

THE SIX ESSENTIAL SKILLS FOR ONLINE BUSINESS SUCCESS

(If You Want to Be a Millionaire --
You NEED to Master These!)



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The reason you're not a millionaire yet?

You don't have the right Skill Sets.

Yep, Skill Sets... plural :)

What most people miss is that you *actually* need **TWO** Million-Dollar Skill Sets to build a successful business...

Million-Dollar Skill Set #1:

The skills you develop over the course of your life based on YOUR unique gifts, talents and passions -- which you already have (even if you're not sure what they are) and...

Million-Dollar Skill Set #2:

The Six Essential Skills for Online Business Success: cultivate these to turn your unique gifts, talents and passions INTO a successful business... (which I'm covering in this Guide!...)

Hi, I'm Marisa Murgatroyd...

I Started My Career as an Artist
Who Was Told by My Father That
I Had No Marketable Skills...

I figured out how to build a multi-million business anyway and have shown over 16,000 students how to succeed online -- many of whom also felt like they had "no marketable skills" or were told they couldn't do it.

As the founder of Live Your Message & creator of The Experience Formula, I get people so excited about changing their lives that they stop dreaming and start doing.

Ready to dive into each **Essential Skill** so you can turn your unique gifts, talents and passions INTO a successful business?

Let's start with...



Essential Skill #1: Niche Clarity



What It Is: Understanding what you do and who you serve -- *in other words, your Million-Dollar Skillset.*

Your niche is at the intersection of what you do and who you serve and it's the first (and most essential) choice you need to make to start your business.

However, many emerging business owners dance around the idea of a niche -- sometimes for years!

And once they do choose a niche? It's too big, too broad or too vague...

For instance, saying something like:

"I'm a life coach"

This doesn't offer something specific to someone specific... so it's hard for *your Perfect People* (aka your customers) to clearly picture what it is that you actually do.

And -- in today's hyper-crowded online business world -- you need to focus your niche like a laser.

It's much easier to start as narrow as you can and THEN broaden out once you achieve success.

So, instead of being a general life coach, you could find people who are dissatisfied with their careers and help them find career paths aligned with their passions.

Once you've nailed your very particular niche and are starting to gain traction in your business -- meaning customers and money! -- you can start to broaden out.

My niche describes the pain points of one particular type of person I want to reach

Okay, you've got your Niche... now you need to make sure it goes hand-in-hand with...

Essential Skill #2: Messaging & Positioning



What It Is: Turning your niche clarity into clear, engaging offers that resonate.

One of the biggest challenges for online business owners is answering *this* question:

“What do you do?”

It's more than words -- it's about sparking real interest. If you can explain your work in seconds -- so your listener thinks, “*Tell me more!*” -- you're already way ahead.

This is what's called your “XYZ Statement”. Here's the formula to nail it:

- **“I help X do Y so they can Z.”**
 - **X** = Your ideal client
 - **Y** = What you do for them (the problem you solve or the outcome you provide)
 - **Z** = The benefit or transformation your client experiences

To illustrate this, let's take the Niche Clarity example above... the life coach who targets people dissatisfied with their careers and helps them find a path aligned with their passions...

An XYZ statement could be something like:

“I help people in midlife who are dissatisfied with their careers discover new career paths aligned with their true passions.”

Let me give you some examples from my students:

- Rochelle: ***"I help design pros build a referral network, so they can double their revenue and get more free time."***
- Naomi: ***"I help accountants expand into the U.S. cannabis market so they can grow their practice."***
- Diane: ***"I help families with dysgraphia develop legible writing skills so they can thrive in a literate world."***

Now, you don't have to start with "I help" -- you can customize this template to work for you.

Take Aaron, who ***"works with parents who know their child is going through something, but don't know how to help..."***

Having a clear message isn't just helpful -- it's crucial in a crowded market.

A punchy XYZ Statement lets people quickly understand who you help, what you do and why it's valuable.

Before we move on... spend some time making sure your message nails all 3 criteria of a successful XYZ Statement...

My message speaks to one specific person (aka my ideal client)

My message clearly addresses the problem I solve or the outcome I provide

My message speaks directly to the benefit or transformation my client experiences

Okay, you've got your niche nailed and your messaging sharp -- *people are leaning in, asking for more...*

But as one of my mentors says: *"New level, new devil..."*

As your business grows, new challenges will come up and if you're not equipped to handle them... you'll end up burning out and maybe even giving up on your business...

