

Below you'll find a blog post, a month's worth of value emails, a YouTube script, and the draft of a workbook I wrote and created for my most recent company, Live Your Message.

Yearly “Trends” Blog Post

Published in December 2024 - At the end of each year, I write and publish a “trends” post for the Live Your Message blog. The published version is [here](#).

Title: State of the Internet 2025: 11 Trends That Are Redefining Online Business As We Know It

Flashback to the early 2000s...

Trucker hats, low-rise jeans, Juicy Couture tracksuits, peasant blouses and colorful windbreakers were everywhere...

It was easy to try styles out and make your mark!

And the same was true for starting and growing an online business...

Email marketing was king, Google ads were cheap, SEO was simple and Facebook was ripe with opportunity...

Back then, the internet was wide open -- full of opportunities for anyone willing to take a chance and show up.

Fast forward to 2025, and the digital landscape has completely transformed.

Strategies that worked for decades are now obsolete, and it's getting harder and harder to stand out online, but...

Fresh opportunities are popping up for those bold enough to seize them.

This is the year to rethink, reimagine and rebuild your online business. Whether you're just starting out or looking to scale, understanding the trends shaping the future isn't optional -- it's essential.

That's why, in my annual 'State of the Internet' post, I'll walk you through the 11 biggest trends redefining how businesses operate online in 2025...

Ready to dive in? Let's do this!

When I first started talking about "experiences over information," some folks thought it was just another passing fad...

But here we are -- about to ring in 2025 -- and the online business world is *finally* catching up to what I've been shouting from the rooftops for years: **experiences aren't just "nice to have" -- they're a *must-have*.**

This shift is driving the rise of an essential role in businesses of all sizes -- the Chief Experience Officer (or CXO).

Think of the Chief Experience Officer as the **ultimate architect of connection**. Their job isn't just to make sure clients are satisfied -- it's to make them so delighted, so loyal and so engaged that they stick with your brand like glue.

In today's hyper-competitive world, you can't just sell products or services anymore...

Your clients need to feel like they're part of something bigger. They want *transformation*. They want *connection*. They want a brand that truly *sees and serves them*.

A CXO focuses on creating experiences that deliver all of that -- and more.

Their role goes beyond traditional marketing or customer service...

They're responsible for every touchpoint of the customer journey, from the first ad they see to the last email they open.

Let's talk stats for a second.

Businesses that prioritize customer experience over simple transactions see up to **80% higher revenue growth**. Why?

Experiences are what create loyalty... and loyalty drives repeat purchases, referrals and long-term success.

Just like the rise of the Chief Marketing Officer reshaped businesses in the 2000s, the Chief Experience Officer will be the defining role of the next decade.

Companies that embrace this shift will not only survive -- they'll thrive because **experience IS the currency of the future**.

Trend #2: Customer Experience as the Counter Balance to AI

AI-generated marketing isn't just coming -- it's already here. From hyper-personalized emails to polished video scripts, AI is transforming how businesses communicate with their audiences.

By 2025, it won't be a question of whether you're using AI in your marketing -- it will be how effectively you're using it to stay competitive.

The great news?

As AI takes over the heavy lifting of marketing tasks, **it's leveling the playing field**. You don't need to be a marketing genius or spend years honing your skills to create high-quality content. The tools are there to help you generate engaging, professional-grade materials in record time.

While this accessibility is great news for small businesses, solopreneurs and up-and-comers -- **it's also creating stiffer competition**.

When everyone has access to the same powerful tools, the true differentiator won't be how slick your marketing looks. It will be the quality of your customer experience and the results you deliver.

AI can help you get people in the door, but it's your authenticity and commitment to delivering real value that will keep them coming back...

While AI can...

- write a great ad... *it can't create trust.*
- help you design a sleek funnel... *it can't build relationships.*
- deliver data-driven insights... *it can't make your audience feel truly seen and valued.*

Your audience is smarter than ever. They're tired of hollow promises, slick tricks and surface-level connections.

The successful businesses in 2025 are the ones that go beyond the tech to create genuine human connections -- and deliver real transformation.

Trend #3: "Bro Marketing" IS Officially (Finally) Dead

"Bro Marketing" -- you know, the loud, aggressive, all hype and no heart marketing -- is finally, officially OVER.

For years, this type of marketing relied on scarcity tactics, overblown claims and high-pressure sales to squeeze out conversions.

But in 2025, this playbook is becoming obsolete.

People are DONE being manipulated.

They're tired of being sold pipe dreams by marketers who care more about their next dollar than delivering on their promises.

In the age of AI, reputation IS *everything*.

With AI tools making it easier than ever to create polished marketing assets, it's no longer enough to *look* the part. To succeed, you need to *be* the part. And that means:

- Saying what you mean and meaning what you say.
- Delivering results that align with your promises.
- Building a brand based on trust, not tactics.

In 2025, success belongs to the brands that combine the efficiency of AI with the authenticity of real human connection.

It's not about shouting the loudest anymore -- it's about being the most reliable, the most authentic and the most trusted.

Let your personality shine. Share your journey (both the good and the bad), your mission and your quirks.

Avoid falling into the temptation to make your audience think everything is much better than it actually is -- you know, positioning yourself in front of a Lambo or a helicopter (*we've all seen those videos... lol*)...

Instead, be 100% real and vulnerable, *even if it's embarrassing*.

On social media and in a recent email, I shared the story of how I accidentally hit a Zoom setting before a live webinar with a big partner...

And no, this setting didn't make balloons magically appear on the screen (*I wish*)...

Instead, it gave me a mustache... and no, not a Tom Selleck-type mustache where it was clear that this was some type of funny goof.

I delivered the entire webinar with a faint mustache that must have had attendees thinking -- *did she forget to wax?*

But I'm happy to share that story... because, well, it's pretty darn funny, and it also shows me for who I am... a flawed, real human being... that's just rolling with the punches as best I can.

So be a human being in 2025... and, together, let's officially bury "Bro Marketing" so it can never return from the dead :)

Trend #4: Evergreen Offers Are No Longer an Afterthought to Launches

When I first started talking about evergreen offers, I got a lot of sideways looks. *"Aren't they just nice to have?"* people asked.

Fast-forward to (*almost*) 2025, and the game has changed. Evergreen offers aren't just an option anymore -- they're the backbone of a thriving, sustainable business.

Think of your evergreen offers as the gift that keeps giving...

And not just for your clients but for your business, too.

An evergreen offer is a product, service or program that stays relevant, delivers ongoing value and generates consistent revenue.

Whether it's a digital course, a subscription box or an always-open membership program, evergreen offers are designed to work for you 24/7.

They don't rely on hype, trends or limited-time launches to stay alive. Instead, they're built on timeless principles, solving problems that won't disappear anytime soon and evergreen marketing.

Here's the thing -- for many years, launches were great.

Buzz, revenue spikes and plenty of excitement... woohoo!

If I'm being honest, I kind of lived for the thrill of it all.

But it's been obvious for the last two years that relying mostly on launches is not only exhausting -- **but might just be the death of your business...**

You pour in weeks (sometimes months) of effort, and then you're left thinking, *"That didn't go as well as I'd hoped,"* and asking, *"What's next?" "How can I keep the business going now?"*

That's where your evergreen offers come in!

Evergreen offers smooth out those highs and lows, giving your business a steady baseline of revenue. And in 2025, when consumers are more discerning and unpredictable than ever, this stability isn't just nice to have -- it's critical.

Trend #5: Why You Need to Go Beyond the Inbox

You've felt it, haven't you?

That creeping dread when your inbox floods with messages -- promos, newsletters and updates you forgot you signed up for (*and frankly largely don't care about*).

Now, imagine your audience feels the same. Worse yet, they're hitting "unsubscribe" or sending your carefully crafted email straight to spam.

I'm talking about email fatigue.

In 2025, the inbox is no longer a guaranteed gateway to your audience.

Email fatigue happens when subscribers are overwhelmed by the sheer volume of emails hitting their inboxes -- many of which fail to feel relevant or valuable.

Combine this with evolving email deliverability challenges (thanks to stricter rules from Gmail and Yahoo), and even your most loyal subscribers might not see your messages.

Here's the truth:

- Spam filters are smarter than ever, automatically flagging and filtering emails, even from trusted senders.
- Deliverability rates are shrinking as bulk senders struggle to meet new authentication and unsubscribe requirements.
- Audiences are getting choosier about who earns a spot in their inbox.

So, if you're still relying exclusively on email, you're putting all your eggs in one increasingly fragile basket.

This doesn't mean email is dead -- it's still one of the highest ROI marketing channels.

But in 2025, you need to complement your email strategy with organic social media to stay connected, build trust and engage your audience in new ways.

People are scrolling through social media far more than they're checking their emails (this will become super clear in the next trend: #6).

And platforms like Instagram, TikTok, LinkedIn and YouTube (not to mention Facebook Groups) allow you to build relationships that feel personal, immediate and interactive.

Now, if you're just getting started, I recommend choosing one social media channel to focus on (one where your audience is hanging out and where you *actually* want to be)...

And consistently create content tailored specifically to that platform.

Then, once you grow and start bringing in a steady stream of leads... you can start to branch out.

Speaking of social media...

