

# COURSE LAUNCH SECRETS

How to Sell Out Your Course Without  
an Audience, Paid Ads or Complex Tech



In this Workbook, I'll reveal the **3 Secrets** that will allow you to design, launch and profit from an online course no matter what's happening in the market.

Imagine a business where all you really need to get started is a computer, an internet connection and the knowledge, skills and passions you've already developed over your lifetime!

Sounds too good to be true?

It's not!

### Welcome to the world of online courses.

Every single day, over \$1 billion is spent on online courses. And that number is expected to soar to trillions in the next decade...

Because the **lion's share of learning in the future** WILL happen online...

Which means that **NOW** is the time to **create your course!**

But not just any old course -- the type of course that will have the impact you want *while* generating the income you desire...

That's why, in this Workbook, I'm sharing the **3 Secrets** to creating a profitable and successful course that will get *real* results for you and your students for many years to come.





Hi, I'm Marisa Murgatroyd, and I've been on a mission for over 12 years to help entrepreneurs like you turn their ideas into thriving online courses.

Over the years, I've helped **15,803** students create courses that not only sell but make a real difference in the lives of their students.

My strategies have generated over **\$47M in online course sales** -- through recessions, pandemics and all sorts of personal challenges.

If you've been struggling to create or launch a course that sells, you're in the right place.

I'm here to show you the **3 Secrets** that have helped me and my students succeed year after year...

But before we dive in, there's something you need to know...



# TOP SECRET

## The Truth About the Online Course Opportunity (And What No One Else Is Telling You)

You've probably heard it from every "expert" and "guru" out there: "Create an *online course*, leverage your time and make money while you sleep."

Sounds perfect, right? But it's **not** that easy anymore.

There are **2 big challenges** that most people aren't talking about:

- 1. Everyone is creating courses now.** The market is flooded and standing out from the crowd is harder than ever.
- 2. AI is changing the game.** We're entering a world where 90% of online content could be AI-generated in just two years. It's becoming harder to stand out in a sea of AI-generated noise.

So, how can you stand out from the noise and launch a course your Perfect People can't wait to buy?  
By applying these **3 Secrets to your first -- or next -- course...**

# Secret #1: The Photo Finish -- Skyscraper Sales by Turning the Usual Approach “Upside Down”

In this Secret, you'll learn how to shift your focus from teaching information to delivering a transformation -- what I call the *Photo Finish*. This is how you get students to **not only** buy your course but to actually finish it...

## Getting Students to the Top of the Mountain

I'm sure you're familiar with this:

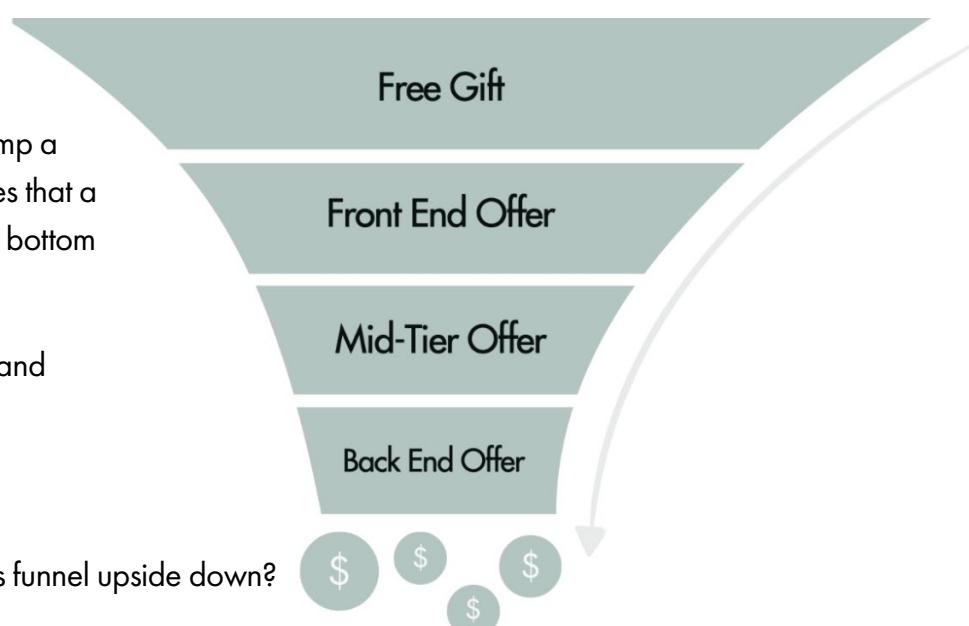
It's the traditional sales funnel. You dump a bunch of leads into the top in the hopes that a few of them will make their way to the bottom and end up buying from you...

This model depends on **MORE** leads and **MORE** traffic...

*Not easy and not cheap!*

But what if we turn the traditional sales funnel upside down?

What do we get?





