these sessions for brainstorming, feedback and insightful suggestions for how to move forward.

Imagine jumping on your weekly call with a problem you're thinking about.

- "Coach, I don't know the right type of product for me."
- "Coach, I can't figure out the right product name."
- "Coach, I'm having trouble implementing something in the latest lesson."
- "Coach, I'm having trouble finding the right prospects — what do you suggest?"
- "Coach, what do you think about this sales angle?"
- "Coach, what would you do to bring in even more sales here?"

Whatever's on your mind, ask your coach — and get an answer.

There are coaching pods starting at 5am PT and going through 8:30pm PT each Wednesday, so no matter where you are in the world we have a coach available at a time that works for you.

## We do Wisdom Wednesday in Every Time Zone



5 AM - 6:30 AM PT



8 AM - 9:30 AM PT



11 AM - 12:30 PM PT



1 PM - 2:30 PM PT



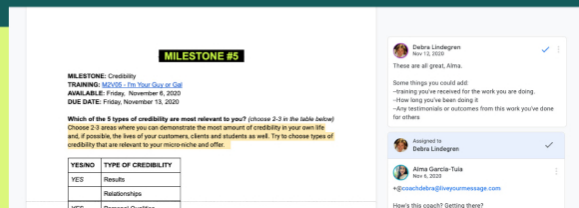
2:30 PM - 4 PM PT



5 PM - 6:30 PM PT



7 PM - 8:30 PM PT



## + Unlimited Email Access & Milestone Reviews

Plus, on top of your LIVE weekly pod calls with your coach, you'll be able to get direct personal feedback from them in between calls in not one but TWO different ways:

	Physical Attributes
YES	Lifestyle Choices

List one or more **Credibility Points** in each type of credibility you chose above. (please answer in the space below)

Craft a sentence around each credibility point that demonstrates both your expertise and your humanity. You can use these sentences in emails, social media posts, sales pages and more, so they're super useful to have. These are the reasons people would want to hire you as their trusted advisor.

**MILESTONE #6**

**MILESTONE:** Product Name  
**TRAINING:** M2106 - The Art of Training  
**AVAILABLE:** Tuesday, November 10, 2020  
**DUPLICATE DATE:** Tuesday, November 17, 2020

**What is your Product Name?** (please answer in the space below)  
 The name you give your Experience Product form is a large part of the critical first impression you make in the hearts and minds of your audience.

You want to choose a word (or combination of words) that encapsulates your business or brand (ideally as simply and as accurately) as possible, and that arouses people's curiosity to know more.

Assigned to Debra Lindgren

Debra Lindgren  
Nov 6, 2020

Hi Alma, how long is your program? We always want to include that. And I've edited it a bit. See what you think.

Alma Garcia-Tule  
Nov 6, 2020

Cool! I was so tired I thought I added back "in just 30 days" My program is 30 days.

Debra Lindgren  
Nov 10, 2020

Go ahead and add it back in and this one will be done!

Alma Garcia-Tule  
Nov 10, 2020

Done! I added in "just 4 weeks" :)

Debra Lindgren  
Nov 12, 2020

Followed

**First, you'll have unlimited access to your coach's personal email inbox.**

Shoot them an email anytime day or night and get a personal response back within 48 business hours.

The benefit of having an expert at the other end of your email is frankly priceless. This kind of access to expert coaching is unheard of at this price point, and I'm not sure I'll ever offer it again.

**Second, you'll get personal feedback on each and every important milestone decision you make during our 12 weeks together.**

Within 48 hours you'll have personal feedback from them specifically on the decision you just made — whether it's your Product Name, Price Point, Mission, Launch Strategy or any of the other key elements related to your product, so you can feel confident you're going in the right direction and not about make any big mistakes.

Either you'll get a big green thumbs up... Or you'll get proactive suggestions for how you can pivot or adjust your ideas to make your success EVEN MORE inevitable.

To hire your own personal coach for 12 weeks for this level of expert feedback, guidance and direct personal support would cost you \$10K or more, and even if you did, they won't have been personally trained by me, so you run the risk of ending up with a product that won't sell, or plain won't get results for your students.

This is a new level of personal support that you've never had before, and if you've ever failed to get results in another course or program, this could be the reason.

# What Students Say About Having an Experience Product Success Coach



Anne Ducroquet

The support is great... where else do you get all of this information, as well as your own personal coach??? There was technical support, moral support, and new-found friend support from the other EPMers on our Facebook group.



Shane Fielder

I enjoyed the different levels of coaching support. There was a lot to choose from, but the value gained from those sessions was incredible. I feel the current levels of delivery in this area were just right.



Rachel Romaine

I couldn't believe the amount of coaching that was available to us, and not only that, we had our own personal coach, who looked at our work and gave us personal feedback.



Janette Holland

I was blown away by the quantity and the extraordinary value of the content. I was also extremely grateful for the generosity of my coach and the EPM Facebook community.



Lydia Lightman

EPM is just what I needed to push me forward. Marisa's over delivery is amazing. Having a personal coach has been a gift.



Gloria Rose

There was so much support. Every question I had got answered, either directly in my Milestone Doc, or through listening to others being coached.



### Debbie Moore

Marisa and all of the coaches gave me the tools that I needed to finally FINISH what I started. The course is amazing. The support from Marisa and the coaches was more than I ever expected. I now have a system to continue to use over and over in my business.



### Michael Horemans

This program challenged and forced me to do the work, to change my perceptions/beliefs and to dig deep into myself of what I was going to create and how. It challenged my inner being and mindset to put things on paper, pass it by my Coach and being challenged by my Coach to rewrite and rewrite and rewrite.



### Heather Fox

Group coaching support was provided and I got personalized feedback from the coach on my work. I can't put a price on how valuable his feedback was to me.

