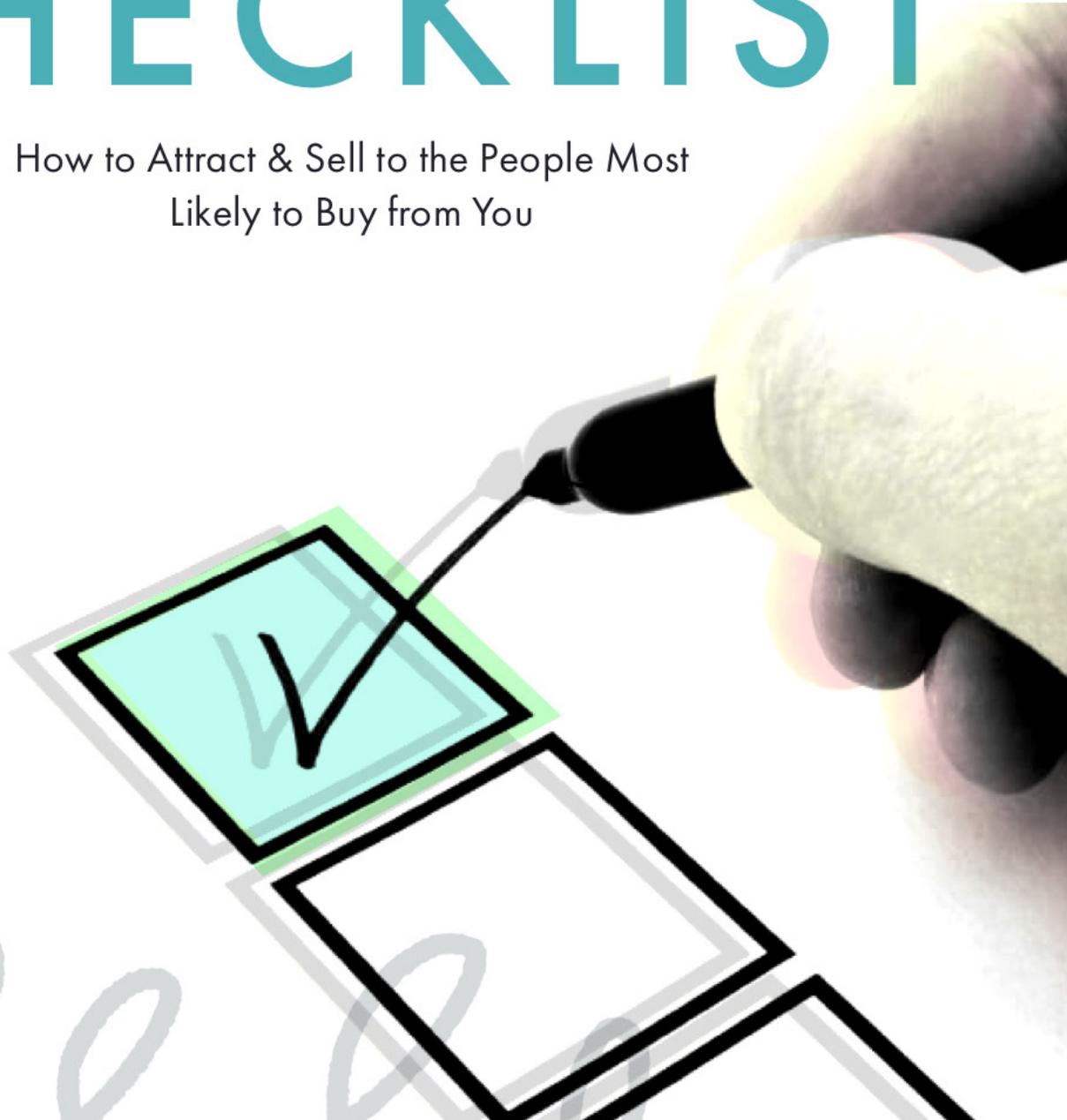


ONLINE  
COURSE *Creators*  
7 DAY WORKSHOP

# THE VIRAL PRODUCT CHECKLIST

How to Attract & Sell to the People Most  
Likely to Buy from You



# CONTENTS

Discover the 10 Core Experiences of the Experience Formula that transform your Online Courses into VIRAL sensations - attracting raving fans who LOVE to buy from you and give you tons of referrals and success stories.

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# Welcome!



## Welcome to Session 2 in the Online Course Creators Workshop!

The online education industry is BOOMING right now and it's the perfect time to create your online course or group coaching program...

But here's the catch...

The "traditional" way of creating online courses hasn't worked very well for me... or for MOST course creators (maybe YOU can relate!).

We've been working HARD and NOT really reaching the full potential promised by this BOOMING opportunity.

As the market is getting more crowded and more & more people are starting to create courses... it's only getting WORSE.

The GOOD news is that I've found a NEW way of doing things that gets MUCH better results.

My students and I have SHIFTED from creating the **traditional online courses** that everyone else is making to creating **viral sensations** that has people **lined up to buy** and **loving every moment** once they do buy, so they complete your course in droves, refer their friends AND buy EVERYTHING else you have to offer...

And I'm sharing that Viral Product Checklist with you today.

I'm opening the door on exactly how you can transform your online course into a **viral sensation** that enables you to attract and sell to the people MOST LIKELY to buy from you... and it all starts with creating, what I call, an **Experience Product**.

Let's get started!

**Marisa Murgatroyd**

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

THE VIRAL PRODUCT CHECKLIST

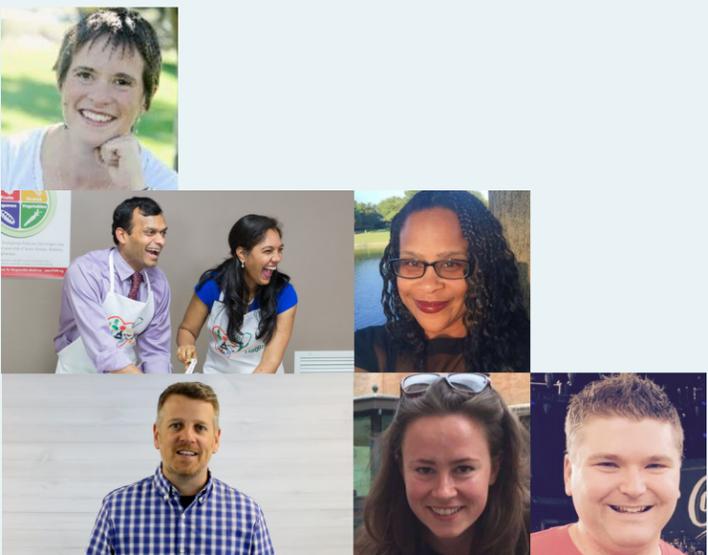


First, it's possible that what I'll share may go right against everything you've learned up until now about how to create a successful online course.

The fact is the way online courses are taught hasn't changed much in the last 20 years.

So it's possible that this will be a complete reboot of everything other "experts" have told you.

But my results (and the results of my 7,677 students) speak for themselves.



EXPERIENCE  
PRODUCTS ARE THE  
FUTURE



OLD Ideas that Could  
Be Keeping You From

# Your Profitable NEW Future

Let's talk about a couple of things right from the start  
that could hold you back from making the most of the  
Experience Product opportunity...

## "I've never created an online course before."

If you're in that boat, let me tell you that you have a BIG advantage over your competitors already. Because today, right from the get-go, you're going to learn the right way to do things which can bring faster and greater success... instead of the wrong way which can set you up for failure and struggle.

