

My Dad Told Me,  
"You Have NO Marketable Skills," & He Was Right.

# HERE'S HOW I BUILT A MULTI-MILLION DOLLAR BUSINESS

ANYWAY (& HOW YOU CAN TOO!)

**7 Must-Have Criteria** for Building  
a Successful, Fulfilling Business



My Dad Told Me, “**You Have NO Marketable Skills,**” & He Was Right.

# HERE'S HOW I BUILT A MULTI-MILLION DOLLAR BUSINESS ANYWAY (& HOW YOU CAN TOO!)

## 7 Must-Have Criteria for Building a Successful, Fulfilling Business

If you've ever felt like you don't have what it takes to build a thriving business, let me tell you -- I get it.

My own father told me I had no marketable skills after I graduated from Brown University.

That moment crushed me. But it also lit a fire within me. I decided to figure out how to turn my passion into something tangible -- something that could help others and change my own life.


Fast forward to today, I've built a multi-million dollar business from scratch, helping everyday entrepreneurs build successful online businesses that align with their strengths and values.

Hi, I'm Marisa Murgatroyd...

Over the past 12+ years, I've coached and supported **tens of thousands** of impact-driven Coaches, Experts and Service Providers in growing their online businesses -- many of whom also felt like they had “no marketable skills” or were told they couldn't do it...

And I want you to know one thing:

You don't need fancy degrees, special connections or a huge budget to build a profitable business you'll love for years to come.

What you **DO** need are the **7 Essential Criteria** I'm sharing in this Guide 





## Criterion #1: Design Your Business AS a Solution



Your business must solve a clear and specific problem that people are aware of -- preferably one they feel an **urgent need** to solve.

Because no matter what business you're in, you're actually in the **business of problem-solving**.

### ✅ Ask yourself:

- What problem am I solving?
- Is this a problem people already know they have?
- Are they actively looking for a solution?

💡 **Pro Tip:** If you're solving a "hidden" or abstract problem, like "finding your purpose," reframe it as something more tangible. For example, **"overcoming burnout"** is a clear and urgent problem with real demand.

## Criterion #2: Identify Your Ideal Client



Your business isn't for everyone, and that's the beauty of it. Success comes when you zero in on exactly who you serve and get super specific about their lives, challenges and dreams.

### ✓ Know your Ideal Client Inside and Out

**Think of your ideal client as a real person -- not some vague "target audience." Ask yourself:**

- Who are they? What's their age, gender, profession or life stage?
- What's keeping them up at night? What are their struggles, fears and frustrations?
- What's their dream? What goals or transformations are they longing for?

💡 The more specific you are, the more your ideal clients will feel like you're speaking directly to THEM. People don't connect with generalities -- they connect with stories and specifics.

For example:

Instead of saying, *"I help people improve their lives,"* try:

*"I help single moms nearing retirement regain financial stability and confidence so they can live their golden years stress-free."*

### ✓ Why This Matters

When you define your ideal client with clarity, it's like holding up a mirror -- they'll see themselves in your words and say, *"YES! That's me!"*

When you nail this, you're not just creating customers -- you're building a community of people who feel seen, understood and valued. And when they feel that connection, they'll choose you over anyone else *(and in our ultra-crowded online world... that's more important than ever before)!*



## Criterion #3: Paint a Clear Picture of Your Ideal Client



When you talk about your business, your audience should instantly think of someone they know who could benefit from your offer.

One of the simplest ways to know if you've **nailed your messaging** is to share it with others and see how they respond. If they say something like:

*"That's my coworker Susan! You need to get in touch with her. She really needs what you're talking about."...*

... then you're on the right track. This kind of response shows your description is *clear and relatable* enough for people to immediately connect it to someone they know.

### ✅ Test your messaging by asking others:

- Can you picture someone who needs this?
- Does this remind you of anyone?

💡 When you create a vivid mental picture, your ideal clients and their networks will start coming to you.

## Criterion #4: Focus on Active Seekers



Your ideal clients should be **actively looking** for the solution you provide -- and willing to pay for it.

Here's what I mean...

Your clients need to be open to getting help with their problems, needs or desires and be willing and able to invest in what you have to offer.