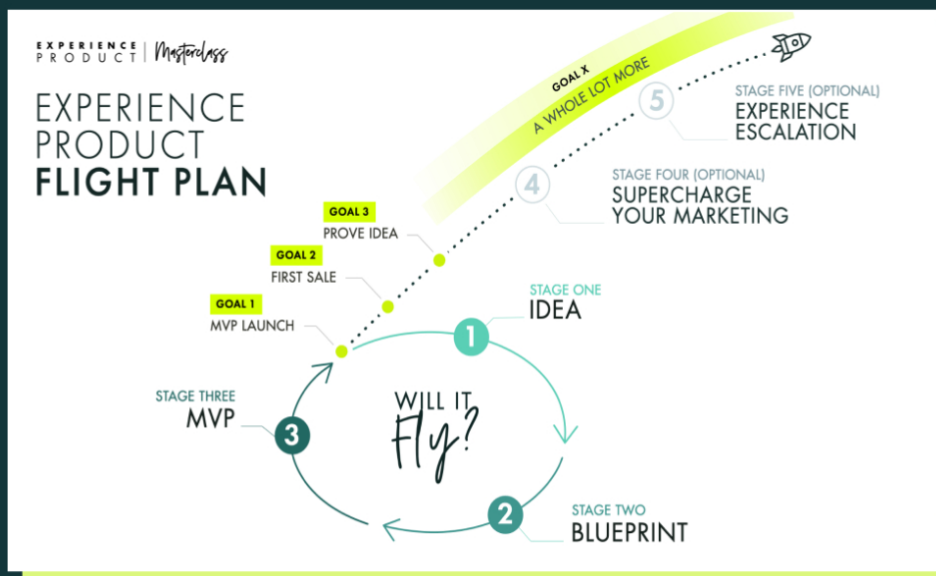
# Your Guaranteed Path to a Blockbuster

Most course creators invest months (or even years) and still end up creating the wrong thing. Something that people don't really want to buy.

With our proprietary approach, you'll create just enough of your Experience Product to get immediate feedback from potential customers about what's working and what's not — so you can quickly course correct.

This guarantees that you're creating the right product, for the right people at the right price.

The Experience Product Flight Plan, which we'll be following over our 12-weeks together, is all about launching your MVP (Minimum Viable Product), proving your idea, getting you to sales faster and THEN supercharging your marketing and your product.



In **Stage 1**, your Flight Plan starts with the IDEA. We focus on finding and refining the Profitable Product Idea that will become a Blockbuster Hit

**Stage 2** is where together, we create your Idea to Market Blueprint, where you transform your Idea into the kind of Irresistible Offer your customers are desperate to buy.

**Stage 3** is where you create your MVP and get to market fast, and hit your first sales goals, because there's no better way to prove your offer than real people paying you real money to make a real difference in their lives.

And finally, once you've **PROVEN** your MVP — the sky really is the limit as you begin to supercharge your marketing and your product, setting your sights on even higher goals (whether that's a few thousand dollars, a few hundred thousand dollars or even a few million dollars, our students have done it all!).

# 12 Weeks, 5 Modules One Life-Changing Program



## MODULE 1

# YOUR PROFITABLE PRODUCT IDEA

Designing a Blockbuster Hit Starts Here

The best products start with the best and most profitable ideas — which don't happen by chance nor by waiting for lightning to strike.

It takes a proven process to zero in on the idea with the potential to fly off the shelves.

In this module, you'll discover my Profitable Product Idea. You will:

- Choose the best product and audience for you to profit from right now
- Make sure your Idea passes all 7 Criteria of the Profitable Niche Checklist
- Express your Idea in one simple phrase that attracts your target market in droves
- Pre-validate there's demand for your Idea in a way that automatically lines up your future customers
- Create your Profitable Product Idea Blueprint so you have everything in one place



**Cynthia Spirlin**

Whew! I reached the finish line >>> the completion of Module 1. I have attempted to reach this point in the journey for so long but now with EPM I have arrived. I have thrilled to be part of this masterclass.nYAY!



**Shivani Kamodia Barto**

I am feeling so fired up about this program. For over a year I have been struggling

This process was developed over 7 years and 7,000 students, and can shave months or even years off your journey from idea to profit.

Whether you don't have any ideas, or you have too many ideas, or you're not sure whether your idea will work, your Blockbuster Hit Product starts here.

to find the right path for me in sharing my message. Now I finally feel like I have the proper guidance and tools to reach my goals in helping other dentists prevent mental and physical burnout. Even in the midst of a spiritual retreat, I found the time to work through the modules and couldn't resist the momentum that is building! Thank you EPM team!



**Andrew Pertsoulis**

Thank you so much 🙌 **Live Your Message with Marisa Murgatroyd** I have achieved all of my stretch financial goals set for MVP by the end of module 1, just by following the formula and implementing the survey, now I really look forward to creating my experience product to move my MVP into a 1:few product offering 🌟

## MODULE 2

# YOUR IDEA TO MARKET BLUEPRINT

## Turning Your Idea Into an Irresistible Offer

In this module, you'll take your profitable idea and transform it into the kind of thing folks will line up to buy.

We call it your "Offer", and it's the scaffolding around your idea that makes it real. Elements such as:

- Your blockbuster course name, your price point, your guarantee, bonuses and the reasons to buy now
- The points of credibility that create massive buyer trust — even if you're just getting started
- Your uniquely valuable "process" — how you go about getting your students results (a huge selling point)
- The social proof to start attracting paying customers immediately, even if this is the first time you're doing this

The right offer can triple or even quadruple your sales, while the wrong offer will turn a great Idea into a ghost town.

By the end of this module, you'll have the deep confidence that comes from knowing that everything you're creating is exactly what your audience wants to buy.

Now you'll be ready for Module 3, where we'll start building!



**Tara Somers**

Done with MOD 2! It was even better than the first. I can't believe how much clarity came out of this module. I'm so much more clear on what I'm offering, to whom, and why. It's really powerful having so much understanding and clarity. I'm SUPER looking forward to the next module!