Just like my students **Galen and Davina** who created their first Experience Product and **brought in more than \$47K in less than 12 weeks** (and went on to make \$72,000 in that first launch) simply by following what you'll learn today.

(Davina and Galen have gone on to create an \$800,000 a year business with their online courses and are on track this year for their **FIRST Million Dollar Year!**)



## “I have a serious topic, can Experience Products work for me?”

Some folks ask me if these ideas will apply to what they do -- since they're in a more serious industry or have a more serious topic. And I like to tell them that these ideas only work for one industry: the people industry. If you're working with people, and if you need them to take ACTION on what you teach them, then Experience Products will work gangbusters for you no matter the topic.

My student **Jennifer Holbus** teaches Six Sigma Training and Certification for Process Improvement and she has had massive success adding experiences to her programs, which are typically filled with “serious” engineers and project managers. **She generated \$250,000 in 6 months** using this strategy.



## “I don't know if I have enough time to create an Experience Product.”

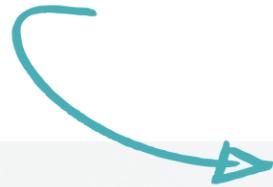
If you're wondering if this strategy is complex or time consuming, you'll see in this checklist how Experience Products are actually quicker and easier to create than “traditional” online courses -- which means you'll have MORE free time, not less.

My student **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 maintains a 6-figure income working just 9 months of the year!

## “I’m in a competitive market.”

Now, another thing we hear from the more experienced folks is that they’re in a competitive market.

My student **Michelle Bongiorno** is a breakthrough coach and she was worried that her message would never have an impact out there in a crowded marketplace full of personal development advice, but with these ideas she created an Experience Product and **brought in over 14K on her first try, in just 12 weeks**, and has since doubled her income with group programs!



## “I already have an online course, can I apply this to an existing program?”

Sometimes I hear from people who already have an online course but they’re not happy with how it’s performing. They’re not sure what to do about it or whether they can “reverse engineer” the Experience Formula into their existing program.

I’ve consulted with other industry heavyweights with veritable online education empires, people like **Josh Turner**, **Mary Morrissey** and **Jon Morrow** and the ideas I’ve given them that they implemented into their existing courses and programs have literally translated into millions of dollars in extra revenue into their business almost overnight thanks to a doubling or tripling of student success, a double digit drop in refunds and more repeat sales than they’ve ever seen before.

# What IS an Experience Product?



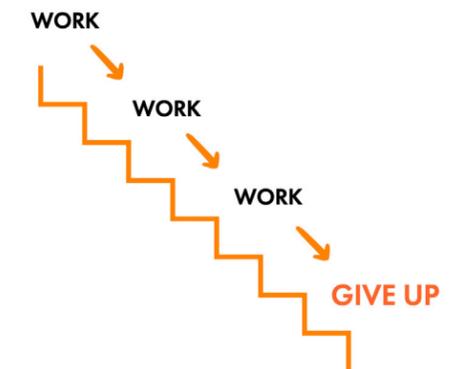
Simply put -- an Experience Product is like a traditional online course or group coaching program, but it gets 10-30 times more student engagement & success than a traditional course.

It does this by stacking **10 unique Core Experiences** together in a way that turns dry and boring information into something new and exciting that people absolutely LOVE.

These 10 core experiences, when stacked together in a very specific and intentional way, create something completely NEW your student has NEVER seen before, and makes it possible for you to activate the reward center in their brains which propels them into taking massive action -- perhaps more action than they've ever taken before -- and that's the key.

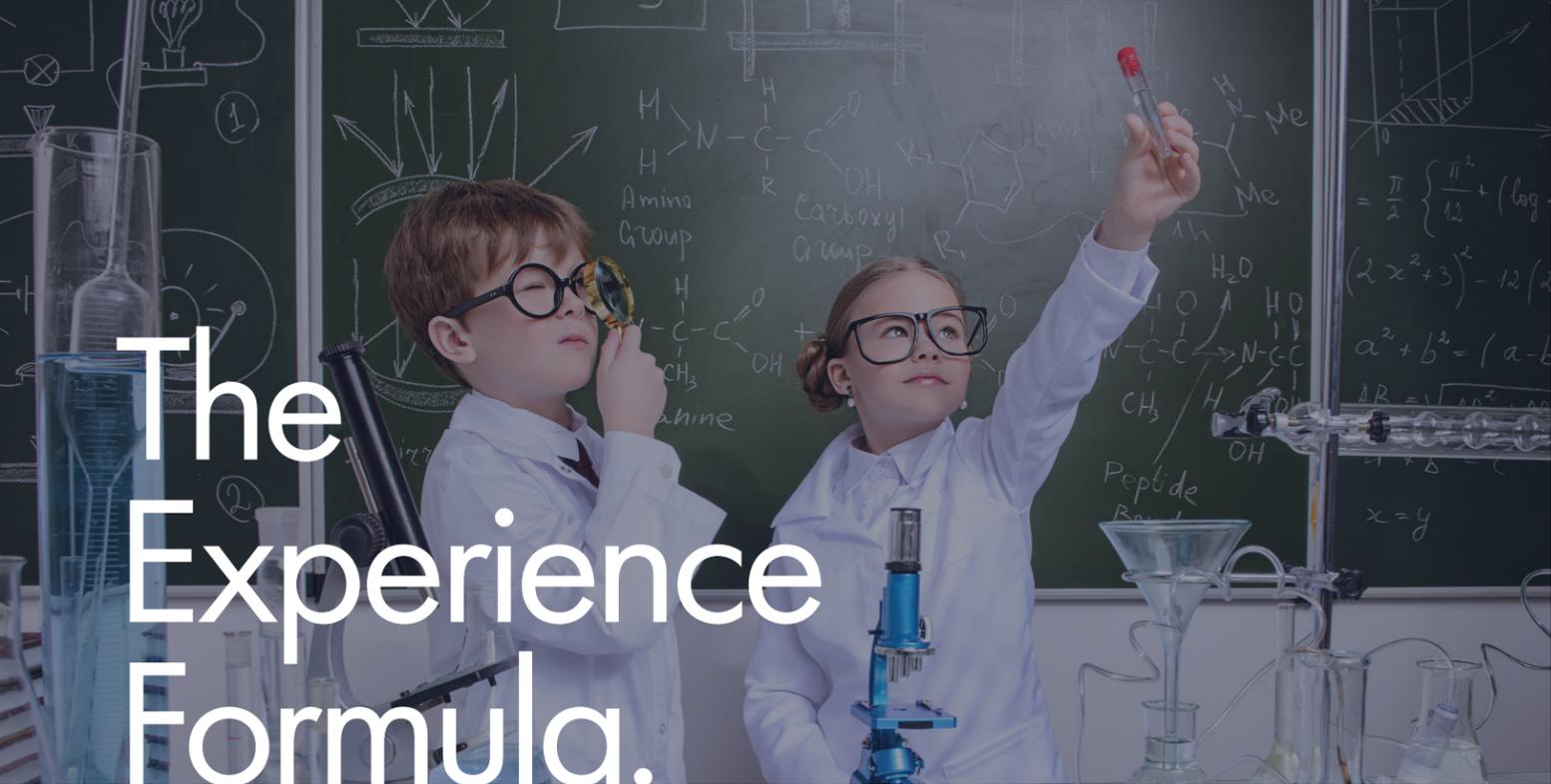


VS



Your Brain LOVES to WIN!
MASSIVE Student Success
All About Experiences (Hint: Engaging!)
Students as "Real People"
30-90% of People MAKE IT to the END
Momentum and Gain
MORE Repeat Purchases and Upsells
LOW Refund Rates <i>(keeping MORE of the money you ALREADY earned!)</i>
Referrals - ALL. THE. TIME. 🤩 <i>(Raving Fans Telling Everyone They Know!)</i>
Sales Momentum Increases
10-30 Times Higher Customer Success <i>(an avalanche of social proof)</i>