## Yep, a mountain!

But unlike Mount Everest... this mountain IS much easier to conquer... if you know what to do :)

Your goal here is to get the most people to the top of the mountain, meaning they finish your course and get the result they were after.



To do that, you need to define your Mission. What's the *result* they'll achieve **THROUGH** your course?

The Mission of my course is to help students achieve

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by the end of my course.

 *Pro tip: Make sure your students can picture themselves crossing the finish line in your course. This is what the top of the metaphorical mountain looks like!*





We live in a world where information is everywhere. Students don't buy courses simply to learn more -- they want a result they can't get from Google, YouTube or ChatGPT.

So, to stand out, avoid overwhelming your students with more information and instead focus on the

you'll deliver through your course.

You also want to treat your students like kids... yep, you heard me right 😊

No matter how old we are, we need to feel like we're winning in order to keep taking action.

We knew that when we were kids, but many of us forgot it somewhere along the way...

That's why it's so important to embed the Action > Reward Cycle in your course.

# Action > Reward Cycle



People are wired to seek rewards. So, each step of your course should provide small wins to keep your students engaged and motivated... moving them forward until they cross the finish line.

Get in the Action > Reward Cycle Mindset by answering these two questions:

What's one small win I can offer after each lesson to keep my students motivated?

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How can I celebrate their progress to trigger that dopamine rush?

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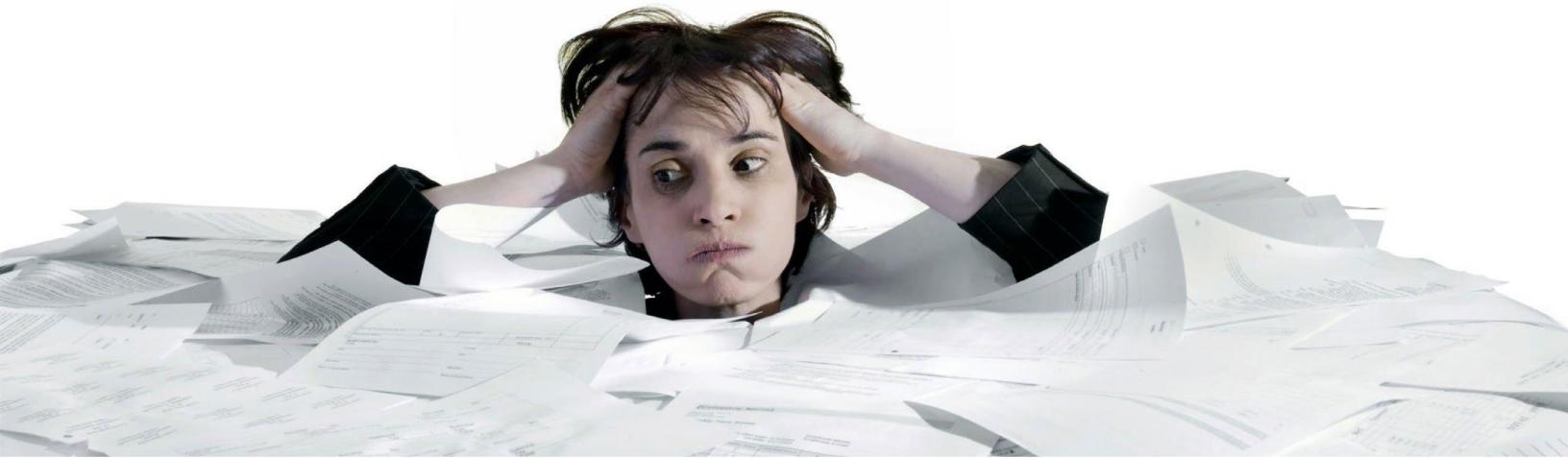
But, no matter how good your course is, it's important to recognize that your students won't always feel like they're winning.

A critical mistake many course creators make is pretending "everything is awesome" in their course... even when it isn't...

That's why you want to...

# Normalize Challenges

Changing your life and accomplishing big goals takes a lot of work and sometimes things don't go as planned.



Prepare your students for the challenges along the way so they can take the speed bumps in stride. For each step in your course, ask yourself:

**What are the challenges someone might face as they take this action?**

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**What do they need to believe about themselves to be able to take this action?**

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**What fears or self-doubts could kick in as they consider doing what you're asking them to do?** \_\_\_\_\_

When you address each of these challenges and name them, you "normalize" them for your students, which makes whatever feelings, challenges or fears that come up OKAY for them. And when people know that they're not alone in these challenges, they'll start to feel less like they're failing.

Even with a clear Mission and Normalizing Challenges along the way, some students WILL still fall off the wagon. Enter your...



# OPERATION UNENGAGED

Student Rescue Campaign

Reach out to students who have disengaged to re-engage them before they quit your course for good. Use emails, texts and calls to let them know you care about them and their progress. (*Don't worry, you can automate this! Plus the pay-off is far greater than the time and energy this takes.*)

**What is one way I can reach out to unengaged students?**

**How can I personalize this outreach to show I care?**

Okay, so you've got an engaged group of students hitting Mission Accomplished...