**Michelle Fleming Newman**

So amazed at the clarity I received in Module 2- DONE! The word MOMENTUM took on a totally different meaning as I completed each step - my vision became clearer and clearer! I'm so excited for Module 3! Thank you EPM for giving me the clarity I needed to help bring my dream to fruition! Forever Grateful! 🙌



**Barbara Peppard**

Phew that was an epic module! So wonderful to finish the 'bring it all together' doc. AMAZING how far we've all come and the work we're doing. If it doesn't kill me I think I'm going to be the happiest woman alive that I've organised all my thoughts and ideas in such a streamlined way (haha). This program is truly FANTASTIC. Well done everyone on the team and a special thanks Mike Inchalik for your outstanding support. Unbelievable mentoring! 🙌

## MODULE 3

# YOUR MVP LAUNCH

## Creating Your Minimal Viable Product & Getting to Market Fast

By the end of this module, you'll create just enough of your new program or course to be able to start making real, actual sales to real actual customers.

So many programs stop short of this critical step, and leave you stranded, wondering how to bridge the gap between theory and practice. That's a huge



mistake, because it's critical to test the real world response to your offer before you create your whole course or product, while you still have time to make easy changes and pivots.

Some folks hit it out of the park on the first try, while others need to refine and adjust for a few cycles before they land on just the right thing. Either way, this process ensures you never waste months and thousands of dollars creating the wrong thing.

In this Module you'll:

- Use the "paint-by-numbers" MVP process to choose the exact pieces of your product and how they fit together
- Finalize your Launch "Blueprint", including the exact concrete steps to get to market FAST and start making sales straight away
- Choose and deploy one of the 3 simple marketing & promotion campaigns to locate and find the people most likely to want to buy from you
- Copy/paste from our pre-written campaign messaging templates to immediately have people wanting to know more (versus tuning out or scrolling past)
- Follow the word-for-word sales scripts to confidently sell your MVP and start taking money even before the end of the module!



**Paul Mackie**

WOW! What a ride. I feel great; that I now have a process to create and market any product. One takeaway is that I have a step-by-step plan to get my "Preschool Empowered Parents" course to market and a plan for my follow up course "The Preschool Survival Guide". I have so much more clarity. My next step is my chatterbox campaign and marketing my course, that is the scary part for me. Thanks to coach Jordan, Coach Blue, Marisa, all the other coaches who helped me and a great shout out to the EPM support staff for all your help; a great job and a great EPM course. #yougotthis



**Rosantina Aranda**

I finished!!!! I also completed 2 sales today!!! It feels awesome because I can see so clearly now and it is only the beginning. I was struggling the whole time because I was not sure how I wanted roll out my MVP. What I realized at the very end is that I already had a one on one consulting business when I accepted to just do the imperfect action using my one on one approach it all became clearer and easier. The best part is that I already have a vision for creating my 5 day course next. I did a chatterbox today and they were ready to sign up for the course that I have not created!!!!!! #bringiton

## MODULE 4

# SUPERCHARGE YOUR MARKETING

Reach Even More People & Make Even More Sales

Now that you've proven your offer by making some sales, our optional Module 4 is where you can take your marketing even further by stacking 2-3 campaigns together to create a supercharged, multiplier effect.

Whether you stack simple campaigns, requiring little-to-no technology, or more robust campaigns — this is how you realize Goal X. A whole lot more. Whatever that looks like to you.

In this Module, get ready to turn a handful of sales into an avalanche:

- Get our EIGHT pre-written ready-to-go "Experience Marketing" Campaigns that you can just plug right in
- Recieve my entire vault of pre-written scripts, emails, web page templates, sales & video scripts that you can take and customize or just use "as is" — they're yours and they've generated literally millions of dollars for my other students
- Create a Custom Campaign Stack that suits your dominant marketing style — whether you prefer to sell through 1:1 conversations, speaking to groups, or writing — so marketing feels easier than it ever has before
- Recieve my entire vault of pre-written scripts, emails and web page templates that you can take and customize or just use "as is" — they're yours and they've generated literally millions of dollars for my other students
- Stand out with your marketing in a powerful, unique, fresh and engaging way that gets the attention of your ideal customers, which is 99% of the battle in today's noisy marketplace, so you can make some real money

After that, we start to really dial up the "WOW" for your students...



**Laurie Sheridan**

I'm in! I'm ready to make coaching my full-time job and this is the Way!!! Thank you, **Live Your Message with Marisa Murgatroyd** for breaking down this process in a tangible, doable way for us. This was always the missing piece for me before in launching my coaching business.



**Carey Maccarthy**

I was being a good EPM student and had all my ducks in a row for my launch, then got covid. My chatterboxing halted for 3 weeks and had to cancel my scheduled event. It was truly Momentus Interruptus, but I reached out to some old contacts and as a result have 5, \$14,000 contracts in the pipeline and didn't even need to chatterbox! I will get the recorded version of my art therapy training done and launch my biplane version and start making even more money, enough to hire someone to do the marketing for me so I can stay in my zone of genius. Favorite song: Bob Marleys' 3 Little Birds "Singin don't worry about a thing, cuz every little thing is gonna be alright..." And it will be everyone!



# EXPERIENCE ESCALATION

## Supercharge Your Results

Now that you've proven your product with real sales and you have a plan for reaching even more people and making even more money, this is where we pour fuel on the fire by "experientifying" your course.

"Experientification" is the process of stacking the 10 Core Experiences of *The Experience Formula™* into every element of your Experience Product, to increase the effectiveness of your product by 10-30 times.

In this Module you'll:

- "Experientify" your program with the 10 Core Experiences of *The Experience Formula™* to create an engaging experience that works with (rather than against) the brain to get your customers "hooked" on taking action and getting results
- Watch as your students spontaneously put down distractions and excuses and become "achievement machines", focused on taking action, getting results and bringing more customers your way
- Embed a powerful process for gathering success stories right into your course, so you can quickly have dozens if not hundreds of glowing testimonials (this is how I ended up with 1480 testimonials and counting for EPM!)



**Helen Morley**

I love the generosity of spirit and helping attitude. It is well organized and easy to engage. This community has shown me the possibilities and is a great model and example to hold in my awareness as I build a community as a part of my offer. Thank you to everyone for everything you have offered to me.