Your Brain HATES to LOSE!
EXTREMELY LOW Student Success
All About Information (Hint: Boring!)
Students as "Logical Robots"
Only 3-5% of People MAKE IT to the END
Stagnation and Loss
LESS Repeat Purchases and Upsells
HIGH Refund Rates <i>(losing money you ALREADY earned!)</i>
Referrals - Almost Non-Existent <i>(Radio Silence As Customers Drift Away!)</i>
Sales Slow Down and Stall
Only a Few People Ever Complete <i>(leading to a declining reputation)</i>



# The Experience Formula.

Here it is!

I've laid out **ALL 10 of the Core Experiences** that make up the Experience Formula in this one Viral Product Checklist.

When you can bring these 10 Core Experiences into YOUR online courses and programs you get what I call "Experience Escalation" where people gain more and more momentum and you gain more and more sales and success.

But on the flip side of the Experience Formula, we have the 10 "anti" experiences that make students WANT to give up. These are the experiences that "traditional" online courses inadvertently create over and over again and they're the biggest mistakes you can make as a course creator, because they create a downward spiral that slows momentum and kills sales and success.

## THE EXPERIENCE FORMULA

- 1 **MISSION**  
Define a clear mission, goal or outcome that your customer wants and that also seems possible to them. Be specific about how long it's going to take and how they'll know when they're done.
- 2 **FUTURE SELF**  
Your customer makes the choice to buy based on who they want to become and what they want their life to look like. Create a powerful and motivating vision to inspire them into action.
- 3 **BIRD'S EYE VIEW**  
People relax and perform best when they know where they are, where they're going and how they're going to get there. Share a map of the terrain before you start. Show the system, process or framework.
- 4 **CONSTANT WINS**  
Create a game your customer can win. Build their confidence, motivation and positive emotions through small easy wins that gradually escalate into big results. Give constant positive feedback.
- 5 **PEAK EMOTIONAL EXPERIENCES**  
People are inspired to get and stay in action, when they're engaged emotionally. Create peak emotional experiences thru multisensory language, story, pattern interruption, curiosity and surprise.
- 6 **NORMALIZING CHALLENGES**  
Changing your life and accomplishing big goals takes a lot of work and sometimes things don't go as planned. Prepare your customers for the challenges along the way, so they expect the bumps in the road.
- 7 **FEEDBACK LOOPS**  
Seek your customer's input often. Where possible, allow them to change the product by going through it. The product adapts to them and they evolve the product through their participation.
- 8 **COMMUNITY**  
Humans are a tribe-based animal. We're hard-wired for community, where we have a greater chance of success and survival. Create regular opportunities for interaction. A rising tide lifts all boats.
- 9 **UNSTOPPABLE MOMENTUM**  
It's not enough to win for the sake of winning. Your customers need to feel forward progress and momentum toward the greater mission. The best video games increase challenge 25% per level and build towards a bigger win.
- 10 **MISSION ACCOMPLISHED**  
Human culture is based on celebration and rites of passage. People need to feel a sense of completion. They also want to know. "What's next? What's the next challenge, opportunity or step in the journey?"

↑ **EXPERIENCE ESCALATION**

## THE ANTI-EXPERIENCE FORMULA

- 1 **TOO MANY MASTERS**  
Homer (the Greek) famously said, "If you serve too many masters, you'll soon suffer." Most info products try to do too much. They go wide not deep. Customers lack a clear focus and purpose.
- 2 **THE "HOW HOLE"**  
The what and the why comes before the how. Without a clear vision of where they're going and what's in it for them, most people have trouble motivating themselves to do the how and give up before they see results.
- 3 **HEADLIGHTS IN THE FOG**  
Without context and a clear path to follow, it's easy to feel like you are driving in the fog. People need to see where they are, where they're going and how they're going to get there, so they can relax.
- 4 **CHASING YOUR TAIL**  
When you set lofty goals for your customers that take a long time to achieve, it's easy for people to get stuck in the process and give up. People need to feel like they're making forward progress.
- 5 **MENTAL PARALYSIS**  
Most info products are based on an old school concept of lecture or book learning. Teaching to the head. But babies don't learn to walk from a diagram, they learn by doing, trying, falling, and getting up again.
- 6 **"EVERTHING IS AWESOME"**  
When you say that everything is fast, simple and easy, and brush potential challenges under the rug, your customers may feel unprepared, frustrated and self-judging when they hit a challenge.
- 7 **ANONYMITY**  
Treating your customers, clients and students like nameless, faceless masses, so they don't feel seen, heard or validated. They don't feel like their success matters, because you don't know who they are.
- 8 **ISOLATION**  
Forgetting to create opportunities for your customers, clients and students to interact and engage with each other, so they feel alone and unprepared for the monumental task in front of them.
- 9 **START & STOP**  
Many info products create a start and stop pattern of learning and getting confused. Taking action and getting stuck. Customers never feel like they gain momentum. It always feels hard.
- 10 **ENDING WITH A WHIMPER**  
T.S. Elliott wrote, "This is the way the world ends not with a bang but a whimper." Most info products just peter out and miss a huge opportunity to celebrate success and enroll customers in the next step.

↓ **DOWNWARD DEATH SPIRAL**

# What We've Already Covered...

In Session 1 of the Online Course Creators Workshop we talked about 3 important Core Experiences in the Experience Formula:



## *Future Self*

This is a powerful idea straight from the world of apps and games where every little thing you do -- every button press, every action, every powerup, every enemy you defeat, every action... is rewarded in some way.

## *Constant Wins*

This is helping your students imagine who they'll become through your course each step along the way...

## *Unstoppable Momentum*

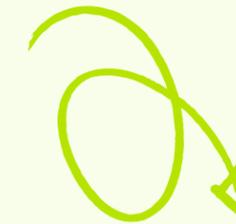
This is giving your students a deep feeling of certainty that nothing is going to get in your way. To help your students feel unstoppable -- in total uninterrupted flow...

# What We're Covering Now...

In this Session 2 I'm going to help you amplify your results by revealing the power of TWO additional Core Experiences.



## MISSION

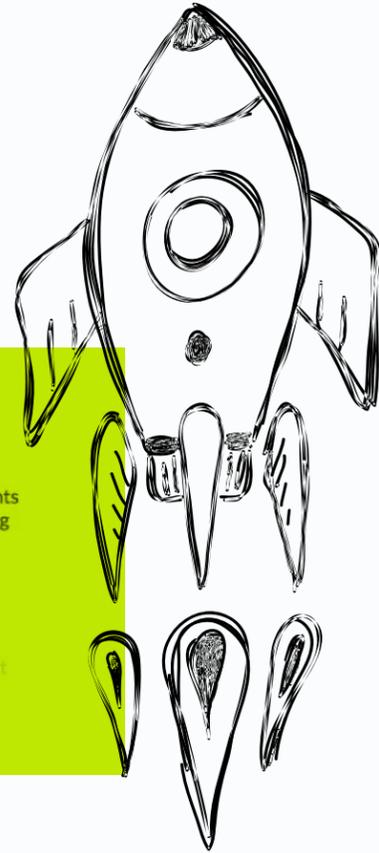


## MISSION ACCOMPLISHED

These two Core Experiences bookend the Experience Formula and create the frame of your course...