Trend #6: The Rise of Social Media as a Search Engine

If I had told you five years ago that platforms like Instagram and LinkedIn would rival Google as search engines, you might have laughed. But here we are...

In 2025, social media won't just be a way to connect -- it'll be *the* way people search for products, ideas and solutions.

And if you're not optimizing your social presence for discoverability, **you're leaving serious money on the table**. In fact, 32% of consumers (between 18 and 54) are now using social media as a search engine.

Just a few years ago, keywords were king... but SEO is massively changing due to AI.

AI now looks at content so quickly and recommends it based on the actual content and context, NOT on the keywords...

That's where social search comes in.

Google now indexes social media content -- including video -- so your Instagram or LinkedIn content can appear when someone does a Google search.

Here's what's driving the shift:

- People trust REAL PEOPLE over giant sites and faceless brands. They want to see a product in action or hear real-life stories before making a decision.
- Need a makeup tutorial or dinner recipe? It's easier to find and follow along with a video than to sift through a long blog post.
- Over 60% of Gen Z and Millennials now prefer using social platforms for search over traditional engines. And where younger generations go, the rest follow.

For years, hashtags were the bread and butter of social discoverability. But their importance has drastically declined. Don't get me wrong -- they still have their place, but the real magic now lies in optimizing your captions for search.

Platforms like Instagram and TikTok now rely heavily on captions, video text and alt descriptions to match content with user searches. For example, typing "easy vegan recipes" into TikTok pulls up content optimized with those exact words -- not just videos with #easyveganrecipes.

- Hashtags are no longer about spamming 30 tags at the end of your post. Instead, they work as a categorization tool. Use 3-5 highly relevant hashtags that clearly define your niche or campaign. Think of them as labels for your content rather than a search hack.
- Writing detailed captions that include natural keywords is now more effective than a short, snappy one with a dozen hashtags.

Social media isn't just about engagement anymore -- **it's about discoverability**. And the businesses that embrace social SEO will come out on top in 2025 :)

Trend #7: The Year of the Micro-Product or Service

Let's be real...

When you're building a business, it's tempting to dream big: the next groundbreaking course, a full-blown coaching program or maybe even a complete product suite...

But here's the deal: not only can these take months to build (or longer), but they also come with no guarantees.

What if no one buys?

What if the market shifts?

What if you get stuck spinning your wheels, trying to perfect something that may not even hit the mark?

That's why I recommend starting with a Minimum Viable Product (MVP) Approach in my signature Experience Product Masterclass.

But in addition to starting with MVPs (before you develop full-scale offers), 2025 is the year of the micro-product or service.

Micro-products are bite-sized offerings that:

- Solve a single, specific pain point.
- Are quick to create, test and launch.
- Provide immediate value at a no-brainer price point.

Think of them as your business's *foot in the door*. They're low-risk for your audience and an easy way for them to experience what you bring to the table -- without the commitment of a larger product.

Micro-products aren't just a stepping stone. They can drive revenue, validate ideas and build trust while you work on scaling up.

When it comes to your micro-product or service, you want to:

1. Find the Pain Point

Ask your audience one simple question: *What's the one thing you're struggling with most right now?*

Look at their answers and find the *quickest win* you can deliver. For example:

- If your audience is overwhelmed by email marketing, offer 5 ready-made templates.
- If they're struggling with productivity, create a 7-day planner with daily habits.

The key is to focus on solving one problem -- and solving it well.

2. Start With an MVP (Minimum Viable Product)

Don't spend months perfecting it. Keep it lean and simple. Launch a beta version, gather feedback and improve as you go.

Think: A 10-page PDF, a 30-minute video tutorial or a short email series.

3. Make It Affordable

Your pricing sweet spot? Low enough to be an impulse buy but high enough to position you as an expert. For most businesses, this falls between \$7 - \$99.

4. Leverage the Micro-Service Model

If you're a coach, consultant or freelancer, consider offering micro-services. For example:

- A \$250 single coaching call.

- A 4-session mini-training package.
- A personalized 1-hour audit of someone's website, resume or strategy.

The goal isn't to overwhelm your audience with options but to give them a **low-risk way to engage with you...**

Because in a world where speed matters, **small steps lead to big results.**

Trend #8: The Return of Work/Life Balance

In 2025, work will no longer be the centerpiece of people's identities (this shift has already started)...

Instead, there's a noticeable shift in how individuals prioritize their time and energy.

The biggest objection to buying anything -- whether it's a product, service or even an experience -- is no longer cost...

It's time and energy.

People are fiercely protective of their time and mental bandwidth, and they're increasingly willing to pay for solutions that help them guard those precious resources.

For decades, work and career advancement were closely tied to identity and success. Now, the pendulum has swung in the other direction. The modern hierarchy of values looks something like this:

1. People are hyper-aware of how fleeting time is, and they're laser-focused on minimizing time wasted.
2. Mental and emotional energy are seen as finite resources, and people are setting boundaries like never before.
3. Who you are outside of work -- your hobbies, relationships and passions -- now defines you more than your job title.
4. People are making decisions based on the ROI of time and energy rather than just dollars and cents.
5. Instead of competing for flashy status symbols, people gravitate toward authenticity, meaningful relationships and aligning with brands that represent their ideals.

This shift has created opportunities for businesses that prioritize simplicity and value!

Trend #9: Longtail Decision Making

In an age of rising mistrust online, the buying cycle is getting longer and longer (*but that's not necessarily a bad thing if you know how to handle it!*).

Google recently released a report called "Decoding Decisions," which talks about something called the "*Messy Middle*."

This is the in-between stage between that first trigger, where someone discovers you, and the purchase decision, where they decide to work with you or buy from you.

In 2025, this is where most of your audience will be hanging out.

They're discovering you, exploring your content and evaluating their options BEFORE making a decision. And that takes time... and that time is ever-increasing.

A cold prospect -- someone who's just stumbled across you for the first time -- now needs 20 to 50 touchpoints before they're ready to buy.

Warm leads -- people who already follow you or were referred by a friend -- still need 5 to 12 interactions to make a purchase.

And even your clients -- the people who've already bought from you before -- need 1-3 touchpoints to buy from you again.

The biggest takeaway?

If someone opts into your list and doesn't buy immediately, it doesn't mean they never will. It means they're still in their decision-making process... don't give up on them :)

I once had someone buy from me for the first time after being on my email list for 10 years (yep, 10 years!). I'm glad I didn't give up on them.

According to Google, it now takes 46 days or more to make a decision. That's nine days longer than just a few years ago -- and it's probably even longer now.

Here's what that means for YOU...

You need to create more meaningful touchpoints.

Show up consistently across platforms -- emails, social media, YouTube, wherever your audience is -- and focus on building trust over time.

Because in 2025, the businesses that win aren't just the ones with great offers. They're the ones who are patient, persistent and show up enough to make people say, *"Yes, this is the person I trust to help me."*

Commit to a strategy that nurtures your audience through this longer buying cycle. Don't give up after the first email or post. Keep showing up, adding value and trust that the right people will make their way to you when the time is right.

Because *that's* how you turn the messy middle into steady growth!

Trend #10: Cultivate Long-Term Clients

In 2025, the businesses that will gain steam WON'T spend the majority of their time, money and effort chasing new clients...

Instead, they'll focus on their existing clients.

I'm talking about the people who already **know, like and trust you**.

Your existing clients are NOT just buyers -- they're your advocates, ambassadors and your biggest opportunity for consistent growth. And they're **more valuable than ever**.

Customer acquisition and consumer expectations are at an all-time high.

That's why businesses in 2025 should shift their focus from chasing new clients to building deeper, long-term relationships with their existing ones.

The rising costs of digital ads, coupled with increased competition, have made acquiring new clients a significant financial burden. Businesses are realizing that it's far more cost-effective to nurture and retain their current clients through high-touch, personalized service.

This is the key to survival in a market where customization and ongoing value are the gold standard.

The modern customer expects more:

- Personalization.

- High-Touch Support.
- And Ongoing Value.

To meet these demands in 2025 and beyond, focus on:

1. Proactive outreach, personalized check-ins and live support. These are becoming the norm, especially for high-value clients.
2. Greater flexibility in how they deliver products and services, creating options that cater to specific customer needs.
3. Reward systems that are evolving to provide meaningful perks, such as exclusive content, early access to new offerings or ongoing discounts that feel personal rather than transactional...
4. And ongoing education and upselling, particularly in service-based industries.

When you invest in your current clients, you don't just build loyalty -- you create advocates for your business. Satisfied clients are more likely to recommend your business, leave positive reviews and bring in referrals... reducing acquisition costs even further.

Offering your current clients high-touch, personalized service is no longer optional -- it's the key to survival in a market where customization and ongoing value are the gold standard.

And don't forget about past clients... think of ways to reengage them and bring them back into your world -- that could mean inviting them into an exclusive offer that meets them where they're at.

We just did this here at *Live Your Message*. We invited both current and past Momentum clients (that's our yearlong business coaching program) to become X-Factor Certified Business Consultants.

When they join, I'll personally train them to do what I do: grow their businesses by helping other businesses grow and serve using the power of experience design.

Experience design is the art of crafting intentional moments that deeply connect with your audience, making them feel seen, valued and motivated to act... *so they can get the transformation they're after.*

It's not just about creating products or services -- it's about designing every interaction to be meaningful and unforgettable...