**Hiba Enbeh**

It was a 360 degree experience of support, to coaching to content to engaging, to results, and to the unstoppable momentum that will always ring a bell to keep me going and live my message. I wish I had *The Experience Formula* and *The Anti-Experience Formula* accessible to me from the very beginning as a guide and reference as when I started to experience escalation I went back to check the formula again and I realized that I was stuck in all 10 and was taking the downward death spiral! But I thought to myself that it happened for a reason and I was proud that I figured out a way to move up the spiral with all the coaching support and it was reassuring that I was on the right track 😊 From now on...*The Experience Escalation Formula* is going to be my no 1 reference for my program and my personal success and growth in my business!



**Cecilyn Williams**

The EPM programme helped me to be clear, specific and to put the 'sexy' back into 'Selfcare', which can sometimes feel laborious. I now feel even more excited about my plan. Thank you.

## Join EPM Today

# & Create, Launch & Sell Your First (Or Next) Experience Product

### Experience Product Masterclass 2023 + VIP Upgrade

- ✓ Full Access to Experience Product Masterclass 2023 + Your Very Own Experience Product Success Coach + Our Exclusive Bonus Package (Valued at \$34,297)
- ✓ EPM Priority Access Pass (Priceless)
- ✓ Audience Building Mega-Bundle: (Valued at \$3,500)

### Experience Product Masterclass 2023

- ✓ Full Access to Experience Product Masterclass 2023 + Your Very Own Experience Product Success Coach + Our Exclusive Bonus Package (Valued at \$34,297)
- ✓ EPM Priority Access Pass (Priceless)
- ✓ Audience Building Mega-Bundle: (Valued at \$3,500)

How to Grow an Audience for Your Course on Today's Top 3 Social Networks

Camera Charisma: How to Rock the Stage & Screen

Advanced Gamification With My Mentor Yu-Kai Chou

Total Value: Over ~~\$37,797~~  
GET STARTED TODAY FOR ONLY

**\$597**

(PLUS 5 INSTALLMENTS OF \$597)

OR 1 PAYMENT TODAY OF \$2997

**ENROLL IN EPM + VIP →**

How to Grow an Audience for Your Course on Today's Top 3 Social Networks

Camera Charisma: How to Rock the Stage & Screen

Advanced Gamification With My Mentor Yu-Kai Chou

Total Value: Over ~~\$34,297~~  
GET STARTED TODAY FOR ONLY

**\$497**

(PLUS 5 INSTALLMENTS OF \$497)

OR 1 PAYMENT TODAY OF \$2497

**ENROLL IN EPM →**



# MAKE YOUR MONEY BACK **GUARANTEE**

I'm putting my own money on the line.



We've run this program 6-years now and have some of the highest success rates in the industry — so it should come as no surprise that we offer the best guarantee in the industry that literally assures your success.

**The guarantee is simple:** You WILL make your EPM investment back during the 12 weeks of the program, or I'll personally PayPal you the difference — up to the amount you invested.

Naturally, we do literally everything we can to make that a virtually foregone outcome for you.

You get ALL the program materials. ALL the private and group coaching. Full access to ALL resources in the community. Plus, ALL the bonuses listed below, including the 32 hours of personal, group coaching with me, AND we'll even build your course membership site for you.

The only condition I place on you to qualify for this guarantee is a reasonable one: take action.

Just take the action we ask you to take in this program, and use the coaching I'm providing for you, and if you don't make your investment back, I'll send you back the difference — up to the amount you invested.

When you succeed, I succeed. But if you FAIL, it costs me real money. And I'm happy to put myself on the line for your success, because I honestly believe that there's no earthly way you can fail if you follow the program and take action.

And because this IS an Experience Product, we're going to be doing everything we can to make that as fun... and as easy... and as engaging as possible for you.

So if you're ready to accept this (frankly) crazy amount of support, be open minded and coachable, and follow our simple process, you absolutely have nothing to lose...

SO, MY QUESTION TO YOU IS SIMPLE...

# What's One Successful Experience Product Going To Be Worth to You?

If I could speed you right past the roadblocks and the mistakes I made, and in just 12 weeks help you design, launch and profit from an Experience Product, **what would that be worth to you?**

- For Annie it was worth \$21,000 in 90 minutes
- For Davina and Galen it was worth \$47,413
- For Elaine, \$15,000
- And for Raglan it was \$120,000



And then there are ALL the grads who have — a few years later — turned their experience products into wildly successful online course businesses!

Like Kat Coroy who came to us after struggling to build a traditional physical product business for almost 3 years.

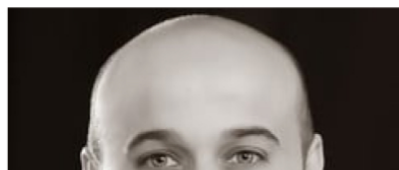
**And with our help, she created an online Instagram course in 12 weeks that brought in an amazing \$16,000 the very first time she launched it.**

And now, just a few years later, she's sold over 10K copies of that program, which she markets on one social media channel with one webinar and no team...

Meet some of the 2,437 successful EPM course creators...

## Ordinary People, Extraordinary Results

In addition to working for all kinds of people, The Experience Formula® also works for ALL kinds of products — from info products to online courses, from 1:Many group coaching programs to 1:1 coaching or consulting, and even service businesses.



Like **Hichem Refes**, a corporate employee in Algeria who initially joined us in EPM to build an online course, but ended up creating a 1:1, high-ticket consulting package for telecom businesses and quickly brought in \$750K in sales... he got so many orders he had to stop taking people's money and start a wait list!



Then there's **Francois Sauro**, who earned \$180,000 Canadian from JUST ONE SALE to a corporation who bought 130 licenses for his "Outlook like a Pro" course.

In his words, "I sold my program to 130 people for 2019 for a whopping \$180,000 CAD. After 9 years in business, it's the first time that I was able to sell to such a big group in one companyâ€¦ in this format! WOOOOOWWWW... I'll need help to make it happen."