Get these two things right and you'll instantly attract (and sell to) the people most likely to buy from you...

# Mission.



Mission (with a capital M) is where everything starts and it's the first and most important piece of your Experience Product.

You can think of Mission as your reason for doing something, your deeper purpose, a big WHY that drives you.

**Anything big or important you've ever accomplished in your life has always come with a built-in mission that kept you going when the journey got hard.**



## Missions come in different sizes too.

Some Missions are naturally smaller or easier, and for that reason will drive us for shorter periods of time. And big missions will drive people for a lifetime.

But in general, the more important the mission is to people taking your course, the more powerfully it will drive them...

That's why Experience Products have so much more success getting your students to... take action / succeed / buy your next offer / refer their friends & colleagues... and so much more!

# Real-Life Examples

And some of my favorite students have the biggest Missions:



*"Your mission -- should you choose to accept -- is to understand and reduce your anxiety naturally so you can feel grounded, stable and effective in your daily life."*

**Michelle Bongiorno**

*"Your mission should you choose to accept it is to learn, sell, deliver, and market their first direct resin veneer smile transformation and make back their course investment within 12 weeks."*

**Galen and Davina Detrik**

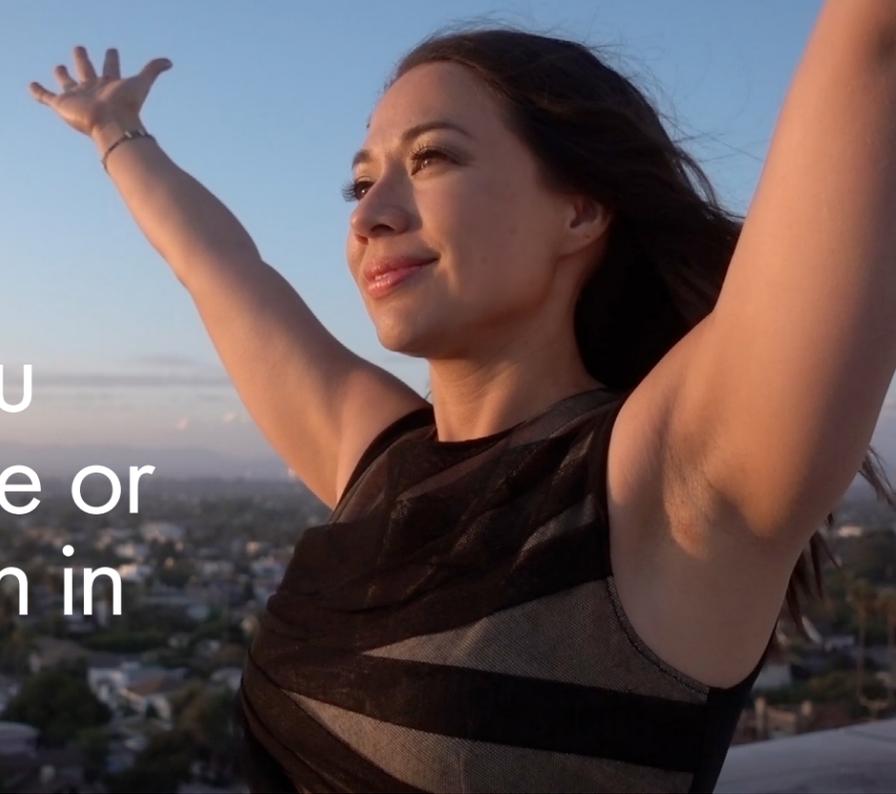


*"Your mission if you choose to accept it is to have more energy, stop dieting, lose weight, prevent and reverse diseases with a plant based lifestyle in 6 weeks or less, so that you can be healthy, happy, and free."*

**Arjun and Shobha Rayapudi**



# What are you here to do, be or make happen in the world?



Who are you here to help? What's driving you? It might be a big mission that drives the important decisions of your life... or it might be a series of smaller, more focused missions.

For my student Shirley Quamby her mission is simply baking the best French pastries she possibly can and for anyone who loves French pastries, I think you'll agree that that does indeed make the world a better place...

**And my personal mission** is to reinvent online education around the world so results and engagement become the norm and not the exception... because we have the potential here to change people's lives with our courses and programs WHEN we know how to create these courses in the way I'm teaching you here today.

It may sound like a lot but when you nail your mission there's a huge side effect that makes it worth the effort: your mission becomes your core marketing message and helps you sell WAY more courses!

# Real-Life Results

When you have a CLEAR Mission... you can...

## Get Sales More Easily:

### Ed Oakley

*"The early breakthrough was my product **Mission**. That clarity alone changed the game. When I started talking to prospective clients it resonated with their needs and I closed \$23,964 of business in about two weeks."*



### Charlie Jacka

She helps artisans sell their art online. Simply by adding a Mission, Charlie got 51 students wanting her course right out of the gate before she even started marketing.. She had so much interest in her new experience product that she had to put her marketing campaign on hold before she even rolled it out (and she had to start a wait list!) so she could refocus her time on what she really loves to do, which is teaching and serving.

*"I registered 51 people for my course. I haven't even started marketing anything yet! I just used my **Mission** statement and Bird's Eye View as a way to pre-sell the course."*

## Cut Through EVEN in Crowded Markets:

Like **Jennifer Holbus**, a business consultant who used her Mission to cut through the noise instantly...

*"Following your lesson on **Mission**, I updated my LinkedIn profile and the summary section with my new product mission. Upon returning home... my phone rang. It was a consulting firm that wanted to place me with a potential client. Today, I issued my first ever invoice: \$4,000."*



## Even If You're NEW and Don't Have Your Product Done Yet:



### Troika St Germain

Troika St Germain mentioned her Mission just once on a Zoom call and instantly got a \$3,300 sale... which turned into another REPEAT \$3,300 sale. That's \$6,600 just from MENTIONING her Mission!

*"I mentioned my Mission on a web call I give twice a month. One lady emailed me after and said she wanted to take the course, paid me, and said she would wait until it was ready. Ka-ching \$497. But the Big Bucks came from a lady who asked me if I would give her private sessions!! She paid me \$3,330.00 for 10 sessions, which we have completed. Now she has signed up for 10 more, another \$3,330.00."*

Troika also went on to make \$5000 on one interview and was invited to speak at a summit where she made \$15,000 in ONE hour! AND her online course sales hit \$6534 even BEFORE the real promotion started.

All because she had such a powerful Mission for her program, which was so compelling for her clients.