Because, in 2025, everyone deserves better experiences, more joy and more transformation!

Since this was such a qualified audience (i.e. people who had worked closely with me before), all 25 of the people who applied and put down a \$1,000 deposit to speak to me about Certification, joined... *not bad for a brand new offer, right?*

I can't wait to roll this out to the rest of the community!

So, don't be afraid to reach out to past clients IF you have an offer that's tailored to them and meets them where they're at :)

And Trend #11: There's [Finally] Room on the Bench -- for You!?!

The online business world is shifting and the dominance of once-unshakable brands is fading. Legacy players who once thrived on their reputation alone are struggling to adapt as consumer priorities shift toward authenticity and value. Today's customers are asking, "*What can you do for me now?*" rather than relying on past achievements or big names.

This **opens up massive opportunities** for emerging players to step in, stand out and succeed by offering fresh, innovative approaches...

Enter the decline of the Titans...

- Strategies that relied on massive email lists, aggressive funnels or overly polished or "braggy" content are losing effectiveness. Consumers are savvier and pickier and demand *real value and authenticity* before committing.
- Brand legacy doesn't hold the same weight it once did. Audiences are more focused on what you bring to the table right now, not what you've done in the past.
- Many of the big players grew in an era of less competition. Now, with more voices in the space, they're now getting lost in the noise.

The decline of established brands means there's a **wide-open field for up-and-comers** to step into the spotlight... *like you* :)

If you're willing to innovate, connect deeply with your audience and focus on delivering timely, relevant value, there's never been a better time to make your mark!

The internet in 2025 is like the latest fashion runway -- there's a whole new look -- and these 11 trends are redefining how businesses make their mark online.

Here's a quick recap:

- **Trend #1: The Rise of the Chief Experience Officer**
- **Trend #2: Customer Experience as the Counterbalance to AI**
- **Trend #3: The Death of “Bro Marketing”**
- **Trend #4: Evergreen Offers Are a MUST**
- **Trend #5: Go Beyond the Inbox**
- **Trend #6: Social Media as a Search Engine**
- **Trend #7: The Year of Micro-Products/Services**
- **Trend #8: The Return of Work/Life Balance**
- **Trend #9: People Are Taking Longer to Decide**
- **Trend #10: Cultivate Long-Term Clients**
- **Trend #11: There's NOW Room on the Bench**

These trends aren't just predictions -- they're opportunities to grow, adapt and thrive in a rapidly evolving digital world.

Let me know your thoughts about one or more of these in the comments, as well as what trends you're seeing.

In case you're curious, check out my trends post from 2024 (these are all still relevant today)!

While trends are super valuable to know, your business won't grow *if you don't take action*. That's why every January 1st at 1pm PT/4pm ET, I hold a LIVE workshop -- *Your Best Year Yet* -- where, together, we'll create the exact Business Game Plan you need to reach your wildest business goals in 2025... *and beyond*.

This is the exact planning process I've used since 2013 to grow my business year after year -- and I'm sharing it with YOU, step-by-step...

I've offered this every year for 8 years now, and over 10,000 people have attended. Now it's your turn!

Grab your spot here...

And I'll see you there!

Monthly Value Emails

I planned, wrote, and deployed monthly value emails that were sent to a list of over 60,000, including our monthly newsletter. I also segmented the content and created different versions based on identifying buckets. I gave subject line options for each email and the chosen one is highlighted.

Email 1: State of the Internet 2024: 11 Trends That Are Redefining Online Business as We Know It

SEND DATE: 1/11/2024

SEND TIME: 7am PT

SEND TO: ALL Engaged Including Students

SUBJ:

[REDACTED]

The crystal ball says 🎱

11 trends shaping online business

Uncover the hidden goldmines in 2024

My annual 'State of the Internet' post

Gain the upper hand in 2024

PREVIEW:

[The 11 Trends Shaping the Internet]

Gain the upper hand in 2024

11 trends shaping online business

11 trends redefining online business in 2024

[The 11 Trends Shaping the Internet]

BODY:

Hi ~Contact.FirstName~,

The French astronomer Nostradamus is still famous -- nearly 500 years after his death -- for predicting the future.

I'm guessing I *won't* be famous for that :)

But I do have a sense of what's coming down the pike online this year.

So, if you want to uncover the hidden gems -- and avoid the pitfalls -- read my annual post >> **State of the Internet 2024: 11 Trends That Are Redefining Online Business As We Know It...**

Inside, you'll discover how to break from the pack and stand out in the most crowded online world ever.

Wonders,
Marisa

P.S. What are *your* predictions for online business this year? Let me know in the *comments on the post*.

Email 2A: New Value Video: The Number One Habit All Successful Entrepreneurs Need

SEND DATE: 01/14/2024

SEND TIME: 7am PT

SEND TO: Buckets 1-3 & Unknown Excluding Students

SUBJ:

Transform "I'm too busy" 🕒

Escape the time trap 🕒

Craft your Perfect Day

Busy?

The #1 habit ALL entrepreneurs need

Is your day slipping away?

PREVIEW:

into “I did it!”

Craft your Perfect Day!

And unlock more success than you thought possible

Get more done than you thought possible

Transform your 2024

Here’s how to grab it back

BODY:

Hi ~Contact.FirstName~,

Have you ever caught yourself saying...

“I don’t have enough time” or “I’m too busy”?

Join the club -- 99% of us have :)

There’s a reason busy people *always* seem to get things done. It boils down to a little-known principle called Parkinson’s Law.

Parkinson’s Law states that “work expands to fill the time available for its completion.”



This phenomenon pops up everywhere in your daily life, especially at work.

Take your inbox, for instance. Aim to get it to zero (*a common goal!*).

If you block out an entire day for it... *guess what?*

It'll take *all* day.

But what if you *only* allow 30 minutes? You'll be amazed at how fast you clear it.

So, if you're tired of spinning your wheels and losing track of your day...

It's time to prioritize!

Create specific slots in your schedule for both personal and professional tasks.

And in my brand-new video >> **The Number One Habit All Successful Entrepreneurs Need...**

I'm going to show you how to craft your Perfect Day to achieve more than you *ever* thought possible.



Plus, I'll take you through my Perfect Day to demonstrate this strategy IRL!

Onwards,
Marisa

Email 2B: New Value Video: The Number One Habit All Successful Entrepreneurs Need

SEND DATE: 01/14/2024

SEND TIME: 7am PT

SEND TO: Buckets 4 & 5 Excluding Students

SUBJ:

Transform "I'm too busy" 🕒

Escape the time trap 🕒

Craft your Perfect Day

Busy?

The #1 habit ALL entrepreneurs need

Is your day slipping away?

PREVIEW:

Into “I’m Done!” with this one habit

Craft your Perfect Day!

And unlock more success than you thought possible

How to get more done than you thought possible

Transform your 2024

Here’s how to grab it back

BODY:

Hi ~Contact.FirstName~,

As a busy entrepreneur, time is your most valuable asset.

And I bet you’re constantly multitasking... trying to keep every aspect of your business and personal life moving forward (*not an easy task... trust me, I know!*)

But what if I told you there's a way to take back your day WHILE taking your efficiency to new heights?

Let's talk about Parkinson's Law -- a little-known principle stating that “work expands to fill the time available for its completion.”



This concept is a game-changer, especially for entrepreneurs!

Consider your email inbox.

If you allocate an entire day to reach inbox zero, it'll take just that -- a whole day.

But limit yourself to just 30 minutes? You'll be surprised at how quickly you can power through it.

It's not just about working hard -- it's about working smart.

And in my brand-new video >> **The Number One Habit All Successful Entrepreneurs Need...**

I'll walk you through how to craft your Perfect Day to maximize every hour for peak performance.



Plus, I'll share *my* Perfect Day to demonstrate this strategy IRL!

Onwards,
Marisa

Email 3A: The Platform Trend

SEND DATE: 1/21/2024

SEND TIME: 7am PT

SEND TO: Buckets 1-3 & Unknown Excluding Students

SUBJ:

The platform trend

Your 2024 social media strategy

Simplify your social in 2024

🚀 Mastering social media in 2024

Why you shouldn't be everywhere on social media in 2024

📈 Maximize Social ROI

Social media simplified

Demystifying the wild social media landscape in 2024

2024 social media success

PREVIEW:

Is this your key to success in 2024?

Is less actually more?

Find your perfect platforms

The power of focus

How to focus your efforts

The 2024 guide to smarter social media choices

The 2024 entrepreneur's guide

How to achieve success

Why choosing less means more

BODY:

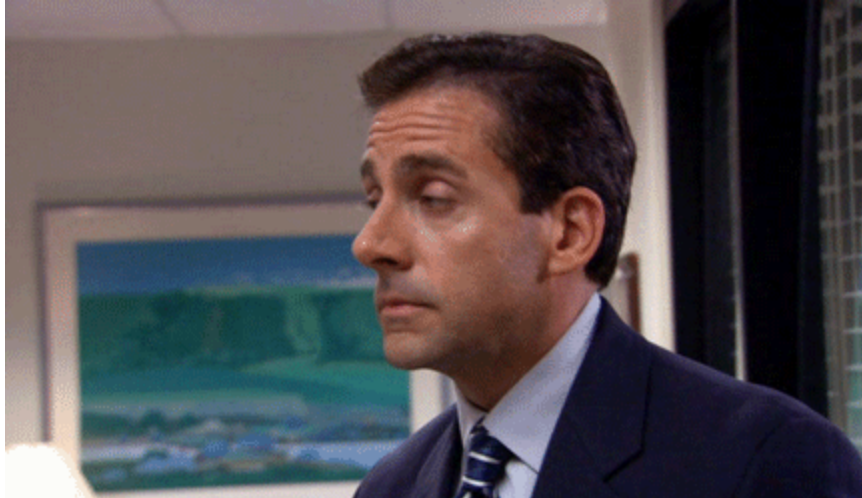
Hi ~Contact.FirstName~,

“Go where your audience is.”