Creating an Experience Product is what made **Francois** stand out from the millions of other corporate trainers creating courses in the old way.

And then there's medical doctors **Arjun & Shobha Rayapudi** who had been doing in-person health workshops in their home town for years. They joined us in EPM to take their workshops online and overnight, brought in over \$135K in sales to customers they never could have reached if they had kept their work local.

**Arjun's** now been able to go half-time in his work as a surgeon, and spends his time growing his online business. They're about to cross the quarter million dollar mark as they take their message of health to the world.



And of course we've got **Beth Ellen Nash** of "Wings to Soar" Online Academy! She was already making \$158,000 a year with her homeschool programs for dyslexic learners. She found the *Experience Formula*™ right around the time the pandemic hit and grew her business 238% in 2020. Now her business is poised to cross the half-million dollar mark.

**Gila Levitt** had been dreaming of creating an online course for years, but she just never had the confidence to move forward. But once she saw that there was a new way to create courses that virtually guaranteed success, she decided it was time. And her results right out of the gate were amazing. She made \$90,000 with her very first course helping Orthodox Jewish women reignite their marriages...



And since then... she's relaunched her course a few times, to more and more success! And remember, she'd never done anything like this before!

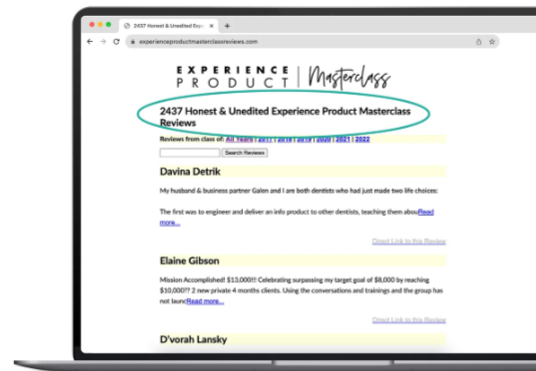


**Joyce Dias** also focused on 1:1 coaching and quickly made \$9,000 from 3 clients, which gave her the experience and confidence she needed to raise her rates. So the next time she launched, she brought in \$83,500 from just TWO clients... a massive result!

EXPERIENCE  
PRODUCT | *Masterclass*

These are just 6 of the 2,437 success stories we have for EPM. Visit [ExperienceProductMasterclassReviews.com](https://ExperienceProductMasterclassReviews.com) to see the other 2,431!

BROWSE OUR SUCCESS STORIES



## What I'm Really Offering You

If there's anything I've learned as a coach and mentor to over 12,500 students it's this: If you can do it once, you can do it again... and again... and again.

Students who joined me when I first released EPM, now have robust online businesses that are crossing the million dollar a year mark!

So — what I'm really offering you here today isn't the opportunity to profit once.

I'm actually giving you a valuable skill that allows you to profit from an online course or group coaching program ANY time you want. For the rest of your life.

While making a huge difference in the lives of your students, clients and customers...

So you're not just investing in a 12-week program, you're investing in ALL the future success that's coming your way thanks to the new skills you'll develop in EPM. Because having the right skills will set you up for a lifetime of results.

I have hundreds more stories I could share — and thousands of pages of testimonials from student after student whose businesses — and lives — have completely changed after enrolling in EPM. The only complaint I've heard is that they wish they'd have joined sooner.

Every moment you allow yourself to stay on the hamster wheel... working harder and harder for not enough return... feeling constantly overwhelmed, in your own way, or not knowing what to do next, is a wasted opportunity.

Every moment you wait to put out a product or course that creates huge success for your customers, you're missing out on all the sales and referrals and success stories.

# This Is Your Moment To Make An Impact and Profit From Your Knowledge & Experience...

## Experience Product Masterclass 2023 + VIP Upgrade



Full Access to Experience Product Masterclass 2023 + Your Very Own Experience Product Success Coach + Our Exclusive Bonus Package (Valued at \$34,297)



EPM Priority Access Pass (Priceless)



Audience Building Mega-Bundle: (Valued at \$3,500)

How to Grow an Audience for Your Course on Today's Top 5 Social Networks

Camera Charisma: How to Rock the Stage & Screen

Advanced Gamification With My Mentor Yu-Kai Chou

Total Value: Over ~~\$37,797~~  
GET STARTED TODAY FOR ONLY

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(PLUS 5 INSTALLMENTS OF \$597)

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[ENROLL IN EPM + VIP →](#)

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# AN UNPARALLELED BONUS PACKAGE

## BONUS 1

### Your Own Personal Experience Product Success Coach

\$7,500 Value

You'll be assigned a personal success coach and get direct access to their email inbox. Shoot them an email anytime day or night and get a personal response back, within 48 hours.

The benefit of having an expert at the other end of your email is frankly priceless. This kind of access to expert coaching is unheard of at this pricepoint, and I'm not sure if it'll ever be offered again.

Second, you'll get feedback on your decisions at the most critical points in the program, so you can feel confident you're going in the right direction and not making any big mistakes. Just enter each week's progress into your own personal EPM "diary" page that will be created for you on Google Docs, and tag your coach in a simple way to alert them.

Within 48 hours you'll have personal feedback from them specifically on the decision you just made -- whether it's the product type, name, pricepoint, mission, or any of the other key elements related to your product.



## BONUS 2

### 12-Weeks Access to Ainslee.ai - Your AI-Powered Marketing Team

\$5,000 Value

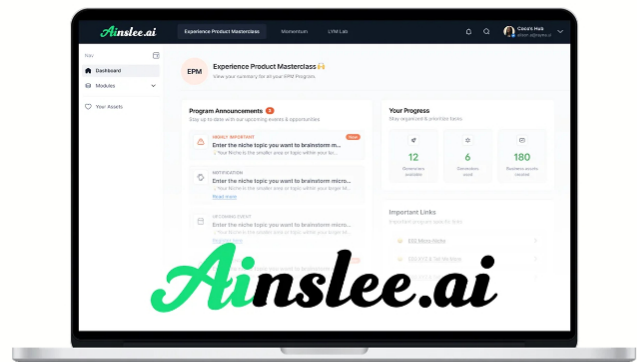
AI can never replace human experience... but it CAN make our lives easier!