If you've been running your business for a while, I know you've crossed paths with clients who seem like the perfect fit at the start, but when it's time to talk about payment, things quickly go downhill -- you have to work very hard to persuade them to hire you or work with you.

You might find yourself lowering your rates or talking about deep discounts you didn't plan on offering. And despite your best efforts, you might end up losing the client.

This criterion removes ALL these issues and challenges. When you talk to potential clients who are not just actively seeking the solution or outcome you offer but are also ready and willing to pay for it...

**You've hit the motherload!**

### ✅ Evaluate your target market:

- Are they searching for a solution?
- Do they recognize the value of solving this problem?

💡 A great business idea isn't enough. You need clients who are ready to take action and invest in themselves.



## Criterion #5: Ensure Easy Access to Your Ideal Clients



You can't serve your audience if you can't find them.

*Can you find them at live business and networking events?*

*Would it be easy to reach them through Facebook groups, joint venture partnerships or some other form of marketing or networking channel within your reach?*

Listing out the answers to these questions **NOW** is *absolutely critical* because if you can't reach your ideal clients or you don't know where they are, **you don't have a business!**

### ✅ Consider:

- Where does your audience hang out (online or in person)?
- Can you connect with them through social media, events or partnerships?

💡 If you're struggling to find your audience, go back to Criterion #2 and refine your target market.

## Criterion #6: Think Bigger With the 10,000 Person Rule



Make sure your **target audience is large enough** to sustain and grow your business.

This criterion is about consistently attracting clients and experiencing comfortable growth.

This means you need to build a business with a healthy and growing target audience or ideal client market.

When you do this, you get to scale your business effectively and avoid hitting a “ceiling” in terms of the number of customers and clients who want what you have to offer.

Here’s the thing...

Your business must continuously **expand and grow** so you can consistently provide more impact and create more income. What you don’t want is a business that attracts a spike in demand at the start but then decreases -- *and eventually dies out* -- over time.

A **good rule of thumb** is that there must be **more than 10,000 people** on the planet who can easily be reached -- through your marketing -- and who actually want what you offer.

### ✅ Reality check:

- Are there at least **10,000 people** who would benefit from your solution?
- Is this audience growing or shrinking?

💡 Want to reach for the stars? Aim for **100,000 or more** ideal clients in your target market.



## Criterion #7: Build a Business You Truly Love



Running a business is hard work -- even when you're passionate about it.

Building a business you love is all about drilling down and uncovering the things you're good at and enjoy doing. This is more than just using your gifts and talents to design offers and solutions that help your ideal clients or target audience...

It's *also* about experiencing pleasure in the process of working with those clients and customers.

⚠ Word of warning: being good at something is not the same as finding pleasure in doing it.

Just because you're good at it doesn't mean you love it...

**So, if you don't love it... find something you DO love...**

Because running a business -- even one that you love -- while wildly fulfilling will also be one of the hardest things you'll ever do in your life.

There are lots of obstacles and challenges to get through. These will feel like an exciting adventure when you love what you do but will quickly turn into a death trap or a prison when you don't.

### ✅ Ask yourself:

- Do I enjoy solving this problem?
- Do I find joy in working with my ideal clients?

💡 Success isn't just about financial gain. It's about creating a business that energizes you and aligns with your values.

## Next Steps: Build Your Dream Business With Confidence

Now that you have the **7 criteria for building a successful and fulfilling business...**

It's time to take action!

👉 **Join Success School** -- the only program that breaks down the SIX Essential Skills for Online Business Success into simple, 20-minute-a-day practices.

### Here's what you'll get:

- ✅ Proven strategies to find your unique talents and gifts
- ✅ Step-by-step guidance to attract clients and make irresistible offers
- ✅ A supportive community to keep you motivated and accountable

💡 **Bonus:** You'll also learn how to overcome overwhelm, slash your to-do list and focus on what really moves the needle in your business.

**GET ALL THE DETAILS AND JOIN SUCCESS SCHOOL TODAY**

Stop spinning your wheels and start building the business you've always wanted -- without the stress, overwhelm or confusion.

**I'll see you inside Success School!**

**SUCCESS**  
— SCHOOL —