Great advice... unless you're talking about social media in 2024!

The average social media user logs into seven platforms each month. SEVEN.

And trying to maintain a presence on *all* of them is freaking hard... *if not darn near impossible.*



So why does it take *so much time and energy* to be active -- and thrive -- on several networks?

For one, social content needs to be tailored to each platform -- and there are different lingo, trends, word counts and visual specs for *each and every* platform.

In other words, what works on one platform won't necessarily work on another.

Also, platforms change *constantly*...

From algorithm changes to new features, it's challenging to try to keep up with!

That's why strategic entrepreneurs will use ROI (return on investment) to determine where to focus their time and attention.

So, dive into your analytics and then commit to choosing the **1-3 social media platforms** you actually like being on and enjoy creating content for -- instead of trying to be on *all* the platforms or the next "*trending*" platform that's sure to come in 2024.

(And the great news is that your audience is all over social media, so there's really no wrong choice!)

Shift your focus **right now** to those 1-3 social platforms... *and then be the best you can be on ONLY those platforms.*

Blue skies,
Marisa

P.S. Ready for more strategies to start and grow your business in 2024? Check out my *annual “trends” post*, where I share the **11 distinct trends** that’ll change the game for online businesses this year.

Email 3B: Stick With Your High-Ticket Offers


SEND DATE: 1/21/2024


SEND TIME: 7am PT

SEND TO: Buckets 4 & 5 Engaged (Minus Students)

SUBJ:


 Don't drop high-ticket offers!

Scale up in 2024 

 Rethinking your strategy?

 The surprising demand for in-depth support

Why your most valuable clients crave more than low-ticket offers

 Skyrocket your business in 2024

Why top entrepreneurs stick to high-ticket in uncertain times

 Scale smarter, not harder

PREVIEW:

Here's why they're gold in 2024

The untold power of high-ticket programs

Why high-ticket is your 2024 game-changer

The hidden power of high-ticket programs

Make this a major priority in 2024

The secret to successful high-ticket scaling

Unlock your growth in 2024

The high-ticket path to success in 2024

BODY:

Hi ~Contact.FirstName~,

In an uncertain world, I understand the knee-jerk reaction to abandon your high-ticket offers and focus on your lower-ticket offers.

Don't do this.

Because, now more than ever, people are seeking more in-depth support.

While your low-ticket, evergreen offers can diversify your revenue and bring in new people...

The **best way** to keep scaling your business is through your more in-depth programs.

This is how you can capture the part of your audience that's desperate for more support... *and is willing to pay for it :)*

We see this year after year in both our year-long business-growth program, Momentum, and in our signature 12-week program -- the *Experience Product Masterclass*...

Students re-enroll **because** of the depth of coaching and support they receive.

So, as 2024 unfolds, remember this: while diversification is necessary, the heart of your scaling strategy lies in refining or launching high-ticket offers that deliver the deep coaching and support your audience craves...

Now, more than ever, people need offers that make their lives *easier!*

So don't give up on high-ticket...

Marisa

P.S. What if you could hit your revenue goal for 2024 -- *with just a few sales?*

With a high-ticket offer:

- you can make more than you've ever made before...
- serve people in a deeper way than ever before...
- while having more FUN than ever before!

I've done over \$25M in High-Ticket Offer sales and want to support a small group of high-level entrepreneurs in creating something truly magical -- while having a truly magical experience themselves.

Which is why I'm doing something I've never done before...

An **intimate, 3-day retreat** on the shores of Lake Como, Italy this May!

The focus is crafting your High-Ticket Offer and Application Funnel, with my direct support and guidance each step of the way...

In one of the most beautiful places on earth.

There are only 8 spots left, so check out **The High-Ticket Experience** and apply before your spot gets snatched up :)



Email 4A: New Value Video: How to Create an Online Course in 2024 (that ACTUALLY sells!)

SEND DATE: 1/27/2024

SEND TIME: 7am PT

SEND TO: Buckets 1-3 & Unknown Excluding Students

SUBJ:

Beat the dreaded course creator's block

Create an online course that sells!

The 5 keys to course creation success in 2024 🗝️

How to create an online course in 2024

Uplevel your course from 'nice-to-have'

Create a course that ACTUALLY sells 💰💰

Create a course that sells & delivers results 📈

PREVIEW:

[New Video]

[New Video]

That actually sells!

To a 'must-have' course

even when people are pinching pennies!

Trends & opportunities for 2024

BODY:

Is this you, ~Contact.FirstName~?

You've got the desire and potential to create an online course...

But when it comes to actually doing it?

You're stuck.

You feel paralyzed with the next steps.

So, you end up staring at your laptop screen -- that blank GoogleDoc taunting you :(

(Remember Jack Nicholson in The Shining? Yep, it can feel a bit like that... but hopefully not so bad... lol :)



It seems impossible to actually share all the amazing things you know...

Let alone turn it into a course...

That *actually* delivers results for your students?

Oy vey.

I know...

You've got so much to give, ~Contact.FirstName~!

And it's confusing with so many experts out there, sharing contrary advice and telling you what you 'should do' to succeed.

Even worse? The claims that "*you can create a successful online course just using AI*" -- spoiler alert: not true! You can't.

Their advice leads to generic, cookie-cutter courses that are "nice" for your customers to have.

But with so many people pinching pennies, "nice-to-have" just doesn't cut it anymore.

You need to create a course that *your* customers **MUST have**.

In my brand-new tutorial >> **How to Create an Online Course in 2024 (that ACTUALLY sells!)**...

I share the 5 things you should focus on to create a successful and long-lasting course. This is what NOT only attracts customers -- but keeps them coming back to you again and again.

Onwards & upwards,
Marisa

Email 4B: New Value Video: How to Create an Online Course in 2024 (that ACTUALLY sells!)

SEND DATE: 1/27/2024

SEND TIME: 7am PT

SEND TO: Buckets 4 & 5 Engaged (Minus Students)

SUBJ:

Beat the dreaded course creator's block

Create an online course that sells!

The 5 keys to course creation success in 2024 🗝️

How to create an online course in 2024

Go from a 'nice-to-have' course

Create a course that ACTUALLY sells 💰

Create a course that sells & delivers results 📈

PREVIEW:

[New Video]

[New Video]

That actually sells!

To a 'must-have' course

even when people are pinching pennies!

Trends & opportunities for 2024

BODY:

Hi ~Contact.FirstName~,

You've already made an impact with your expertise and passion... and you're not ready to stop (*woohoo!*).

But there's a problem...

At some point, many entrepreneurs and course creators hit a wall when it comes to taking their business to the next level.

It's like having 'creator's block' -- knowing you have more to offer, yet struggling to bring your most advanced insights to life.

So, you end up staring at your laptop screen -- that blank GoogleDoc taunting you :(

(Remember Jack Nicholson in The Shining? Yep, it can feel a bit like that... but hopefully not so bad... lol :)



It's challenging to evolve what's already good **into** something *truly extraordinary*... or create something new when you've already had success.

And in a world where experts bombard us with contradictory advice and overhyped tools... *standing out is tough*.

Ever heard claims like “Just use AI to create a top-selling course”? Well, we both know it's not that simple.

Too often, this leads to courses that are merely "nice" to have. But in a competitive market, "nice" isn't enough.

In my brand-new tutorial >> **How to Create an Online Course in 2024 (that ACTUALLY sells!)**...

I dive into the 5 essential strategies you need to focus on to create a course that's a **must-have** so you can stand out in the most crowded online world ever.

Whether you already have a course you want to make better or you're creating the next course in your empire -- use this tutorial to create a results-driven experience for your students.

Onwards & upwards,
Marisa

Email 5: SEO Blog: How to Make a YouTube Channel: 7 Steps + 10 Tips (2024)

SEND DATE: 01/25/2024

SEND TIME: 7am PT

SEND TO: Buckets 1-3 & Unknown Excluding Students

SUBJ:

YouTube for entrepreneurs...

Master YouTube in 2024: Your step-by-step guide to success

Unleash your business potential on YouTube with these 7 steps

Transform your ideas into success on YouTube

Discover how YouTube can skyrocket your business in 2024

Use YouTube to skyrocket your business in 2024

Crafting your unique story on YouTube: A how-to guide

Execution is key: Start your YouTube journey today

Connect with 2.7 billion users

Learn the secrets of successful YouTube channels for entrepreneurs

Ready to thrive on YouTube? Start with these 10 expert tips

Want to get on YouTube? Start with these 10 expert tips

PREVIEW:

why it's more than just social media

Your step-by-step guide to success

Plus, 10 tips

7 steps + 10 tips

7 steps + 10 tips

7 steps + 10 tips

7 steps + 10 tips

Make YouTube work for your business

Start with these 10 expert tips

BODY:

Quick question for you, ~Contact.FirstName~...