Ainslee is an integrated toolset I created with my husband Murray to help you design and launch your Experience Product easier, faster and better than you ever could before.

Each step builds on the ones before, so Ainslee will learn more about you, your product and your business as you go.

Forget the boring, generic output you get from ChatGPT..

Ainslee is like having your very own marketing team to do all the heavy lifting of designing and launching your program FOR YOU!



### BONUS 3

## Live Coaching & Hot Seats With Marisa

\$9,500 Value

Bonus number four is coaching with me personally — to get my input, my insights and get my eyes on your stuff.

It's a \$30,000 investment to hire me for a day, simply because of the sheer profit potential of the ideas and solutions I come up with. I've added hundreds of thousands of dollars to people's bottom lines — often in just minutes... and you get access to that in this bonus.

**Each Monday** of the program, I'll be personally hosting a 90-minute to 2-hour group "Laser Coaching" call where I'll invite you into my own personal zoom room, listen to your questions and do powerful laser coaching with one student at a time.

Then, during our break weeks for Thanksgiving, Christmas, New Years and our final week of the program, I'll be hosting **FOUR** very special 3-hour live Laser Coach-a-thons for those who are extra keen.

Get my input, feedback or advice on **ANYTHING** that's holding you back — your product idea, positioning, name, offer, price, bonuses, marketing — literally any topic related to getting your Experience Product designed, marketed and selling. Hot seats are available by application only, and even one could make all the difference.



### BONUS 4

## Weekly 90-minute 'Get-It-Done' Friday Group Sessions

\$3,000 Value

We always recommend taking a "Minimum Viable Technology" approach to launching your product, especially when you're first getting started, but it's impossible to completely avoid it, so bonus number 3 is access to our 10 "Get It Done Friday" Sessions.

These are group coaching sessions where my team of elite marketing & technology coaches will get you past any tech challenges or concerns standing in the way of you getting your Experience Product out into the world and making money.

Regardless of where you fall on the tech spectrum, we'll cover all your tech and implementation questions. Such as, how can I take payments online? How do I book potential buyers on my calendar? How can I host dynamic Zoom calls or record beautiful videos for my Experience Product? And a whole lot more...



Loretta Alexander

"Get It Done trainings went above and beyond any expectations. I am 1000% more confident



Lynne Reid-McConnell

"For me the Get It Done trainings were absolutely priceless. I learned so much from



Mair Hill

"The Get It Done trainings with Matthew and Emily were AMAZING. I learned so much so



that I can learn the tech I need to do what I need to do."



Arvind Devalia

"The weekly Monday Calls with Marisa and the Get It Done Friday Calls were the highlights of my week."

Mathew and Emily, they made technology so accessible."



Paul Litwack

"Helpful too were the multiple, weekly coaching calls: Mondays with Marisa, Wisdom Wednesdays with my Coach, and Get It Done Friday 'technology triage' calls."

fast and left the fear behind. Thank you!"



Mary Jo Gremling

"The Get It Done Friday Sessions with Coaches Mathew and Emily gave very practical solutions that require little to no expense or technical expertise (plus they made learning fun!)"

## BONUS 5

# Done-for-You Membership Site on Xperificy

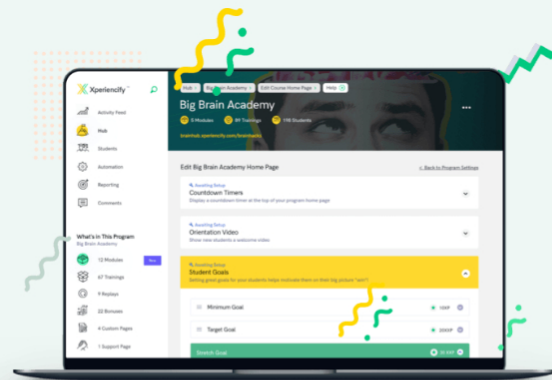
\$5,000 Value

That's right, we're actually going to build your course, program or product membership site FOR you!

So if you're worried about not having enough time to get everything done, or worried that you're not technical enough, or would just love to have our professional team take care of it for you - we got you.

You'll map out, plan and record your product, but we'll actually build it out in Xperificy, a platform purpose-built to run Experience Products.

It comes complete with all the gamification & "experificication" we've been talking about, and dozens of other features that will help you powerfully engage and motivate 10-30 times more students to take action, get results and become repeat customers.



### You get:

- Unlimited courses and unlimited students (there's no penalty for success like on some platforms)
- Points, sound effects and "easter eggs" to make your course dramatically more fun & engaging than regular courses
- 5 content drip styles, content tracks, and the ability to unlock prizes and content for points
- Built-in order forms that let you make sales without any other tools needed
- FOMO features such as countdown timers, "self-destructing" and use-it-or-lose-it content
- Our unique Red Alert system that automatically saves students before they quit your course
- Social proof with badges, leaderboards, Facebook automations and certificates
- Powerful community features including our famous "warm welcome", full commenting and messaging engine
- Six kinds of course celebration triggers plus access to our celebration builder to create celebrations that surprise and delight your students, cause massive joy and get them to spread the word about your course!

Just give us your course materials within one year of the end of the program, pay your first month's subscription, and we'll get you fully loaded in Xperificy within 2 weeks. We'll just ask you a few questions, then get 'er done for you.

We value this bonus at \$5,000 because of the incredible value and peace of mind it gives you, as well as all the benefits that come with massive student success including radically **LESS** refunds and radically **MORE** repeat sales and referrals.

With this bonus, you'll be able to relax, knowing your Experience Product is set up right, according to ALL

With this bonus, you'll be able to relax, knowing your Experience Product is set up right, according to my personal experientification best practices, and it frees you up so you can do what you do best.