## Speed Up Course Creation:

### Sylvia Williams

*"I now have a "framework", a "blueprint" to follow to create ANY course and the Mission (which I never thought was important) totally guides the product creation process."*



## Get MORE Confidence:

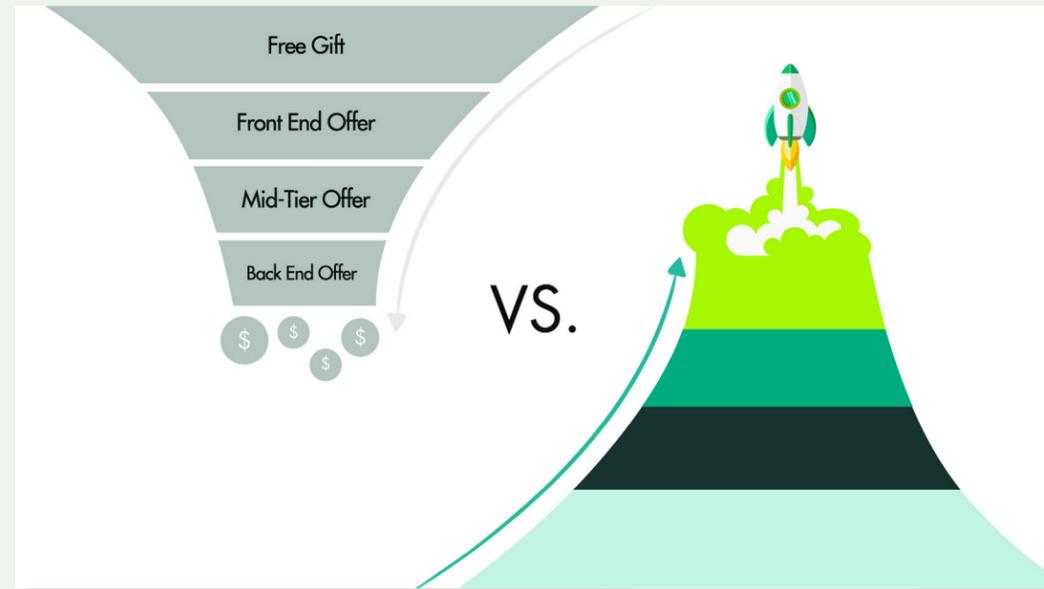


### Dominique Forand

*"Once I had my Mission, nothing stopped me. I started reaching out to people using Marisa's Chatterbox Ccampaign and in a couple weeks I reached \$7,000."*

# Your Mission

So, what kind of Mission will YOU create to attract your ideal customers, and help them stay inspired and motivated long enough to cross the finish line in your program?



You've probably seen this before. It's a typical sales funnel where you're supposed to put people into the top of the funnel in the hopes that a few of them keep moving downward and buying from you.

Now let's look at this in reverse, which is a more customer focused way to think about your funnel. When it comes to your courses, the best way to grow your business is to get the most students possible to the top of the mountain.

Think about it... the best way to get people to the bottom of your funnel is to get them the top of their own mountain, in whatever it is they're trying to be, do, or have in their lives. In whatever promise you're making...

The more you do to help your students get to the top of their mountain in your course, the more results they'll get, and the more indispensable you'll become as a natural consequence.

"When you decide to design your course to work **with** rather than **against** your students' natural reward system, you can unlock Candy Crush-levels of action, engagement and success."

MARISA MURGATROYD

# Mission Accomplished.



**9**

**UNSTOPPABLE MOMENTUM**  
It's not enough to win for the sake of winning. Your customers need to feel forward progress and momentum toward the greater mission. The best video games increase challenge 25% per level and build towards a bigger win.

**10**

**MISSION ACCOMPLISHED**  
Human culture is based on celebration and rites of passage. People need to feel a sense of completion. They also want to know, "What's next? What's the next challenge, opportunity or step in the journey?"

Mission Accomplished is all about giving your students a CLEAR and tangible sense of completion or what I like to call a "Finish Line Moment."

This is MISSING from just about ALL traditional online courses... and it's leading to dismally low completion rates (**just 3% of students**, on average, complete a traditional online course!) as students don't have a big enough reason to complete your program. No light at the end of the tunnel. Or "cherry on top" moment to look forward to when the going gets tough.

Your students need to know exactly where the Finish Line is from the moment they start your program in order to feel like they can win. You want to help them picture that Finish Line Moment in advance, because studies show that students are up to 80% more likely to complete your program if they can clearly visualize what success looks like.

All human culture is based on celebration and rites of passage, and universally we all have a deep need to feel a sense of completion when we finish something.

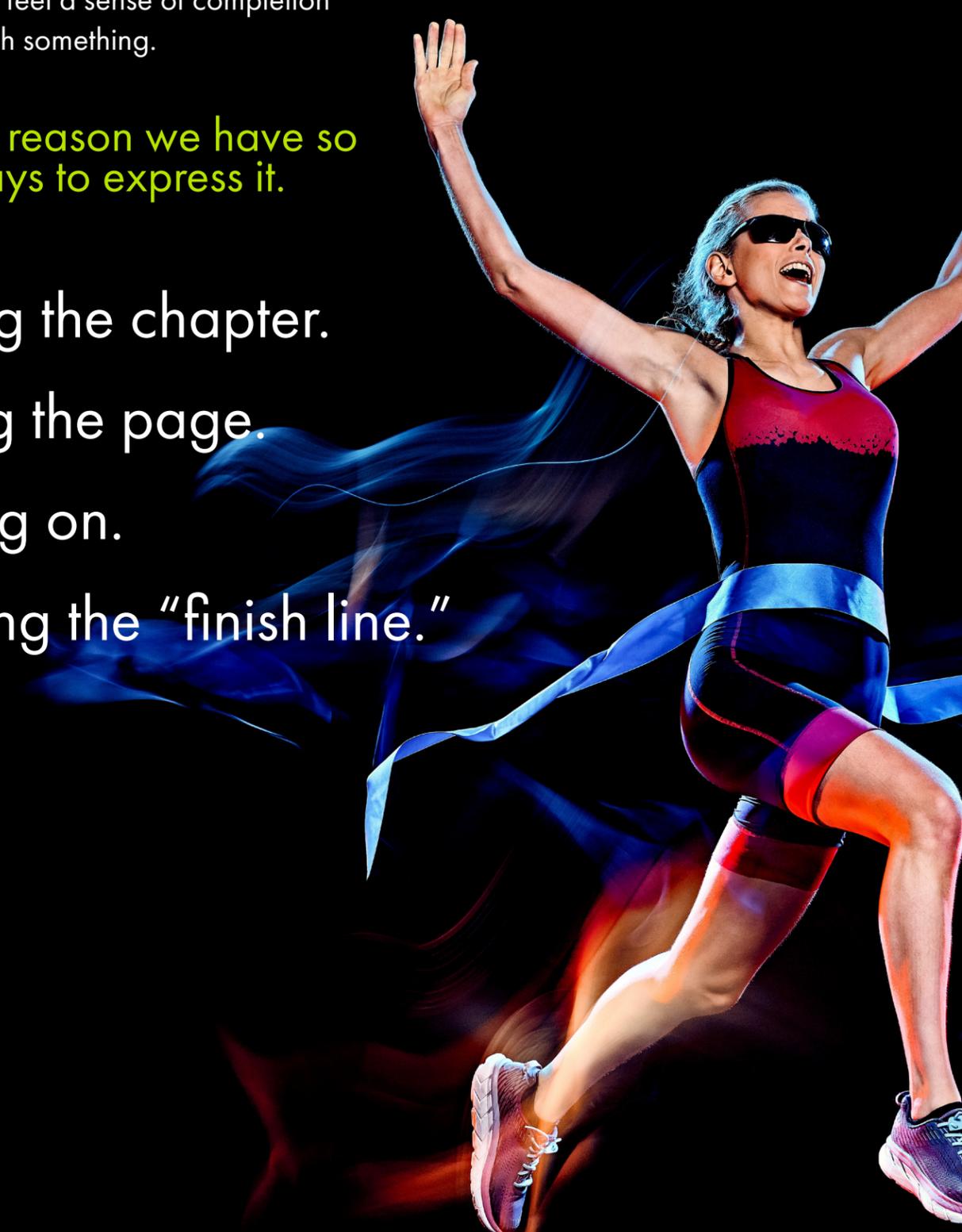
There's a reason we have so many ways to express it.