Now it's time to leverage their success with...

# The Power of Testimonials

Students who reach their *Photo Finish* are your best ambassadors. Their success stories will inspire others and create trust in your course... and in today's world, trust has never been more important.

Not only that, but your repeat customers are **12X times** more likely to buy from you again!

Repeat customers are  
**16X MORE**  
profitable and 12X easier than first-time buyers

Our signature program -- the Experience Product Masterclass -- has 2,958 honest & unedited testimonials... and many of those students come back year after year or ascend into our yearlong group coaching program -- Momentum.

Our student Michelle Bongiorno has been with us since 2016 and has referred **47 paying customers!**

That's the power of using **Secret #1: The Photo Finish** to skyrocket your sales!

Ready for Secret #2?

# **Secret #2:** The Rapid Success Loop: How to Guarantee You Create What People Are Actually Going to Buy

In Secret #2, we'll dive deep into a game-changing strategy that ensures your course IS something your Perfect People want to buy.

You might be familiar with the **Picnic Pants...**



Or how about the Microsoft Zune?

Nope? Not surprising...

Because both ended up...



# In the Product Graveyard...

## Where seemingly “good” ideas go to die.

The Picnic Pants, Microsoft Zune (and many, many products like them) failed because they didn’t align with what people *actually* wanted...

And they serve as a stark reminder: without customer input, even the most innovative or clever products can fail.

**Can you think of any other products that didn’t fly because they failed to give the market what it wanted?**

*(Here's looking at you, Crystal Pepsi!)*

So how can you make sure your idea will fly? That your course IS something your Perfect People can’t wait to buy?

# Introducing the MVP Approach

**MVP stands for Minimum Viable Product.**

This Approach helps you validate there's market demand for your course WITHOUT extensive time and resource investment... meaning you won't end up with a 'Picnic Pants' product :)

So, how do you create your MVP and validate your idea so you know it will FLY with your Perfect People BEFORE going all-in?

**Enter the Rapid Success Loop.**

Instead of trying to build the **Jet Plane Version** of your course right out of the gate...

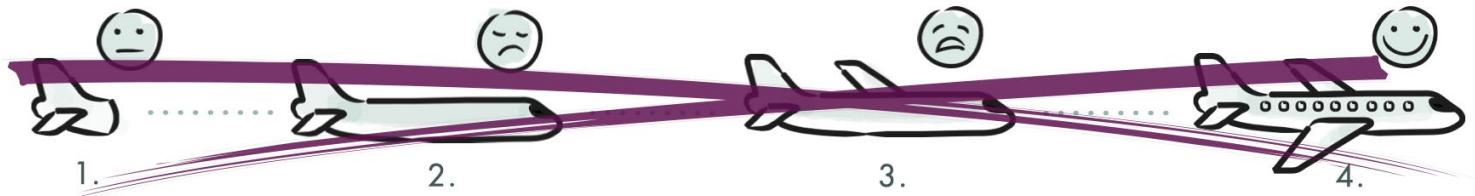
You focus on the simplest form of your **Core Solution**, which is the MOST BASIC description of HOW you help your Perfect People.

I call this the **Paper Plane Version** of your course.

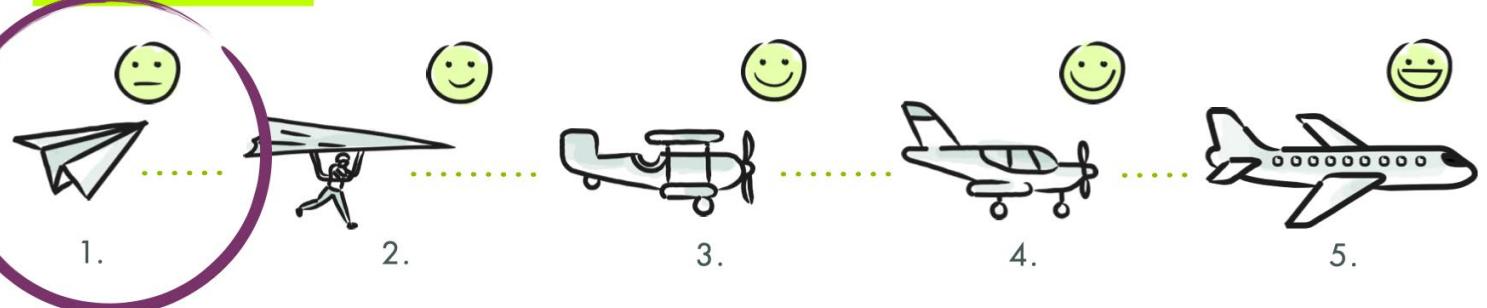


# YOUR MINIMUM VIABLE PRODUCT...

IS NOT LIKE THIS



IT'S LIKE THIS!