When you want to learn something quickly, where do you turn?

Me?

I head to YouTube.

Sure, you can get quick answers on ChatGPT and Google... but YouTube is pure gold when you need to actually DO something -- *like how to set up a social media profile or change a tire.*

And the proof is in the pudding (*so to speak*).

YouTube started almost 20 years ago and has a whopping 2.7 billion monthly active users...



So, while *many (and I mean many)* social media channels have come and gone...

YouTube keeps crushing it!

This is why you shouldn't treat it as "*just another social media platform*"...

It's actually a goldmine for entrepreneurs who want to reach people looking for tangible answers and how-to tutorials -- in other words, people who want to buy!

So, if you're ready to reach your audience where they're searching, check out my blog post >> **How to Make a YouTube Channel: 7 Steps + 10 Tips (2024)**

Inside, I'll give you a step-by-step overview of how to create a Channel that both speaks to your business goals and connects you with an audience that's hungry for what you have to offer.

This way, you'll craft a Channel that's uniquely yours... one that tells your story AND helps your business grow.

Catch you over on YouTube!

Marisa

P.S. And if you already have a Channel, this post is still for you because I give you 10 tips to make your Channel even better :)

Email 5B: SEO Blog: How to Make a YouTube Channel: 7 Steps + 10 Tips (2024)

SEND DATE: 01/25/2024

SEND TIME: 7am PT

SEND TO: Buckets 4 & 5 Excluding Students

SUBJ:

Master YouTube in 2024: Your step-by-step guide to success

PREVIEW:

Including examples from a variety of industries

BODY:

Quick question for you, ~Contact.FirstName~...

When you want to learn something quickly, where do you turn?

Me?

I head to YouTube.

Sure, you can get quick answers on ChatGPT and Google... but YouTube is pure gold when you need to actually DO something -- *like how to set up a social media profile or change a tire.*

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Catch you over on YouTube!

Marisa

P.S. And if you already have a Channel, this post is still for you because I give you 10 tips to make your Channel even better :)

Email 6A: What's Hot, Right Now #37

SEND DATE: 01/31/24

SEND TIME: 7am PT

SEND TO: Buckets 1-3 & Unknown Including Students

SUBJ:

🌟What's Hot, Right Now #37🌟 How to attract the right leads

PREVIEW:

Plus, what you missed this month!

BODY:

Hi, ~Contact.FirstName~,

In today's *hyper-crowded* online world, it can feel like you have to be active and engaged everywhere to succeed...

So you put in tons of time and effort to end up with 100s -- or even 1,000s -- of the wrong leads for your business :(

But what if there's an **easy-to-use resource** you could create to bring in a steady stream of *your* Perfect Customers?

There is!

A Lead Magnet.

Even though they've been around for a looong time... Lead Magnets are still one of the best ways to grow your business.

But today, most Lead Magnets are easily forgotten because they **don't get people into ACTION.**

Luckily, I've got the solution to the typical Lead Magnet that falls flat -- my 5-day *Amazing Lead Magnet Challenge!*

>>> Join the FREE Challenge Starting February 5th <<<

In just 20 minutes a day for 5 days, you'll get everything you need to create a Lead Magnet that **attracts *your* Perfect Customers and gets them into action...** so you can grow your business FAST.

Grab your seat here and read on for the best business-building content you might have missed this month... *including how I see online business shaping up this year.*

* * *

The 11 Trends Shaping the Internet

During the holiday season, I took a quick break to look into my crystal ball...



So, it could reveal the trends that will shape online business this year.

I dove deep into what worked and what didn't for *Live Your Message* and other top online businesses in 2023... *so I could give you a leg up on the competition...*

State of the Internet 2024: 11 Trends That Are Redefining Online Business As We Know It

I've done this *State of the Internet* piece every year since 2015 and it's one of my favorites to write.

After you read this one, think about HOW you can use one or all of these trends to grow your business.

I'd also appreciate you sharing this one if you find it valuable :)

* * *

Create an Online Course That Sells

Struggling with course creator's block?

You're not alone.

Transforming what's in your head into a successful and long-lasting course can feel impossible.

But what if I told you there's a way to break through that barrier?

In my latest video >> **How to Create an Online Course in 2024 (that ACTUALLY sells!)**...

I share the top 5 strategies to transform your expertise into a course that not only attracts students but keeps them coming back for more.

Why settle for a 'nice' course when you can create a **must-have**?

* * *

The Platform Problem (and How to Solve It)

There are too many social media platforms (*there I said it... lol!*)

The average user juggles 7 platforms monthly...



... so it's a real challenge to maintain an effective presence everywhere.

But here's the thing -- you shouldn't be on ALL the platforms.

The smart entrepreneurs will choose the 1-3 platforms they genuinely enjoy being on and make their mark there -- *while ditching the rest*.

Let's do the same, **~Contact.FirstName~!**

To help get you started, check out my blog post >> **How to Play Social Media Roulette and Win: Save Your Time, Money, Energy (and Sanity!) With the Simplest Social Media Strategy. Ever.**

I was definitely ahead of the times with this one :)

* * *

Excel at YouTube in 2024

I started the new year by filming 7 YouTube tutorials, and I'm filming a bunch more in just about a week.

I'm all-in on YouTube (*and for good reason*).

With its 2.7 billion monthly users, YouTube isn't just a platform -- it's an awesome way to connect with *your Perfect People*.

In my blog post >> **How to Make a YouTube Channel: 7 Steps + 10 Tips (2024)**...

I'll walk you through how to create a YouTube Channel that reflects your business goals and resonates with an audience eager to learn from YOU! (*and if you already have a Channel... use these tips to make it even better*).

* * *

How to Architect Your Perfect Day

Did you know there's a secret that highly productive people use to their advantage?

It's all about understanding and applying Parkinson's Law: *"Work expands to fill the time available for its completion."*

Imagine tackling your overflowing inbox in just 30 minutes instead of an entire day.

This isn't a pipe dream -- it's 100% possible when you learn the right way to prioritize your tasks.

In my video -- **The Number One Habit All Successful Entrepreneurs Need** -- I'll guide you through creating **Your Perfect Day** -- a powerful strategy to achieve more than you ever thought possible.

* * *

There you have it, ~Contact.FirstName~... a wrap-up of the BEST business-building content you might have missed this month.

But before you go...

If you're ready to attract the right leads for your business, **save your spot** in *The Amazing Lead Magnet Challenge*.

Wonders,
Marisa

Email 6B: What's Hot, Right Now #37

SEND DATE: 01/31/24

SEND TIME: 7am PT

SEND TO: Buckets 4 & 5 Including Students

SUBJ:

🌟What's Hot, Right Now #37🌟How to scale with the right leads

PREVIEW:

Plus, what you missed this month!

BODY:

Hi, ~Contact.FirstName~,

Many business owners create a valuable free resource... *only to run it into the ground.*

And then they think, "*Welp, I guess it doesn't work anymore.*"

So, they trash it for good :(

But what if *all* that resource needed was a healthy update?

I'm talking about a Lead Magnet.

And Lead Magnets are still one of the best ways to grow your business!

Which is why I wanted to invite you to my FREE *Amazing Lead Magnet Challenge...*

>>> Grab Your Spot Here <<<

Give me about 20 minutes (or less) a day over 5 days and leave with everything you need to refresh (or create from scratch) an amazing Lead Magnet that'll take your business to new heights.

We get started on Monday, February 5th -- **save your seat here** :)

And then read on for the best business-building content you might have missed this month... *including how I see online business shaping up this year.*

* * *

The 11 Trends Shaping the Internet

During the holiday season, I took a quick break to look into my crystal ball...



So, it could reveal the top 11 trends shaping online business this year.

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I've done this *State of the Internet* piece every year since 2015 and it's one of my favorites to write.

After you read this one, think about HOW you can use one or all of these trends to take your business to the next level (and beyond).

I'd also appreciate you sharing this one if you find it valuable :)

* * *

Create an Online Course That Sells

Struggling with course creator's block?

You're not alone.

Even seasoned pros can find it difficult to translate their knowledge and skills into a course that **delivers real results**.

Fortunately, there's a way to break through this barrier.

In my latest video >> **How to Create an Online Course in 2024 (that ACTUALLY sells!)**...

I share the top 5 strategies to create a course that delivers the goods... *so your customers keep coming back to you while referring their friends!*

Give it a watch... and you'll be on your way to an online course empire :)

* * *

Hit Your Revenue Goals With Just a Few Sales

Your customers are craving more in-depth support than ever, something your low-ticket offers can't deliver.

Enter your higher-ticket offers (*think advanced coaching programs, VIP experiences, high-level consulting services, executive retreats and more*).

This is where the real growth potential lies!



We see this every year with our 12-week signature program -- the *Experience Product Masterclass* -- and our year-long business-growth program, Momentum...

Students keep re-enrolling for the in-depth coaching and support they get.

This year, make your high-ticket offers the centerpiece of your scaling strategy -- they're what your audience is seeking.