## BONUS 6

# Two Complimentary Tuition Waivers to Live Your Message LIVE (our Annual Business Growth Event)

\$1,800 Value

Your Experience Product is just the beginning of everything that's possible for your business. And I want to be your guide as you grow your business even further.

Live Your Message LIVE is the perfect next step for you, because it builds on everything you're about to learn in the Experience Product Masterclass. It answers the obvious next questions you're bound to have like:

- Once you have your first Experience Product, what should you offer next?
- How do you create an ENTIRE integrated product suite that turns first-time buyers into customers FOR LIFE?
- How can you turn a one-off online course into a thriving online business?
- How do you reach bigger and bigger audiences with your products?

This is important because THE most successful businesses on the planet make up to 80% of their revenue from repeat sales — and the most profitable and successful online education companies in the world have a deep suite of products that take you further and further.

It's all happening in March. People have flown in from around the world to be at this event, paying up to \$1000 a ticket, but you and a friend get to join us from home and your tuition is included with this bonus! We do ask that you pay for the \$100 Box of event materials we deliver to your doorstep, since we know from experience that materials in hand make a huge difference in your experience.



## GRADUATION BONUS

# A Lifetime License to Use the Experience Product Trademark

\$1,000 Value

There's such a buzz around Experience Products nowadays that we've already seen lots of copycats spring up to try to meet the huge new demand for Experience Products in the marketplace.

But if they haven't been through EPM, then the odds are strong that they're not selling a real Experience Product that their customers can count on to support their success.

That's why we made the decision early on to trademark the term "Experience Product" with the US Patent & Trademark Office, which allows us to protect and



product with the US Patent & Trademark Office -- which allows us to protect and control these ideas from misuse, and also makes this bonus possible.

When you graduate from EPM, you'll be granted a lifetime, irrevocable license to use the Experience Product trademark when describing your products. The fee to license a trademark like this has been estimated at \$1,000 per year, but as an Experience Product Masterclass graduate, you'll have a lifetime license, and we'll actually send you a physical license in the mail that says just that.

Simply complete the first 3 Modules of the program, hit the graduation button and submit your graduation story and course blueprints to qualify for this bonus.



FULL PAY BONUS

## Behind the Scenes Launch Success Secrets

\$500 Value

When you pay your entire tuition up front, you'll get an exclusive bonus.

You'll receive access to "Behind-the-Scenes Launch Success Secrets" -- an exclusive 3-hour session taken directly from my year-long Momentum program.

You'll be privy to the secrets that myself and some of my most successful and experienced students are using to run smooth and successful product launches, plus you'll get the templates I personally use to run my million-dollar launches.

This unique bonus is designed to give you an almost "unfair" advantage during the launch of your first or next Experience Product.



# Join Today & Get Everything You Need To Launch Your Experience Product

### Experience Product Masterclass 2023 + VIP Upgrade

- ✓ Full Access to Experience Product Masterclass 2023 + Your Very Own Experience Product Success Coach + Our Exclusive Bonus Package (Valued at \$34,297)
- ✓ EPM Priority Access Pass (Priceless)

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Audience Building Mega-Bundle: (Valued at \$3,500)

How to Grow an Audience for Your Course on Today's Top 5 Social Networks

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Advanced Gamification With My Mentor Yu-Kai Chou

Total Value: Over ~~\$37,797~~  
GET STARTED TODAY FOR ONLY

**\$597**

(PLUS 5 INSTALLMENTS OF \$597)

OR 1 PAYMENT TODAY OF \$2997

**ENROLL IN EPM + VIP →**



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**ENROLL IN EPM →**

## WHAT YOU GET in the Experience Product Masterclass

Lifetime Access to all 5 Modules of the Experience Product Masterclass

- Module 1: Your Profitable Product Idea
- Module 2: Your Idea to Market Blueprint
- Module 3: Your MVP Launch
- Module 4: Supercharge Your Marketing
- Module 5: Experience Escalation

**\$2,497**

### And By Investing Today, You'll Also Receive These Bonuses:

BONUS 1: Your Very Own Personal Experience Product Success Coach

**\$7,500**

BONUS 2: 12-Weeks Access to Ainslee.ai - Your AI-Powered Marketing Team

**\$5,000**

BONUS 3: Live Coaching & Hot Seats With Marisa Murgatroyd

**\$9,500**

BONUS 4: Weekly 'Get-It-Done' Friday Group Sessions

**\$3,000**

BONUS 5: Done-for-You Membership Site on XperienCify

**\$5,000**

BONUS 6: Two Complimentary Tuition Waivers to Live Your Message LIVE -- our Annual Business Building Event	\$1,800
<b>TOTAL VALUE</b>	<b>\$34,297</b>
<b>Join Today for Only</b>	<b>\$2,497</b>
<b>6-Installment Option</b>	<b>\$497/mo</b>

ALSO, Add the NEW EPM VIP Upgrade Package to Your Order for Just \$500

<b>+ EPM Priority Access Pass</b>	
Priority Coach Assignments and First Choice of Coaching Times	Priceless
Priority Access to the 4 Laser Coachathons With Marisa	Priceless
First in Line for Your Done-For-You Membership Site on Xperificify	Priceless
<b>+ Audience Building Bundle</b>	
Audience Building Workshops With Premiere Experts on the Big 5: Facebook, Instagram, LinkedIn, TikTok & YouTube	\$2,500
An Interactive Workshop on Building Your Presentation & On-Camera Skills	\$500
Workshop With Yu-kai Chou, Author of the Books Advanced Gamification & 10,000 Hours of Play	\$500
<b>TOTAL VALUE</b>	<b>\$37,797</b>
<b>Join Today for Only</b>	<b>\$2,997</b>
<b>6-Installment Option</b>	<b>\$597/mo</b>

# Thousands Are Already Profiting From this New Type of Course



Hichem Refes

"I went way beyond Mission Accomplished and hit the \$750K mark during my beta launch!"