Creating your **Paper Plane** or **MVP** prevents you from putting in a ton of time, money and effort into a course that ends up crashing and burning, WHILE quickly homing in on your most successful idea!

Go Ahead & Define Your Core Solution (*in the simplest way possible*):

**The Core Solution my course offers is...**

**This solution helps by...**

# How to Iterate Your Way to Awesome

Once your MVP is defined, the next steps involve iterating your way to awesome by delivering it to paying customers. This means adjusting your course based on real insights from *actual* users -- not hunches or guesses.

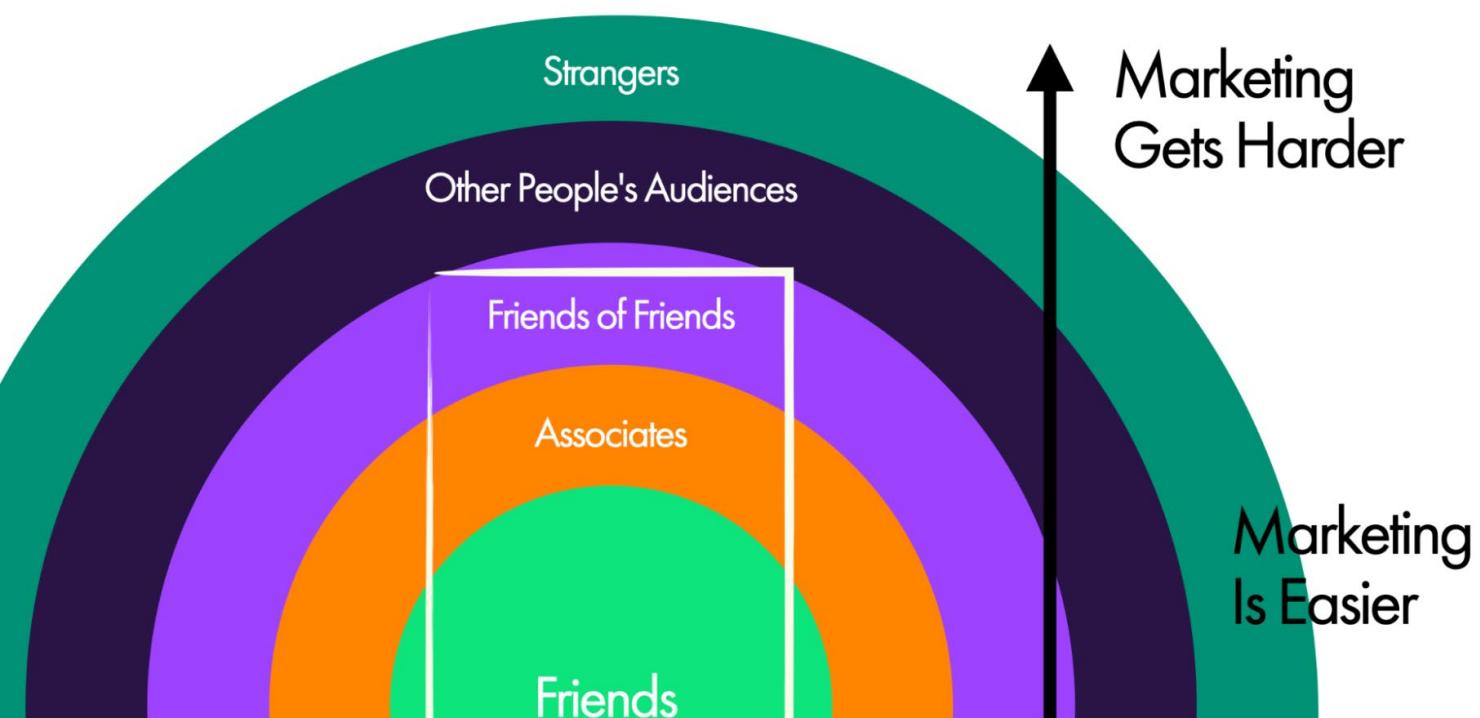


To test the **Paper Plane Version** of your course... you need people to actually test it right?!?

# Enter Beta Testers.

Reach out to your inner circle -- people you're already connected to, like friends, associates and the people THEY know -- and offer a steep discount or bonuses for testing the **Paper Plane Version** of your course.

## CIRCLE OF INFLUENCE



Their excitement and feedback can lead to a better and more successful version of your course and, eventually, your **Jet Plane Version!**

Here are some ways to generate excitement and get beta testers if you're brand new to course creation:

- Offer a discount for beta testers
- Offer bonuses only for beta testers
- Offer a private one-on-one session with you

And here are things you can do if you have more course creation experience:

- Offer exclusive tools or resources just for beta-testers
- Offer network access. Provide beta testers with temporary memberships to exclusive business networking groups or platforms that are usually reserved for higher-paying members
- Offer community access. If you have an engaged and active private community, invite them in so they can engage and get advice and feedback from people like them

**Brainstorm your own ideas to get beta testers and list them all in the box below:**



# Avoid Tech Overwhelm

You don't need a website or fancy tech to get your MVP off the ground...