And if you want to hit your 2024 revenue goals with just a few key, high-ticket sales...

I'm inviting a select group of just 12 entrepreneurs to a unique opportunity: a 3-day retreat in the stunning Lake Como, Italy, this May! We'll focus on crafting your High-Ticket Offer and Application Funnel with my personal guidance every step of the way.

Only 8 spots remain for this exclusive experience.

>>> Click here to learn more about The High-Ticket Experience and secure your spot before it's too late >>>

Your next level awaits, ~Contact.FirstName~!

* * *

Master YouTube in 2024

I started the new year by filming 7 YouTube tutorials, and I'm filming a bunch more in about a week.

I'm all-in on YouTube (*and for good reason*).

With its 2.7 billion monthly users, YouTube isn't just a platform -- it's an awesome way to connect with *your Perfect People*.

In my blog post >> **How to Make a YouTube Channel: 7 Steps + 10 Tips (2024)**...

I'll walk you through how to create a YouTube Channel that reflects your business goals and resonates with an audience eager to learn from YOU! (*and if you already have a Channel... use the tips inside to make it even better*).

* * *

How to Architect Your Perfect Day

Even the most successful entrepreneurs can struggle with productivity.

That's why I wanted to let you in on a little-known secret that highly productive people use to their advantage...

It's all about understanding and applying Parkinson's Law: "*Work expands to fill the time available for its completion.*"

Imagine tackling your overflowing inbox in just 30 minutes instead of an entire day.

This isn't a pipe dream -- it's 100% possible when you learn the right way to prioritize your tasks.

In my video -- **The Number One Habit All Successful Entrepreneurs Need** -- I'll guide you through creating **Your Perfect Day** -- a powerful strategy to achieve more than you ever thought possible.

* * *

There you have it, ~Contact.FirstName~... a wrap-up of the BEST business-building content you might have missed while you were head down planning your year.

But before you go...

If you're ready to take your business to the next level with a steady stream of the right leads, **save your spot** for *The Amazing Lead Magnet Challenge*.

Wonders,
Marisa

YouTube Script

I scripted all of the YouTube content for the Live Your Message YouTube Channel. For each script, I researched and came up with the topic, wrote the entire script, including all the props, actions, b-roll, and GIFs, worked with the video editor and graphic designer, wrote the description, published, and promoted on social media and in emails. The published version is [here](#).

Title: Should You Create an AI Online Course?

Script:

If you've been on the Internet at all recently, you've probably seen ads promising to teach you how to build your course JUST using AI...

Seems pretty simple, right?

So, should you do it?

The answer is yes, if you want a course that's destined to fail...

And a resounding NO if you want a course that actually creates results -- for you AND your students.

Because while AI is great at creating INFORMATION...

It's even a great brainstorming partner and can assist you in creating your course...

AI CAN'T do the ONE THING you need to have long-term success as a course creator...

And in just a few minutes, I'm going to reveal what that is and WHY it's THE ONLY way to stand out and thrive in a market soon to be overrun with AI-generated courses.

I'm Marisa Murgatroyd, and I'm still blown away that -- over the past twelve years -- I've generated over \$40M in online course sales...

Helping over 12,000 students successfully launch their online businesses... [Pause]

I've been featured on the Inc. 5000 list of America's fastest-growing companies for four years running...

AND inspired my students to take over 500,000 hours of action -- leading to HUGE results, for them and for me!

So, let's just say I've learned A LOT about what to DO and what NOT to do when creating an online course or program...

And I'm about to share the BIGGEST mistake hurting so many course creators or people who want to create an online course and what YOU need to do instead -- especially as AI becomes an ever increasing part of our lives.

So go ahead and hit that subscribe button and then let's flashback to December 2022... [Pause] when ChatGPT was first released.

Less than a year later, AI-based tools and AI-generated content have taken the world by storm.

It almost seems like AI is the "cheat code" or the quick and easy way to build a profitable course...

And -- while the possibilities are exciting -- from brainstorming to creating content to supercharging your productivity...

There's a real danger that's threatening your business...

A danger that can seriously keep you from the success you want.

And it's even more dangerous if you actually care about getting results for your students...

So, what is it?

Information overwhelm or what I like to call the "thud" factor.

The "thud" factor is the idea that the more content you deliver -- the bigger the thud -- the bigger the perceived value for your students.

And this myth has been perpetuated for A LONG time...

Starting with the door-to-door salesmen selling Encyclopedia Britannicas...

To information marketers like Tony Robbins, Zig Ziglar and Jay Abraham dropping a "thud" of information on your doorstep...

To everyone online, overstuffing their courses with an overwhelming amount of content...

To the point where information has turned into NOISE -- with similar messages screaming for attention across the internet.

Even the top experts are struggling for attention... [Pause]

The cold hard truth is that information was NEVER the answer.

Because, information alone?

It doesn't work.

It doesn't solve the problems of the world.

And if it did?

We'd all be living in Googletopia -- or ChatGPTopia.

Just think about it...

We'd be rich, happy, healthy -- every single one of us -- because we'd have ALL the information we could ever possibly want and need at our fingertips 24/7 on Google...

But instead, all that access and information feels more like the Googlepocalypse to the vast majority of folks who are overwhelmed and even paralyzed by it all...

Because information DOESN'T lead to action...

And you can't improve your life without taking action, right?

So when people buy a course and they DON'T complete it... they leave feeling like a failure.

But it's NOT their fault. They were sold a promise that was impossible to achieve.

Yet people continue to push more information as the answer. 100s of thousands of new information products and courses are released every single year by hopeful entrepreneurs...

Yet most of these products will never get more than a 100 paying customers and definitely WON'T lead to long-lasting and fulfilling success.

And I discovered the danger of too much information the hard way...

Back in 2012, I created Message to Money featuring my Live Your M.E.S.S.A.G.E. System -- and that made a BIG difference when it came to selling this program, because it gave my course structure.

It was an "inside out model" -- you had to work your way from the inside out and each of the 7 parts of the system became a module inside my program.

And each module was VERY intensive, to say the least. It amounted to 6 courses in one -- all crammed into a single 6-week program...

I didn't know it at the time, but it was WAY too much.

Back in 2012, everyone was making these mongo, "multi-point programs" that taught you everything you needed to know... similar to those early info products delivered to your doorstep.

So I followed suit, since that's what I thought an online course was...

I worked my butt off... spending months on the content, the sales page, the launch materials, the webinar, the emails, the membership site... ALL THE STUFF.

I ended the year with 40 sales and just over \$20K in revenue.

It seemed like a small fortune at the time... and I was officially in business! Woohoo!
[Marisa raises her arms in celebration]

I continued to sell that course for 4 full years -- upping the price to \$697 then \$997... ultimately selling 501 copies for a grand total of \$470,412!

By the end I was making a pretty decent income... [Long Pause]

Or so I thought.

Gradually, I started to see the cracks in the program, until I made the hard choice to stop selling it.

It all started with the refunds... 13.5% of my students refunded, which dropped that revenue down by a full \$33,488.

I was concerned...

I thought something was wrong with my course and started to second-guess myself.

Out of desperation -- I approached a colleague and asked, *"Do you have lots of people buying your program and giving up before they finish?"*

She looked at me, nodded quietly and said: *"Marisa, maybe some people just aren't meant to succeed..."*

That felt like a punch in the gut because I believe that every person is meant to succeed. That every person -- given the right education, the right support and the right guidance -- CAN succeed.

But that WASN'T what I was seeing...

And when I dug deeper, I realized it wasn't just me.

I discovered that the industry-average refund rate for traditional online courses is between 10-20%... but nobody tells you that when you hear about all those million dollar product launches!

And this was just the beginning...

I started to get this feeling in my gut that NOT a lot of students were making it through the course. And when we ran the numbers from our membership site, we saw the harsh reality -- something that most online course creators never get to see...

That only around 5% of our students were ACTUALLY completing the course and -- even worse -- the average completion rate for online courses industry-wide is just 3%. Yes, just 3%! Yikes!

That means -- if you're creating products, programs or courses in the traditional way like I was and like most people still are today -- up to 97% of the people who buy from you will either: Not even open your course or program OR open it, but fall off... fail to complete it AND fail to get the results you promised.

Which -- even if you figure out how to sell your course -- leads to declining sales and reputation.

And now that anyone can create a traditional online course JUST using AI... a flood of new courses and information threatens to drown us all.

So, do you want to stand out in a sea of AI-generated courses AND deliver real results for your students?

While ultimately increasing YOUR success and income?

Then, you need to create an experiential course -- what I call an "Experience Product" rather than an "Info Product"!

An Experience Product is a BETTER type of course where you use specific kinds of experiences to get your students into CONSISTENT ACTION so they can achieve real results.

Because consistent action is the REAL key to success... not innate talent or even motivation.

And, while AI is great at creating INFORMATION...

It's even a great brainstorming partner...

It can't get your students into CONSISTENT ACTION so they can EXPERIENCE an actual TRANSFORMATION.

And, in today's "go-go-go" society where everyone is bombarded with information... people are desperate for a shortcut.

They're eager to make a transformation in their lives as quickly, easily and in the most enjoyable way possible...

Whether that's learning how to market their small business online to learning how to strum a simple tune on the guitar...