Closing the chapter.

Turning the page.

Moving on.

Crossing the "finish line."



# Why YOU need to Offer Mission Accomplished

Most “traditional” courses and programs don’t understand this deep natural need embedded into our subconscious... and fail to offer us the valuable psychological closure we need to feel complete.

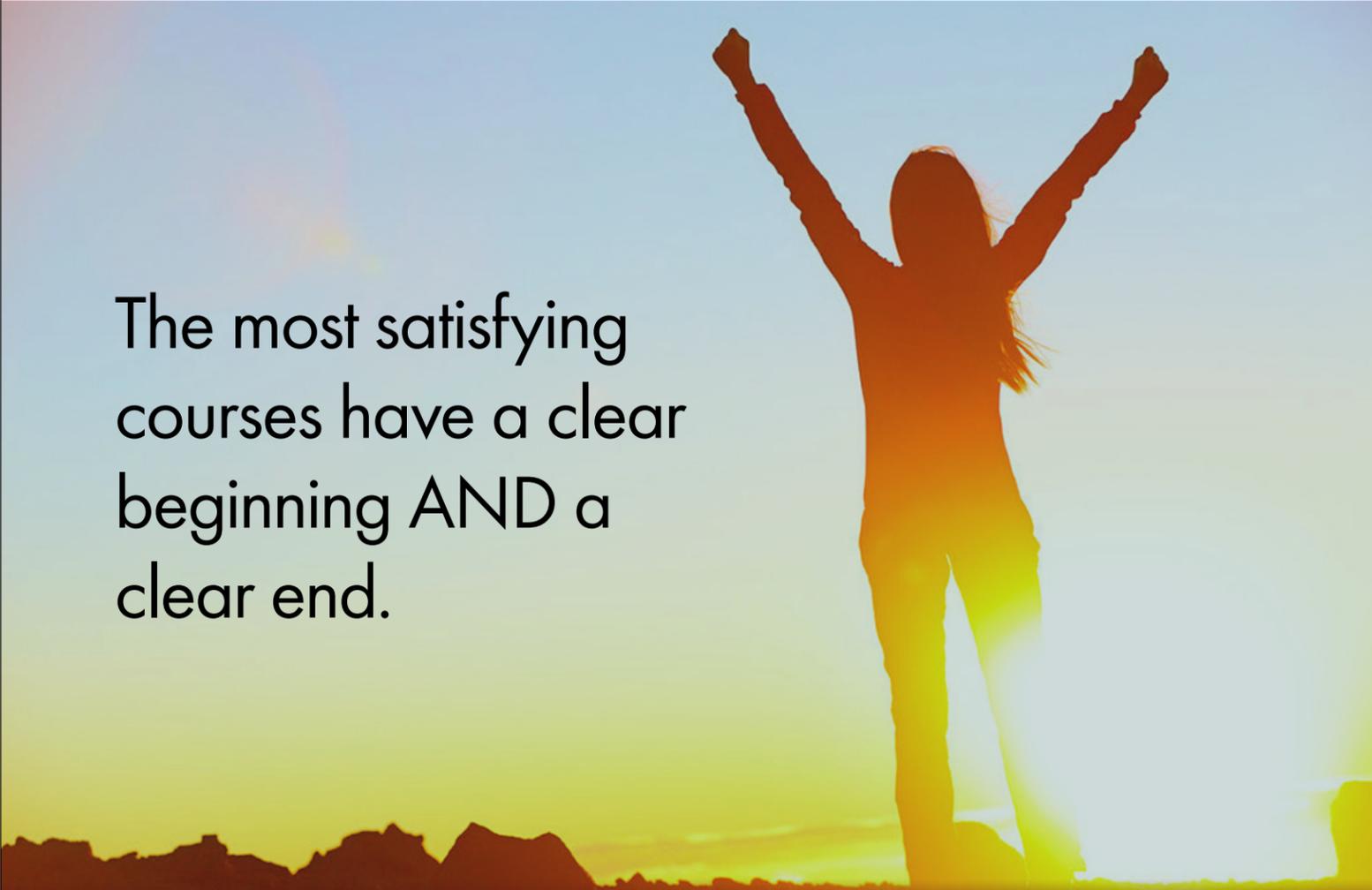
**Usually, there’s no celebration of any kind.**

Not even a “well done” message when all the content’s been consumed. In fact, most traditional online courses just kind of peter out, ending with a whimper.

And even those that DO offer something, are often missing the mark because the online course creator didn’t know about the Experience Formula...

And when this happens, it **robs your customers of the moment of completion** THEY’VE been looking forward to ALL THIS TIME.

That “finish line moment” they’ve been imagining in their mind when they achieve the Mission you gave them -- is a super-important moment of pride, confidence, satisfaction & closure for them.



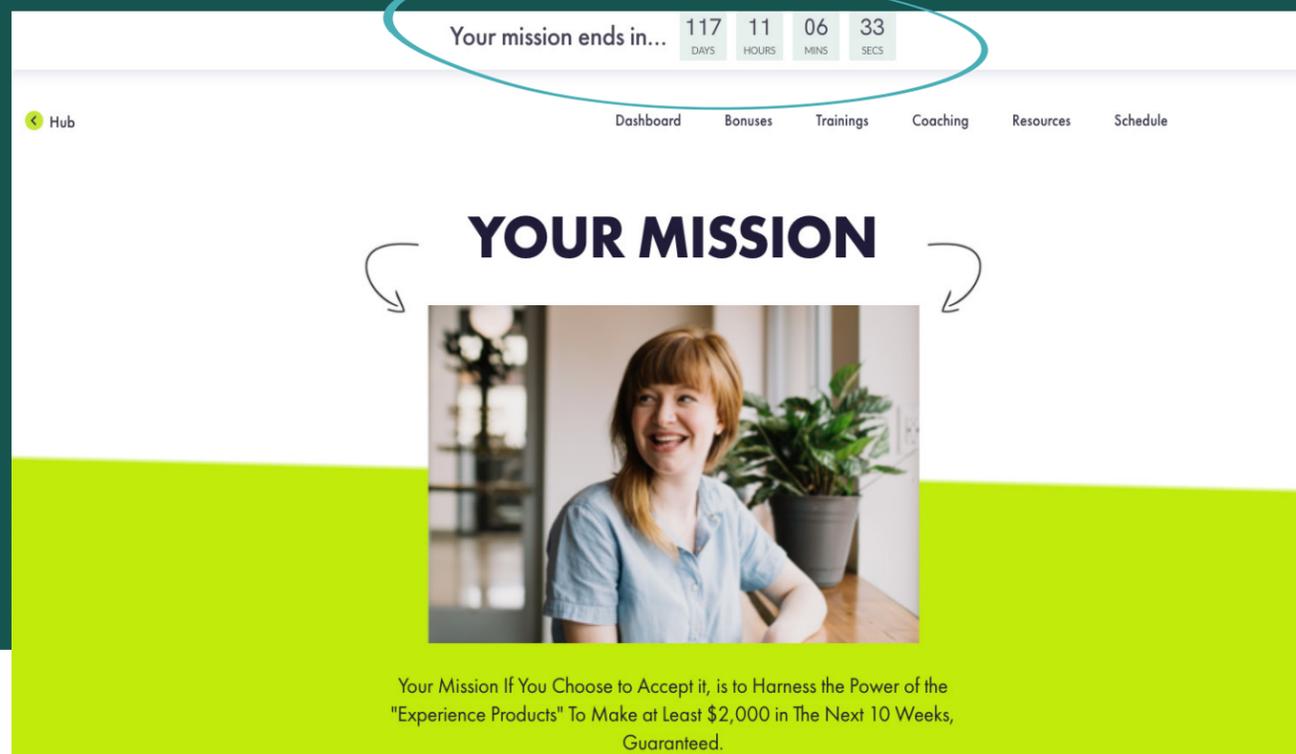
The most satisfying courses have a clear beginning AND a clear end.