That's why I call this the "MVP Launch Stage" ... and it's the simplest way for you to succeed!

Start with a:

- Minimum Viable Product
- PLUS, Minimum Viable Marketing
- And Minimum Viable Technology

That's the MVP Approach... and it will get you going FAST!!!

# From MVP to Full-Fledged Product

This Rapid Success Loop has supported thousands of our students in taking a risky process that normally takes months -- or even years -- and collapsing it down into just a matter of days or weeks... while eliminating *all* your risk...

Since you haven't invested a lot of time or energy into your \_\_\_\_\_  
-- YET.

This way you can quickly pivot your idea or move on to the next idea UNTIL you find what people REALLY want.

You'll know you've landed on an idea that WILL fly with your Perfect People when you get \_\_\_\_\_.

Ready for Secret #3? Let's do it!

# **Secret #3: Golf Cart Marketing:** Find the People Most Likely to Buy Without an Audience, Email List or Fancy Marketing

With Secret #3, you'll discover the power of Golf Cart Marketing, which is how you find the people most likely to buy WITHOUT an audience, email list or fancy marketing!



When most people think about marketing their course, they think big email lists, funnels, Facebook ads and evergreen webinars...

What I like to call Lamborghini Marketing!



I call this **"The Marketing Trap"** because it prevents SO MANY would-be course creators from getting started...

But what they don't realize is that: **there's a difference between Marketing and Conversion.**

**MARKETING** is **ALL the tactics and strategies you use to attract and nurture new people in preparation for a sale.**

While **CONVERSION** is **making the actual sale.**

**What do you really want right now -- Marketing or Conversions?**

\_\_\_\_\_.

Golf Cart Marketing focuses on the fastest, easiest way to get customers when you don't have an audience. Why take a Lamborghini to the convenience store to grab a few groceries when a Golf Cart will do?

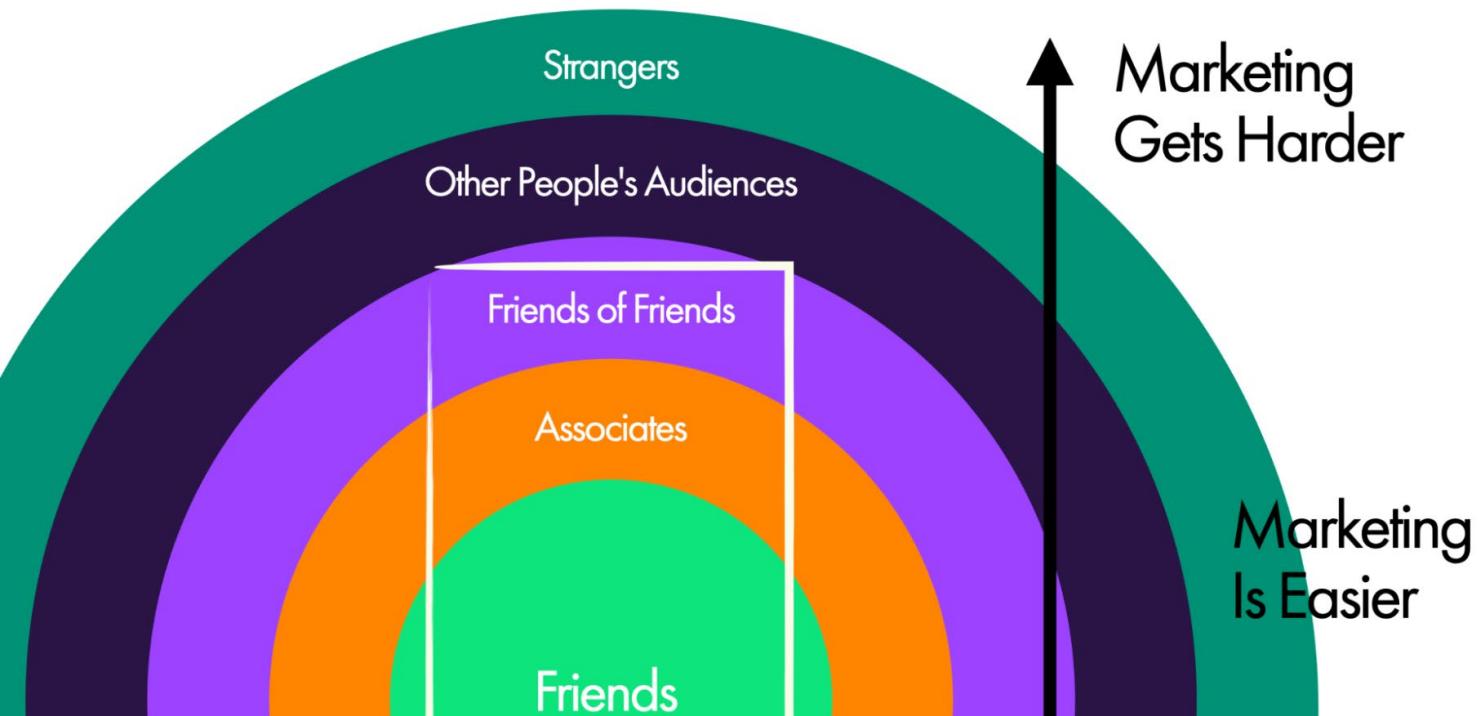
Golf Cart Marketing allows you to get fast sales by leveraging the networks you already have!