WHAT you're creating a course around doesn't have to be some massive, world-changing transformation... it can be anything that solves a real problem or delivers a specific result in your students' lives.

And the way to do that today is through experiential learning. [Long Pause]

I just returned from 2 months in Europe and one of my favorite places that surprised me was Sarajevo...

I explored and took tours and experienced the culture... I saw the sniper holes in the Olympic bobsled runs.

When I was younger, I would hear about Sarajevo on the news all the time. I read about it in newspapers and history books. But what I was hearing and reading was immediately forgotten.

I didn't really understand what had happened there in the 90s until I was actually there, experiencing it first-hand.

And that's the thing about information for most of us... it rarely sticks. But experiences? They live with us forever.

And the BEST part about this is that you can use the power of experiences to create an online course that inspires -- even compels -- your students to transform their lives in a positive way... [Pause]

Pretty awesome, right? [Pause]

And that's something that information alone -- and all those AI generated courses -- simply can't do... [Long Pause]

So how do you do this?

How do you get your students into action so they finish your course and get the results they were after?

By designing an experience that inspires them to ACTIVELY participate in your course... and have your course react and respond to their participation -- even shape their future participation...

So no two people have the same experience!

Let's take a look at a real world example... the FitBit.

This wearable piece of technology starts reacting and responding to your behavior right away... and it sends signals as to how you're doing and what to do next.

So your day on a FitBit is unlike anyone else's day -- it's like you have your very own personal trainer right there with you.

And -- in the case of experiential courses -- learning also becomes customized to your students' needs... and you have a course that almost feels like it's pacing with your students, as if they have a coach in their corner rooting them on every step of the way.

And, no, you don't have to be there holding each person's hand.

Now, I know that sounds complicated -- even impossible -- but it's actually quite simple.

Over the last 12 years, I've helped thousands of people fulfill their dream of launching their own courses -- and businesses -- online... *successfully creating "experience products"* that are uniquely designed FOR where we're at RIGHT NOW and what people need RIGHT NOW to get into action...

Because the last thing anyone needs is YET ANOTHER traditional online course or information-based product, but the world DOES NEED the experience that ONLY YOU can create... through your experience product.

And that's something you can't accomplish with AI alone...

Because, remember, while AI IS great at brainstorming... it's missing the ONE critical thing you need to succeed as a course creator -- [Pause] actual human experience.

Because people don't change their lives through information and logic alone -- if we did,

we'd all be living in Googletopic already, we'd have our perfect lives and our perfect relationships and our perfect businesses...

But, we don't do we?

We change our lives when we're emotionally invested in DOING new things, FEELING different, BEING different...

If this is resonating with you and you're ready to dive into HOW you can use experiential learning to get and keep YOUR students into action so they achieve the transformation they're after... keep watching...

And if you want more "what's working right now" tutorials and early invites to my free live workshops and events... get on my list! Head to: LiveYourMessage.com/subscribe or click the link in the description to join so you don't miss a thing.

So back to the question at hand: How can you create an Experience Product?

By starting with 4 of the MOST critical experiences you NEED...

Shared Experiences, Perceived Customization, Constant Wins and Emotional Experiences...

So, let's take a look at each of these experiences including some real-world examples to get your wheels turning...

First we have Shared Experiences. Because in today's fractured world, people crave community and connection.

Take Spotify as an example.

The music app saw the problem with iTunes and the iPod -- the ability to have a 1,000 songs in your pocket.

Talk about content overwhelm, right?

They took advantage of this opportunity by not just providing official and user-generated playlists but by creating real-time shared experiences where you could easily share what you're listening to with your friends... at just the push of a button.

Engaging with their app transformed from an individual experience to a community experience.

And you can do the same in your experiential course by building an engaged community of support and feedback or evening bringing everyone together on group coaching calls, virtual events or even in-person. Because as humans, we're social creators and just because your course is entirely online, doesn't mean you can't incorporate an important social element. No one thrives in isolation so don't isolate your students. As they say: A rising tide lifts all boats.

Next we have our second Critical Experience: Perceived Customization.

The fact is that YOUR course -- no matter how great it is -- won't be enough in a world full of people desperate for real, human experiences.

And physical brands like Nike get this! They understand that it's no longer JUST about the product...

It's about participating and engaging with the product or the brand.

That's why Nike opened pop-up neighborhood stores using local data analysis to decide EXACTLY what happens inside each store so they can tailor each store to the people and the neighborhood.

Inside they have a Sneaker Bar to give customers fast, on-the-spot access to whatever they want... rather than having to browse the store and wait for the infamous shoe salesman to come out and help you.

And of course, the experience of trying on shoes is completely different because people today don't just want to try on a pair of shoes; they want to beat them up and see how they perform in real-world situations.

The experience of using a product and the results it provides you are now more important than the product itself -- and that's even more powerful with Perceived Customization!

Now, let's move on to Critical Experience #3: Constant Wins.

No company thriving in the Experience Age would be complete without some win experiences.

Inside the store, Nike has a fun digital vending machine -- which they call an Unlock Box

-- where you can scan your reward card and get instant perks...

Starbucks has also done this for years with their Starbucks Rewards Program where you get "stars" for each purchase.

These big companies get that the shoes or the coffee are no longer the main attraction... the main attraction is NOW getting their customers to interact and engage with their brand... through win experiences and rewards.

So how can you create WIN experiences inside your experiential course?

By using what I call Constant Wins.

With Constant Wins, you create a game your student feels like they can WIN.

You start by building up their confidence and motivation and getting those positive emotions flowing through small easy wins that gradually escalate into big results.

So, instead of having video after video with no end in sight and saving up that "win" for the very end of your course, you can reward your students after each and every action... keeping them fully engaged and motivated to KEEP GOING until the end.

These little micro-rewards trigger the release of the "happy chemical" in your brain (aka dopamine)... which keeps you motivated and moving UNTIL you succeed... which, in your case, is students crossing the finish line in your course.

And, finally, we have Emotional Experiences...

Early hotels and inns were mainly functional experiences -- a place to put your feet up and get a good night's rest...

While the expensive hotels just had fancier beds and bathrooms...

And the *really* fancy hotels added a concierge and customized service... with maybe a few distinguishing features here and there like fresh baked cookies.

But, for the most part, all the established travel guides -- Forbes, Fodor's, Frommer's, even Lonely Planet and Rough Guide -- sent people on THE SAME trips.

So everyone took the same trips and stayed in the same hotels.

Eiffel Tower (check)

Louvre (check)
Pompidou (check)

But then the Internet took over and companies like Kayak, Expedia and Airbnb saw an opportunity and gave you access to hundreds -- if not thousands -- of flights, rooms and cars from a single app.

And then, you'd combine that with Tripadvisor and Yelp so you could use user reviews to weed through all the options and perhaps discover something off the beaten path.

But as more and more of these sites popped up -- the travel industry became uber competitive -- and it was increasingly difficult to stand out.

But one travel company adopted the power of experiences early... they're called AFAR and they saw a hole in the market for people who wanted deeper, richer, more participatory experiences.

So, back in 2012, they jumped into the burgeoning field of experiential travel and invited users to participate and share their emotional experiences with other travel lovers.

They even created *Wanderlists*, which are lists of Highlights grouped together in various ways, like "*My Trip to Tokyo*" or "*Swimming Holes Worldwide*"... kinda like Spotify's shared playlists.

They've created a thriving community of users sharing their unique travel experiences with each other rather than just rating restaurants, hotels and attractions like traditional travel companies...

Which has led to an active and engaged community on social media where they regularly feature user stories on Instagram and Pinterest... which feed into their subscription magazine.

So they jumped into the experience game EARLY in an industry that's been slow to adapt!

And you too can get ahead of your competition by engaging your students emotionally through Peak Emotional Experiences. This is where you can use techniques such as curiosity and surprise, story, multisensory language and pattern interrupts to inspire them to get in action -- AND STAY in action.

Because lecturing your students or “teaching ONLY to the head” isn’t an effective online course strategy... you need to mix it up to keep your students fully engaged! [Pause]

We’re now in the Experience Age -- where experiences reign supreme -- and there’s no going back... especially since Gen Z and the generations to come aren’t interested in collecting material things... they’re interested in collecting experiences.

Take Taylor Swift and the incredible phenomenon of her Eras Tour.

Taylor and her team understood the ONE critical thing about her largely Gen Z audience -- they crave PARTICIPATING in social events... and are willing to pay for them.

So, armed with that knowledge, Swift set out to create something her audience had never experienced before and something they’d NEVER EVER forget... spending billions to make it happen.

And the impact of the experience she crafted SPECIFICALLY for her fans has reverberated well beyond those concert walls -- and into every corner of the internet.

Her fans love her EVEN MORE for creating something special just for them and are willing to tell everyone about it!

There are even articles being published about people traveling to see Swift on multiple stops on the tour and how they’d do it all over again in a heartbeat.

Now, the tour is being turned into a feature film... that, you better believe, her massive raving fanbase will buy tickets to.

No AI-generated song using Taylor Swift’s voice could achieve anything near this level of audience engagement!

And -- it’s not just big companies and major artists living in the Experience Age -- it’s also individual experts, entrepreneurs, coaches, consultants and course creators like you and me!

People like my *Experience Product Masterclass* students Davina and Galen Detrick who initially wanted to create and sell an info product to other dentists. Until an email hit their inbox claiming that info products were a thing of the past; the future is an experience.