That's why your secret weapon is...

Essential Skill #3: Productive Habits



What It Is: Managing your time and energy to focus on high-impact activities.

Building a successful business relies on more than big goals -- it's about mastering daily habits.

A few key practices can make a massive difference in your productivity and focus.

Here's how to set yourself up for success:

- Start with your non-negotiables. List the most important tasks you need to get done every day (in both your business and your personal life)...

The key here is to find what drives your momentum and make it a daily priority.

You can break your non-negotiables into categories like:

1. self-care & maintenance
2. love & relationships
3. personal & professional development
4. thinking, planning & visioning
5. sales & marketing
6. fulfillment
7. communication (like email, Slack & Facebook)
8. or team meetings

- Create a flow-friendly schedule. Organize your work around peak focus times. Maybe you're at your best in the morning or perhaps late afternoon suits you better.
 - By aligning your highest-priority tasks with these hours, you can accomplish more in less time.
- Block out distractions. When it's time to work, set specific blocks for deep work.
 - Use this time to create content, strategize or handle clients.
 - Limiting interruptions can make your hours twice as effective.
- Balance work with recharge time. Schedule regular breaks to refresh your energy.
 - Short breaks every couple of hours can keep your focus sharp and reduce burnout while also leaving room for creativity.
- Take the 'Perfect Day' approach. Visualize what a productive day looks like for you.
 - Take a few minutes each evening to plan for tomorrow -- keeping a simple list of top priorities will keep you focused and ready.

Incorporate these habits bit by bit until they become second nature. By setting up a rhythm that aligns with your goals, you'll start building unstoppable momentum in your business!

Go Ahead & Take 5 Minutes to List Out Your Daily Non-Negotiables

Okay, you're making real strides in your business... now it's time for something that most emerging entrepreneurs avoid but you WON'T because you've got this Guide...

I'm talking about...

Essential Skill #4: Networking & Prospecting



What It Is: How you identify the fastest, easiest ways to find potential clients and build your business.

In a world where opportunities are often just a conversation away, *networking* and *prospecting* aren't just about meeting people -- they're about connecting with the right ones.

Studies show that we're all connected by no more than "six degrees of separation," meaning you could be just two steps away from your next big client or partner.

Think of this like the "Kevin Bacon" game: someone you know probably knows someone who could open unexpected doors and help you make real progress in your business.

Every single one of us has what I call a Hidden Rolodex -- a largely untapped goldmine of synergy and connections within the people we already know (and the people they know).

Here's how to tap into your "Hidden Rolodex":

- **Reconnect by reaching out** to people in your current network:

- Friends or family
- Acquaintances or friends of friends
- Past meeting contacts (virtual or in-person)
- Group members or program buddies
- Social media connections



- **Engage in an “anything can happen conversation”:** a casual, no-agenda chat designed to strengthen connections and uncover unexpected opportunities within your existing network.

Ask questions like:

- o *What's most alive for you right now? Or What are you most excited about in your life right now?*
- o *What's something that's currently unspoken or unexpressed in your life that's trying to make itself heard -- that's trying to break through?*
- o *Is there anything that keeps you up at night or has you feeling frustrated or challenged on a regular basis?*
- o *Have you met anyone who really inspired you in the last year or two?*
- o *When it's all said and done, who do you want to be known as or what do you want to be known for?*

- **DON'T tell them what you do:** UNLESS they ask you.

- o These conversations are about listening and really getting to know your Hidden Rolodex -- so let the conversation be **ABOUT THEM** and **NOT YOU**.

💡 *Reminder: your goal here is to simply get to know your network better. Explore what's happening in their world and see what potential synergies might emerge... without any pressure.*

Identify at least FIVE people you can reconnect with and have an “anything can happen” conversation with:

Reach out to all 5 this week!

With your “Hidden Rolodex” tapped and new connections sparking, the *next* essential skill is knowing how to move these connections toward actual sales...

This is where Sales & Marketing steps in...

Essential Skill #5: Sales & Marketing



What It Is: How to grow your audience and turn a prospective client into an actual client.

Most entrepreneurs get stuck waiting too long to sell their products because they think they need the “perfect” offering.

But here’s a game-changer: start with a simple \$97 offer!

This low-cost, entry-level offer is quick to create and removes the usual stress about “perfection.” It’s easy for customers to say yes to and it serves as the perfect gateway into your world.

Why a \$97 Offer?