Kat Coroy

"My course now has over 10,000 students in it. My students are lifelong fans and they tell everyone they know about my course."



Kerry Walters

"Resounding success... It was our second largest launch ever! We were more than 65% over our projected sales goals and revenue."



Carol Dickson-Carr

"Even before I put my beta information out into the world, I manifested a gig that was tailor-made for me at a price-point that was 5X the price!"



Josh Turner

"Halfway into the course we noticed that 92.7% of purchasers had taken action, and refunds were down about 70%."



Jennifer Holbus

"During EPM, 4 weeks in I signed my first client and that was \$100,000 for 6 months."

\*Experience Product Masterclass has thousands of successful students. These are some of our best students and their results may not be typical.

## Your Last Chance to Get In This Year!

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[ENROLL IN EPM →](#)

## Here's What Will Happen **When You Join**

Once you complete your registration you'll be instantly redirected into our member's portal. No need to dig through emails to find hard-to-type passwords. My goal is to get you into action from Moment 1 of Day 1.

You're going to get your first win within minutes of clicking that Get Started button... and my goal is to build you up over the next 12 weeks to what I call "Unstoppable Momentum" — the state of unlimited possibility grounded in real world action.

So your mission, should you choose to accept it, is to design, launch and profit from an Experience Product © in 12-weeks or less, so you can get off the marketing treadmill, make more sales, and have more impact.

In just 12 weeks from now you're going to look back and realize you've created your Experience Product ©: a lucrative product designed to be effective, fun and engaging for your customers that was actually easier than you ever imagined to create, market and sell.

AND, you'll have at least \$2,000 (likely far more) in your bank account from the initial sales of your Experience Product... guaranteed.

Plus the knowledge that you can repeat the process, over and over again, anytime you want, for the rest of your life!



## Which Path **Will You Take?**

Will you take the path most people take? And keep doing things the way they've always been done? And continue to struggle with courses that students don't complete?

Or will you take the new, safer & proven "Experience Product" road that's leading



more and more people to greater success, more & happier students, more sales, and dramatically more referrals and success stories?

Take the new road and you'll join the great company of thousands of Marisa's [successful students](#) who have come before you.

Along with the industry leaders who are en-mass abandoning the old way of creating courses — folks like:

Mary Morrissey, Eben Pagan, Sage Lavine, Josh Turner, Ed Dale, Taki Moore, Vishen Lakhiani of Mindvalley, Shaa Wasmund, Jesse Koren & Sharla Jacobs, Sonia Ricotti, Molly Mahoney, Bill Baren, Ocean Robbins, Callan Rush, Jon Morrow, Matt McWilliams, Bob Doyle, Michael Bernoff, Jeanna Gabellini, Michelle Schubnel and the list grows larger every month.

The choice is naturally yours, but the path to success has never been clearer to see.

## Still Got Questions? No Problem. We Have Answers!

Click any of the items below to reveal an answer.

⊖ How does the \$2,500 guarantee work?

We call it the "Make Your Money Back Guarantee."

It's simple -- if you don't make your money back (\$2,500) by the end of our 12-week course, we'll PayPal you the difference.

That's how confident we are in our Experience Formula™ -- we're willing to put our money where our mouth is and take on the risk of your investment.

The decision to join EPM should be a no-brainer. You have nothing to lose and so much to gain.

All we ask to qualify for this guarantee is a reasonable one: take action. (see [Terms and Conditions](#) for details).

When you take the action in this program and use the coaching I'm providing for you, it puts you on the path to success.

If you do your part, you'll get your investment back whether you make it yourself or we give it to you... and we're pretty sure we know which outcome you'll experience!

⊕ How will I make my investment back?

⊕ I'm not very tech-savvy, how do I build gamification into my course?

⊕ What if I don't have a product?

⊕ How do I know EPM will work for my niche?

⊕ How much extra will I need to invest in making this work?

⊕ What if I don't have a website yet?

⊕ What if I don't have an email list yet?

⊕ What if I need extra help or personal support?



# What's the Future Look Like for You?



How would your life change if you knew that, just 12 short weeks from right now YOU had designed, launched and profited from an Experience Product?

How about the fact that you'll be able to use that same formula to do it again and again for the rest of your life?

That delivering Experience Products could be your full-time business...

Or that, any time you have to come up with some extra cash — to pay off your house, buy a new car, go on vacation, pay a college tuition bill, or retire, all you had to do was to pull out your Experience Product Masterclass notes and do it again?

What would that make possible for you, for your family and for your life?

Imagine how you'd spend that extra income, and the type of lifestyle you'd be able to provide your family if you could rinse and repeat those kinds of results over and over again... and more.

Whatever your picture of success looks like for you, imagine it in as much detail as you can. Imagine having the financial means to create the lifestyle you want to live, to provide for your family and to provide value to your tribe, as well as the freedom and time to enjoy it.

Not some time in the distant future, but starting right now. Today. I can't wait to support you in the Experience Product Masterclass.

Blue skies,

A handwritten signature in black ink, appearing to be 'N. D.', is positioned below the text.

2,437 EPM Success Stories & Counting...

You Can Now Use Your Own EPM

# You're Next! See You Inside EPM!

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EXPERIENCE PRODUCT | *Masterclass*

Created by Live Your Message

Live Your Message is a "choose your own adventure" online business coaching and training company. We get people so excited about changing their lives... that they stop dreaming and start doing.

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[support@liveyourmessage.com](mailto:support@liveyourmessage.com)

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Any sales figures referenced are my personal sales figures, or those of our most exceptional clients. Please understand my results are not typical, I'm not implying you'll duplicate them (or do anything for that matter). I have the benefit of practicing online marketing for 10+ years, and have an established following as a result. The average person who buys any online marketing information gets little to no results. I'm using these references for example purposes only. Your results will vary and depend on many factors... including but not limited to your background, experience, and work ethic. All business entails risk as well as massive and consistent effort and action. If you're not willing to accept that, please DO NOT attempt to work with us.

[Chat With a Coach!](#)