And when you fail to celebrate your students at the end, you rob them of this closure, plus you rob YOURSELF of the valuable chance to strengthen your relationship with your student at this critical moment -- when ALL their hard work has paid off and they achieve the ultimate win -- they feel the full value of all the work you’ve done together and appreciate the progress they’ve made.

This is the moment of **MISSION ACCOMPLISHED** and you want to end their journey with a bang, not a whimper. You want this moment to feel like a **HUGE WIN...**

# Real-Life Examples

## Countdown Timer



One really powerful way to emphasize Mission Accomplished from the start is to add a countdown timer to your membership site that lets your students know EXACTLY how long they have to cross the finish line...

Then once you get within -- say a week -- of the finish line, you can add a big MISSION ACCOMPLISHED button right there on your course dashboard that just begs to be clicked...

And when someone does click it, they get a little warning to make sure they haven't clicked the button by accident, and when they proceed, it kicks off the first part of Mission Accomplished: a big celebration right there within the membership site. This is basically a full-screen animation with sound effects that makes your student feel REALLY special.

## Gifts, Rewards & Incentives

If you want to make Mission Accomplished even more powerful, we recommend incentivizing Mission Accomplished with a cool Mission Accomplished bonus to encourage AS MANY people as possible to hit that button and fill out their survey!

So we do a couple things...

### #1 - Certificates

For everyone who graduates or reaches Mission Accomplished, we give them a certificate granting them a lifetime license to use the term Experience Product® when describing their program.

This is super valuable since experience products are rapidly becoming the gold standard for online education and copycats are starting to spring up in the market. The only way to know they're creating a real experience product is if they've graduated from the Experience Product Masterclass and they have our Certified Experience Product Seal.

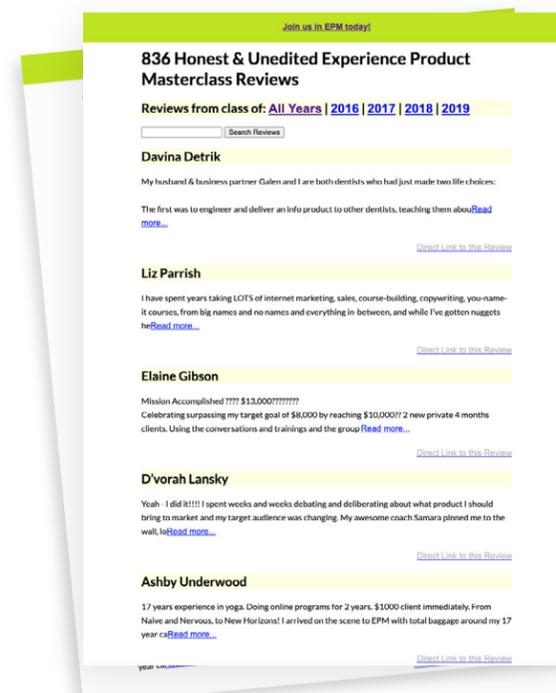


### #2 - Incentivize Testimonials

Another powerful strategy that can get you an AVALANCHE of social proof you can use in your marketing is to simply direct your students to a graduation or mission accomplished survey that they fill out in order to get their Gifts / Rewards / Incentives...

That's EXACTLY how I have 834 testimonials from just 2361 Students...

And these 834 testimonials give me massive social proof that my program works, which sells my course even more!



### #3 - Superbux



When our students reach Mission Accomplished and make their program investment back by the end of the course, we give them 10% of what they earn in Superbux that they can use towards a future program with Live Your Message OR donate to the Live Your Message Foundation to pay forward someone else's participation in the course.

These bonuses are so motivating that they inspire a full 40% of our Experience Product Masterclass students smash the Graduation and Mission Accomplished buttons and another 5-10% reach these milestones without taking the time to hit the button. That's 14-17x the industry standard level of completion!

It's SO IMPORTANT to incentivize completion so your students see their progress all the way through and experience that huge moment of reward!

# Real-Life Results

## Your Confidence Goes Through The Roof

When you KNOW -- without a doubt -- that you've set your students, clients and customers up to WIN, your confidence goes through the roof!

### Carol Walsh

*"I can't believe I can say that I had a \$6,000 launch!! That has boosted my belief (and confidence) in my business and myself that I can truly build a business that will not only sustain me but position me to build a 6 to 7-figures business."*



### Michele Delima

*"BIG leap in confidence about what I was offering and that it's valuable and exciting. This is the only way I can go all out in marketing and selling it! Being so On Fire about it!! And that I'm so CLEAR about what I'm offering. Over the ten weeks, my program has really evolved AND gelled into something remarkable. People are really excited about it!"*

## Stand Out From The Crowd

Having a Mission Accomplished in your Online Course also helps you stand out from the crowd.

That's what Dr Marie Mbouni found when she entered the competitive Personal Development market... by bringing in the Experience Formula and a clear Mission and Mission Accomplished to her messaging she was able to go from **ZERO to \$21,291 in sales in ONE 90-minute webinar** - filling her group program and winning 3 high-value clients as well!



# Real-Life Results (continued)

## Lifetime Customer Value Goes WAY Up

When you feel confident, leading more and more of your students across the finish line to Mission Accomplished, your lifetime customer value goes through the roof.



### Marisa Murgatroyd

*"Since we made the move from traditional online courses to Experience Products, our lifetime customer value has more than doubled to \$4,217... which means on average every single person who comes into our world is so happy with the results they're getting that they end up investing \$4,217 with us, which is one of the big reasons that we've now sold over \$17M in online courses and programs."*

## Premium Pricing

You can get to those big income numbers a whole lot faster than you imagine through the premium price points that become possible when you can prove results for your students, clients and customers and get that wall of testimonials we've been talking about.

### Carol Dickson-Carr

Like my student, Carol Dickson-Carr who was able to increase her prices by 66%! She bumped her price for a high level coaching package from \$3,000 to \$5,000 because she was so confident in (and able to demonstrate) the results and value she brings.



## WAY Less Refunds

Experience products don't just help you increase your sales and repeat sales, they also help you minimize something gnarly that NOT a lot of people talk about...

When you hear about all those BIG million-dollar product launches, what you usually don't hear about are the refunds.

The industry standard refund rate for traditional online courses hovers between 10-20% -- which isn't so surprising when you factor in that 97% failure rate.

So that means, if you're creating a traditional online course and you do \$10K in sales, you have to return \$1-2K right off the bat in refunds. And that hurts...



### Josh Turner

Using Core Experiences like Mission Accomplished, well-known LinkedIn expert Josh Turner was able to reduce refund rates by 63.5% by making these specific tweaks (and SAVED \$40,000 in LOST revenue right out of the gate).