- **Anyone can make a \$97 Offer** -- RIGHT NOW!!!
- **Fast to create** -- No lengthy production process
- **Easy to understand and sell** -- Keeps things straightforward for both you and your clients
- **Great for building confidence** -- Lets you practice selling and gain valuable feedback

 *Pro Tip: start with a 1:1 Offer where you engage directly with a potential customer or client.*

When it comes to a \$97 Offer, you can really ONLY focus on ONE THING: ONE specific goal or outcome you’ll deliver through your offer.

In other words, **what is the payoff?**

Your \$97 Offer should be simple and easy to understand, easy to say yes to and easy to deliver in a way that creates a fast, bite-sized result.

It should take anywhere from 15-60 minutes to deliver -- whether it's a private session, a deliverable or a combination of both.

A deliverable is something tangible you create and deliver such as a photo, a logo, a plan, a clean pantry, a custom meditation or exercise, an x-ray or lab result.

When creating your \$97 Offer, consider:

- the answer to a burning question
- the solution to a small problem
- an experience of peace, clarity or healing that provides momentary relief or even shifts something
- a tool, template, script or process for doing something now or in the future
- a plan, audit, assessment or diagnostic that provides clarity and a path forward...

In other words, ONE simple yet specific thing you can deliver in 15-60 minutes!

Set a timer for 10 minutes and brainstorm as many potential 1:1 \$97 Offers as you can:

Once you have a streamlined \$97 Offer in place, it's time to turn your focus inward to master the mindsets that WILL support long-term success...

Essential Skill #6: Winning Mindsets



What It Is: How to think about everything in a way that creates what you want rather than creating what you don't want.

To grow a successful online business, you first need a clear, inspiring vision of what you want your future to look like.

Having this "Vivid Vision" is like having a mental blueprint that keeps you on track no matter what life throws your way.

Personal development expert Mary Morrissey says, "*Everything is created twice: First in the mind and then in the external world.*"

In other words, what you see in your mind today is what you'll build tomorrow.

How to Create Your Vivid Vision:

Think about your life and business on a specific date in the future -- let's say December 31, 2027.

Imagine every detail as if you're already living it. *Don't hold back!* Picture the kind of business you're running, the impact you're having, your relationships, your daily routines and even how you're spending your free time.

Here's how to get started:

- 1. Set the Scene:** Write down a specific date three years from now. Picture your life on that day as if all your dreams have come true.
- 2. Use Present Tense:** Describe everything as if it's happening now, like "I am a successful business owner impacting thousands."
- 3. Get Detailed:** Include details about your business, income, lifestyle, health and relationships. The clearer, the better!
- 4. Feel It:** When writing, think about how you'll feel when this vision is real. The goal is to start living from this vision today.

Complete Your Mini Vivid Vision!

Use the prompts below to start creating your Vivid Vision:

1. In 2027, my business looks like this:

Example: "I have a thriving online business with thousands of customers worldwide who love my products."

2. I feel this way about my daily work:

Example: "Every morning, I feel motivated and excited to work with my team and create impactful products."

3. The impact I'm having on others is:

Example: "I help people reach their full potential and seeing their success stories keeps me going."

Fill in these prompts to create your starting vision and keep adding detail each week.

By the end of the month, you'll have a fully formed Vivid Vision to guide your business forward!

Now that you've got an understanding of the Six Essential Skills for Online Business Success...

It's time to unlock them!

The truth is, you can't build and scale a successful and fulfilling business alone...

And you won't reach your goals if you're stuck doing the wrong things over and over.

Which is why I created our low-cost, low-pressure, low-time and energy program:



TRANSFORM YOURSELF FROM “BEGINNING BUSINESS-BUILDER” INTO “EXPERT ENTREPRENEUR”

IN JUST 20 MINUTES A DAY...

No Matter How Many Times You've Tried,
Failed and Given Up in the Past



In Success School, you'll unlock the **6 Essential Skills** you need to succeed (covered in this Guide) while actually building your business step-by-step. You'll get to:

- Find your unique talents and gifts
- Build a valuable network
- Make offers people can't refuse
- And much more!

Each month, you'll get hands-on training, easy-to-follow resources and a supportive community to keep you on track.

Plus, by focusing on one key business-building practice at a time, you'll always know exactly what to do next.

So, are you ready to finally make real progress?

Join **Success School** today and start building the business you've dreamed of -- without the stress or overwhelm.

GET ALL THE DETAILS AND JOIN SUCCESS SCHOOL TODAY