When it comes to **Golf Cart Marketing** and getting sales right away...

# Start By Using Your Existing Network

You don't need a massive platform to start making sales. Begin within your inner circle...

## CIRCLE OF INFLUENCE



This method uses pre-existing relationships to build initial interest and gather early feedback... which as you learned earlier in this Workbook, is kind of important :)

I tell my students that you *already* know everyone you need to know to launch your course successfully at least once -- and even take your business to 6-figures in sales!

Marketing can be *much simpler* than you ever imagined when you use proven strategies that work with what you have.

# So, who's in your inner circle?

List at least three people in your current network who could provide feedback, become your first customers or make a referral. Reach out to them this week!

**IMPORTANT:** You already know **EVERYONE** you need to know to launch your course successfully *at least once* -- and even take your business to 6-figures in sales.

I've seen time and time again that, if you don't think you do, you haven't really looked.

Your ideal clients are everywhere once you know how to look for them!

It's amazing how quickly they'll come out of the woodwork once you get clear on your Mission and how to talk about it using Golf Cart Marketing!

Our EPM students have "accidentally" sold their courses just by answering the "What do you do?" or "What are you up to?" question with clarity and passion...

And they've done it in the most surprising places like:

- At the beach...
- On the plane...
- Even on the massage table! I'm serious.

Cindy Shigekuni, an Intuitive Life Coach, had been dragging her feet around Chatterboxing that I teach, which is the simplest form of Golf Cart Marketing based on 1:1 conversations... until THIS happened!

*"I made my first sale -- in the nude!*

*I've been Chatterboxing away, including on the massage table earlier this AM and my masseuse, at the FAIRMONT Hotel in Santa Monica says she is IN!*

*She is my first official client and all I did was listen while she talked herself into being in my program...*

*FYI: My face was in the downward massage position at the time, which is why I suddenly became such a great listener!*

*Plus my mask was on, so I could barely breathe!*

*Just goes to show you that Chatterboxing works!*

*And if you keep blabbing away, the right person will hear you!"*

And that leads me to the second reason why I recommend starting with the center of your Circle of Influence: Marketing, conversion and sales are MUCH EASIER here!

Want to make sales FASTER? You need to...

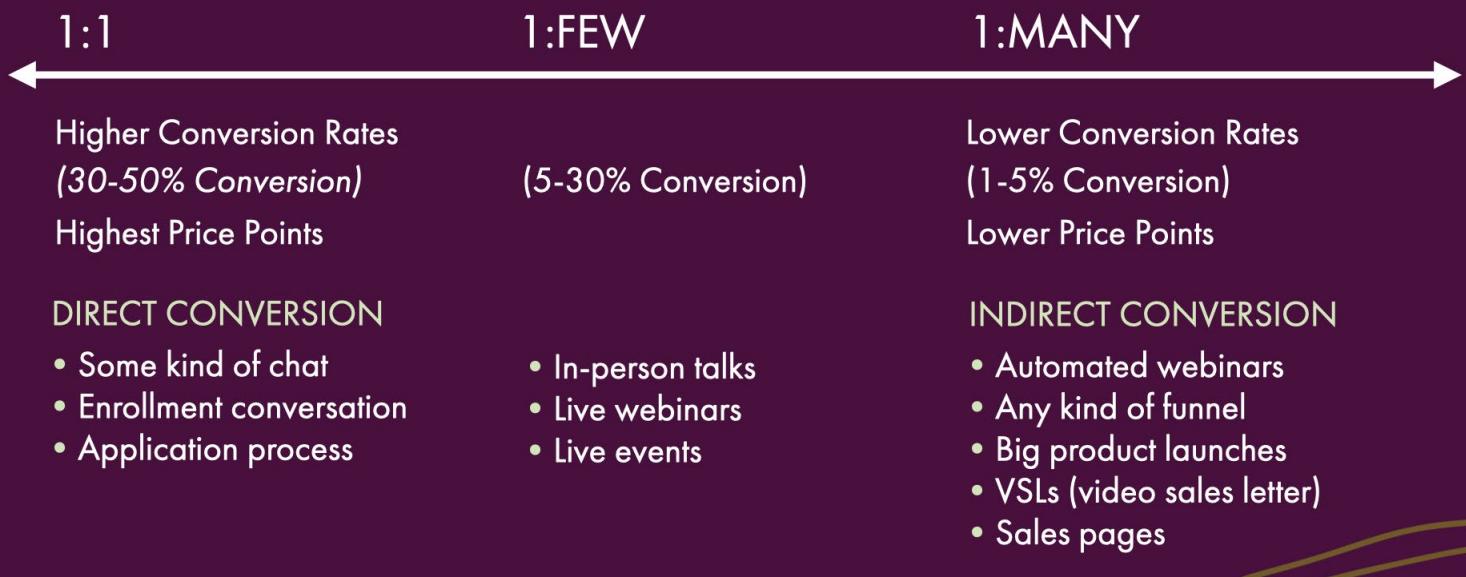
# Focus on the Right Conversion Event for You