### Matt McWilliams

Affiliate Marketing expert Matt McWilliams was able to ADD \$100,000 to his bottom line by SLASHING refund rates from 15% to JUST 1% (and massively increasing customer lifetime value in the process).



## Your Business Has a Future

Now the last -- and perhaps the biggest reason why -- you want to make the shift from traditional courses to experience products is that EXPERIENCE PRODUCTS HAVE A FUTURE...

As more and more people flood into the online course market and create programs that don't deliver, that's just going to create more and more skepticism and make traditional courses harder to market and sell... whereas when done right, Experience Products tend to sell themselves!

### Kim Marie

*"Two months after launching my 6 week program: My Mother's Medicine: Awaken the Sacred Feminine Within program was such huge success that all of the women, plus one more that really wanted to get in on the action, asked to start my planned 9 month deeper dive program, Wisdom Rising: Embody the Sacred Feminine.*

*I wasn't planning to do this until September, but the women insisted!*

*I couldn't be more grateful or feel more blessed!!!*

*I'll be offering a new Mother's Medicine 6 week program in April 2017, and still launch another 9 month Wisdom Rising program in September. I feel like this program has set me up for a future of phenomenal success, and more importantly, I'm putting the work into the world I care so much about, and serving the women who need it! What a gift!!!"*



## Your Mission Accomplished.

So your mission -- should you choose to accept it -- is to **imagine what Mission Accomplished looks like FOR YOU and YOUR Online Course...** to set your own finish line for your first or next course.

To imagine what's possible for you -- 3 months from now -- when you launch your very own experience product.

By simply **taking 5 minutes right now to imagine your success in detail** -- and that's the keyword here **DETAIL** -- research shows that you're **80% more likely to follow through and actually turn this vision into reality.**

So if you're serious about seeing these kinds of results, take the time to do this exercise **RIGHT NOW.**

# Follow these 3 EASY steps:

## STEP 1

Take a piece of paper or open up a doc on your computer and think about how YOU will feel when you've launched your experience product.

**Simply jot down a couple of those feelings.**

*It might be you're feeling excited or courageous, or confident, like you can take on the world.*

## STEP 2

Next think about what people are SAYING about your program.

**Imagine the actual words someone might say when they cross the finish line of your online course.**

*This might include the specific results they'll see and how they'll thank you for changing their lives.*

## STEP 3

Finally, write down how much money you'll make from your first experience product.

**What does your bank balance say?**

*How much success will you create in your business because of this program or course?*

## TAKE 5 Minutes to do this NOW!

*(this could be the MOST important 5 minutes for your Online Course Success)*



## When You're Done - Post to Our Mission Accomplished Facebook Thread for a Chance to WIN!

Once you've completed those 3 steps, take what you have written and POST IT in our thread in the [Online Course Creators Facebook Group](#).

Everyone who shares in the Facebook Group has the CHANCE TO WIN one of our LIMITED EDITION Mission Accomplished mugs.

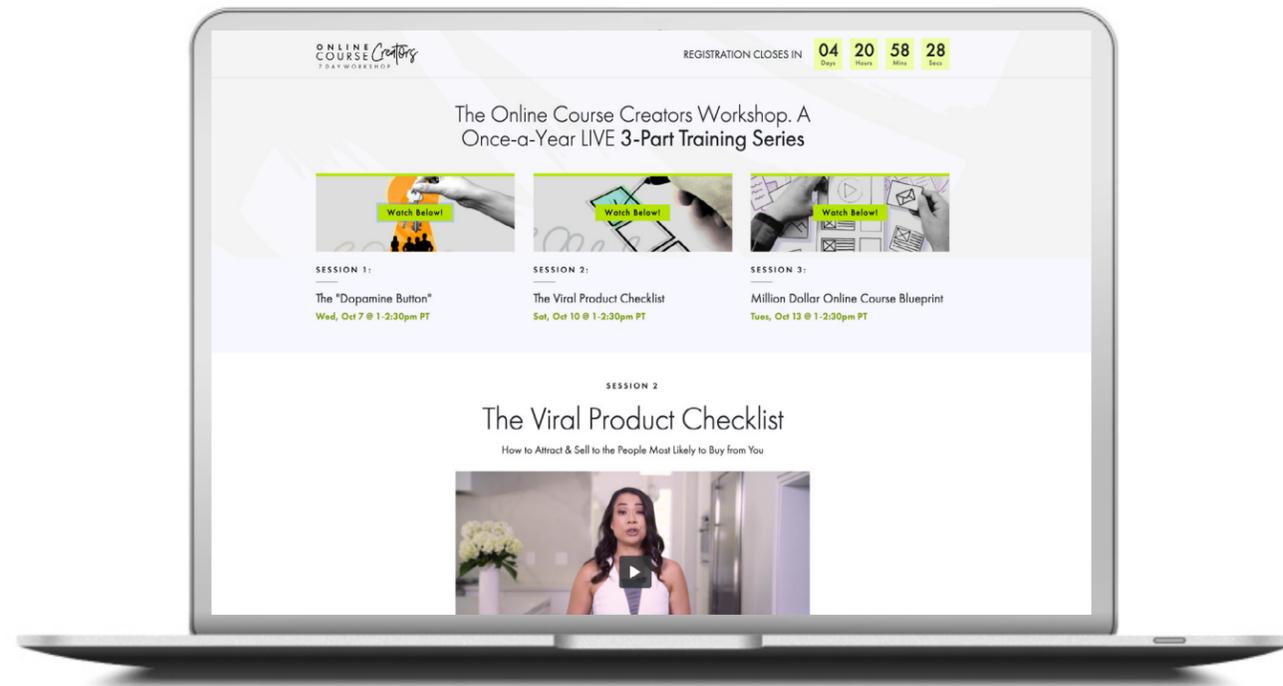
I can't wait to see what you come up with... and I can't wait to see you on our next training in a few days!

Go to our Online Course Creators Community Facebook group to post your shares now: [JoinUsOnFB.com/2](https://www.facebook.com/JoinUsOnFB.com/2)

**NOTE:** Submissions must be posted by 9pm PT on Oct 12 to qualify. Winners will be announced on our Million Dollar Online Course Blueprint on Oct 13 @ 1pm PT!

SPECIAL INVITATION  
BONUS FREE ONLINE WORKSHOP!

ONLINE  
COURSE Creators  
7 DAY WORKSHOP



Because you've downloaded this Viral Product Checklist,  
you ALSO get FREE access to my **ONCE-a-Year** Online  
Course Creators Workshop!

CLICK HERE TO SAVE YOUR SEAT NOW

OR visit [www.liveyourmessage.com/formula](http://www.liveyourmessage.com/formula)

GET STARTED WITH SESSION 2:

## The "Viral Product Checklist":

How To **Attract & Sell** to the People  
**Most Likely** to Buy from You



Save your seat now to discover how to:

- **3 COSTLY mistakes** that virtually everyone makes when they create a new course, and how to know "in advance" if people will want to buy your course (even before you create it!)
- The breakthrough Viral Product Checklist that dramatically **simplifies & speeds** up your product creation process actually (helping you find the people most **likely** to buy from you)
- The 10 kinds of "experiences" you **MUST** provide in your marketing to have your product sell on "autopilot" & convert new customers automatically!
- How to **finally** get OFF the "marketing treadmill" and have your online course actually market... ITSELF!

CLICK HERE TO SAVE YOUR SEAT NOW

OR visit [www.liveyourmessage.com/formula](http://www.liveyourmessage.com/formula)