While traditional marketing focuses on attracting customers for *future sales*, **Golf Cart Marketing** focuses on *immediate conversions*. This approach saves time and resources, allowing you to focus on **making sales right now**.

The first principle of Golf Cart Marketing is to shorten the Marketing Runway and get to a Conversion Event much faster.

Luckily, there are **3 Types of Conversion Events** for you to choose from. I recommend 1:1 when you're first getting started.

## 3 TYPES OF CONVERSION EVENTS:



# 1:1 Conversion Events: Simple and Direct

1:1 Conversion Events are all about personal interaction. This is where you engage *directly* with a potential customer through methods like personalized chats, enrollment conversations and simpler application processes. This direct approach tends to have the highest conversion rates because they're so personal.

**One method I can use to engage directly with a potential client this week is...**

## 1:Few Conversion Events

1: Few Conversion Events involve interacting with a small group of people, such as in-person talks, live webinars or other live events. 1:Few Conversion Events typically have higher conversion rates than 1:Many.

**A topic I could cover in a small group setting that would genuinely help attendees is...**

# 1:Many Conversion Events: Broad and Scalable (eventually!)

1:Many Conversion Events reach a broad audience at once and include strategies like automated webinars, large-scale funnels or mass marketing campaigns. While they offer the potential to scale significantly, the conversion rates for these events are generally lower.

**The one 1:Many Conversion Event I'd love to use when I'm ready to scale up is...**

Don't feel intimidated or overwhelmed here -- there's nothing wrong with imagining WHERE you'll be *in the future!*

These 3 Types of Conversion Events each have their place in your marketing strategy and understanding when and how to use them can dramatically increase your course sales.

Reminder: if you're first getting started on your course creation journey -- start with 1:1 or 1:Few and then scale up from there. Because things can happen pretty quickly when you use the right strategy at the right time.



# Making the Most of Golf Cart Marketing

By focusing on Conversion over Marketing (sales right now vs maybe sales later) and leveraging super simple, proven techniques and strategies, you can avoid the common pitfalls of over-complicating the course launch process.

Let's get you moving with your own **Golf Cart Marketing Strategy** and watch the sales come in faster and easier than you ever thought possible!

We covered a *lot* in this Workbook, so let's do a quick recap:

**The 3 Secrets to Launching Your Course Without an Audience, Paid Ads or Complex Tech Are:**

1. **The Photo Finish** -- making your course about the result rather than the information... and doing everything you can to get your students to the top of the metaphorical mountain so they want to buy from you again and again
2. **The Rapid Success Loop** -- quickly validating your Core Solution with sales so you can guarantee you'll create what people will actually buy...
3. And **Golf Course Marketing** -- how you can find the people most likely to buy from you without an audience, email list or fancy marketing

This Workbook is *only* the beginning...

If you want to put these **3 Secrets** into action so you design, launch and profit from your online course FAST... for many years to come... no matter how crowded the market becomes...

Don't miss my brand-new, LIVE Workshop --

## Course Launch Secrets:

How to Sell Out Your Course Without an Audience, Paid Ads or Complex Tech



→ **SAVE YOUR SEAT NOW** ←

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

# Course Launch Secrets:

How to Sell Out Your Course Without an Audience, Paid Ads or Complex Tech

In this **LIVE** Workshop, you'll:

- Learn the “failproof” **Rapid Success Loop** that literally **guarantees** your course will be successful -- in advance -- so you can stop spinning your wheels and **start making sales**
- Discover the simple “**Golf Cart Marketing**” approach that instantly attracts the people **most likely to buy**. (Even if you don’t have a mailing list, audience or marketing skills)
- Learn the valuable “**MVP**” **Product Launch Map** that slashes your launch time by *months* -- while also guaranteeing a much better course. (No complicated tech or marketing required!)
- Identify 3 easy-to-implement & **highly lucrative** “automatic referral” strategies that turned just ONE of my happy customers into **\$198,000**. (*Runs in the background, 24/7!*)
- Discover how to turn your course into a “must-have” that **people are excited to pay a premium for** -- even in an info-saturated, AI-overwhelmed world

This brand-new Workshop will be 100% LIVE, so I’m doing it THREE times over three days to guarantee you can find a time that works.

I won’t be doing it again until next year, and by then, the content will have changed, so **this is your ONLY guaranteed chance** to learn these Secrets.



SAVE YOUR SEAT NOW



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



This Workbook -- combined with my LIVE Workshop -- IS the one-two punch you need to succeed!

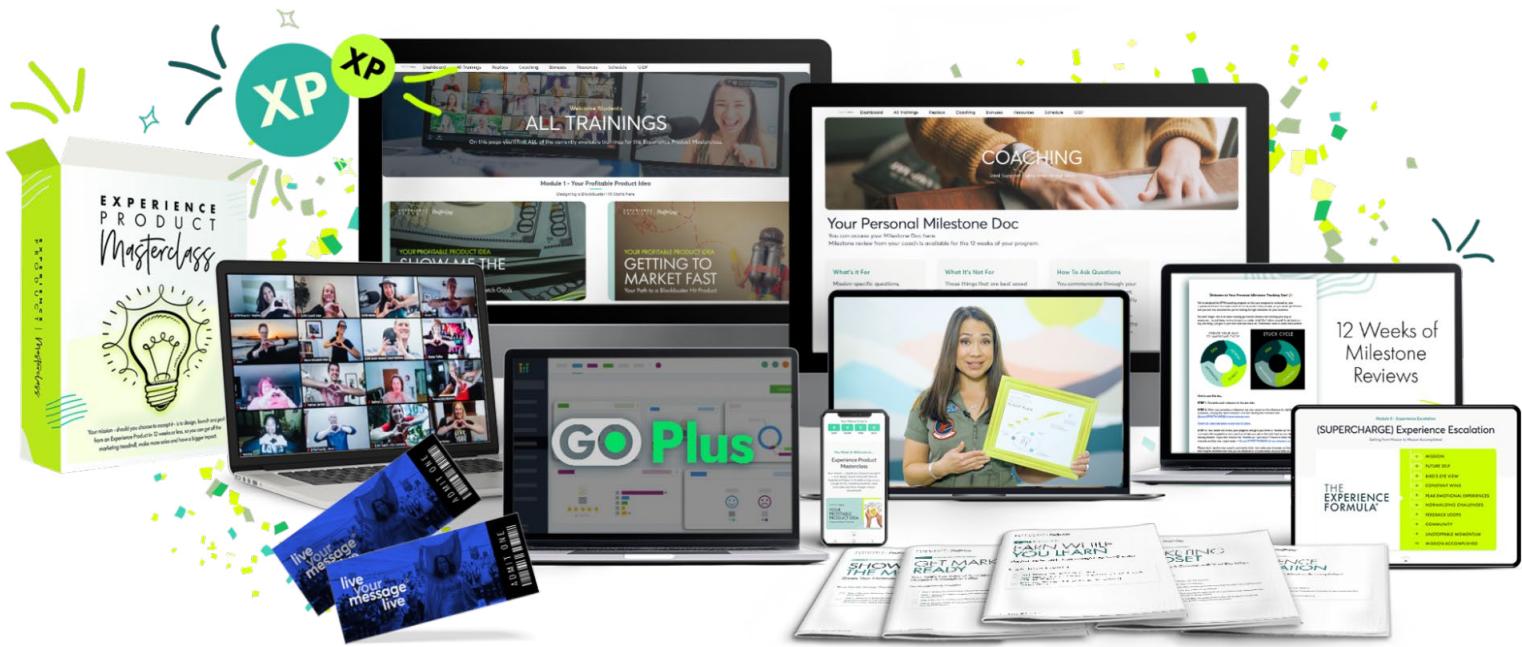
*See you there!*

Marisa Murgatroyd

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



# Doors to the Experience Product Masterclass are now OPEN!!!



This is your opportunity to change your life (and the lives of others) **with an Experience Product**, the new type of high-impact online course that sells better, is more profitable and makes students more successful.

You'll get to work with me and my coaches directly to launch your Experience Product quickly, easily & profitably.

(I only do this once a year, and **NOW is your chance.**)

**ENROLL NOW**

OR visit [JoinEPM.com](http://JoinEPM.com)

Inside EPM, you're getting everything you need to virtually guarantee your success:



1. A personal coach with unlimited email access
2. Your own AI-powered Marketing Team specifically designed to help you launch your Experience Product...
3. A completely done-for-you course or membership site build worth \$5K...
4. And a whole lot more!

**Go here to see EVERYTHING you get when you join the Experience Product Masterclass TODAY!**

Because this is such a proven, time-tested program, I'm *also* going above and beyond to guarantee your results.

If you do the work and you *don't* make your money back...

**I'll literally PayPal you the difference...**

So you have nothing to lose and everything to gain.

I promise this might just be the best (and easiest) decision you've made all year.



OR visit [JoinEPM.com](http://JoinEPM.com)

I can't wait to work with you in the Experience Product Masterclass! My team of coaches waiting to support you!

Doors are open for a limited time and the program starts as soon as you register.

See you in EPM