Guess who that email was from? Yep, me! They joined EPM, created their first

experiential course and turned it into an online course empire with 12 courses and counting...

Davina has even been able to retire from practicing dentistry so she can focus on her family and other passions.

That's the power of experiential courses to transform BOTH your students' lives and yours!

So, my question for you is: How can you embed Shared Experiences, Perceived Customization, Constant Wins and Emotional Experiences in your course so you can get your students into ACTION so they achieve real results?

Drop your ideas in the comments -- I'd love to see them so I can better support you in creating your life-changing experience product!

And if there's ONE THING you take away from this video, I hope it's this: NOW is YOUR time to create an experiential course...

Because the real threat to your business isn't AI... it's information overload.

Thanks for watching -- I appreciate it so, so much and be sure to share if you found this video valuable!

And don't forget to subscribe so you don't miss any of my upcoming tutorials!

Next 2 Videos:

ChatGPT Can Be Awesome (But ONLY If You Know THIS First!)

How to Get More Students to Complete Your Online Course

Guides, Workbooks, and Lead Magnets

I wrote guides, workbooks, and lead magnets for lead-generation and to engage our audience on live webinars. Below is the draft of a Workbook I created for attendees of a live webinar. You can find the final version [here](#).

Title: Course Launch Secrets

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. [Add an arrow pointing down]

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!

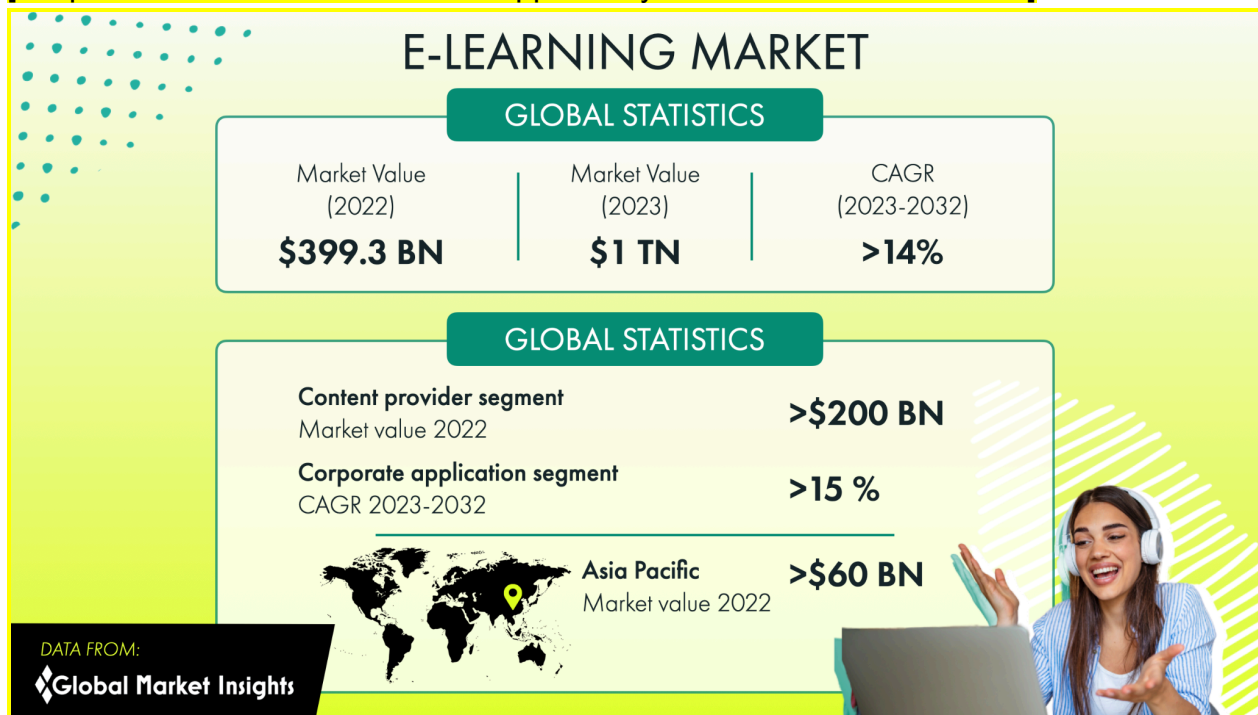
Sounds too good to be true?

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...

[Graphic that shows the incredible opportunity in the online course world]



The **lion's share of learning** 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.

[Photo of Marisa]

Hi, I'm Marisa Murgatroyd, and I've been on a mission for 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...

The Truth About the Online Course Opportunity (And What No One's Telling You)

[Add a photo of someone telling a secret]

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 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...**

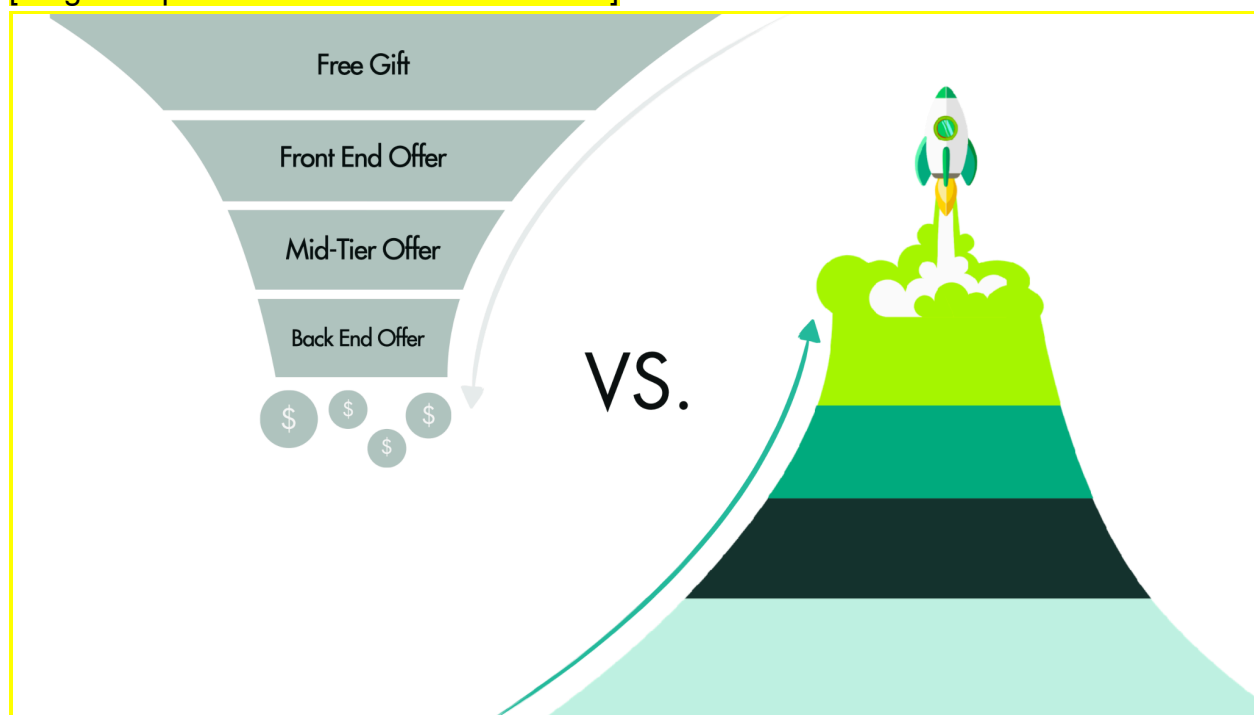
Secret #1: The Photo Finish -- Skyrocket Sales by Turning the Usual Approach “Upside Down”

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:

[Large Graphic of a traditional sales funnel]



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?

[Large photo of Mount Everest]



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 (get to the top of that metaphorical mountain) _____ by the end of my course.

[Add a light bulb] *Pro tip: Make sure your students can picture themselves crossing the finish line in your course.*

[Photo of someone crossing the finish line]



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.

[Add a Graphic showing information overwhelm]

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.

Introducing the...

Action > Reward Cycle

[Add Action > Reward Cycle Graphic]



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 is one small win I can offer after each lesson to keep my students motivated? _____

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

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.

[Add a photo of someone at the desk surrounded by papers, laptop, etc... looking overwhelmed and frustrated]

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

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

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

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.

The truth is that some students WILL fall off the wagon. Enter your...

Operation Unengaged Student Rescue Campaign



Reach out to students who have disengaged personally 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.

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 marketers. 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!

[Add this slide from the Workshop]



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 to 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...**

[Add the Picnic Pants photo]



Or how about the Microsoft Zune?

Nope? Not surprising...

Because both ended up...

[Graveyard graphic with headstones with: Picnic Pants on one and Microsoft Zune on another]

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 seemingly 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? _____

(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 your course's market demand 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 test 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.

[Add Jet Plane -- Paper Plane graphic that's used in the webinar]



Creating your **Paper Plane** or **MVP** prevents you from putting in a ton of effort, money and energy into a course that ends up crashing and burning.

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 based on user feedback. This means adjusting your course based on real insights from actual users -- not hunches or guesses.

[Cycle Diagram: "Launch MVP -> Collect Feedback -> Iterate -> Repeat"]

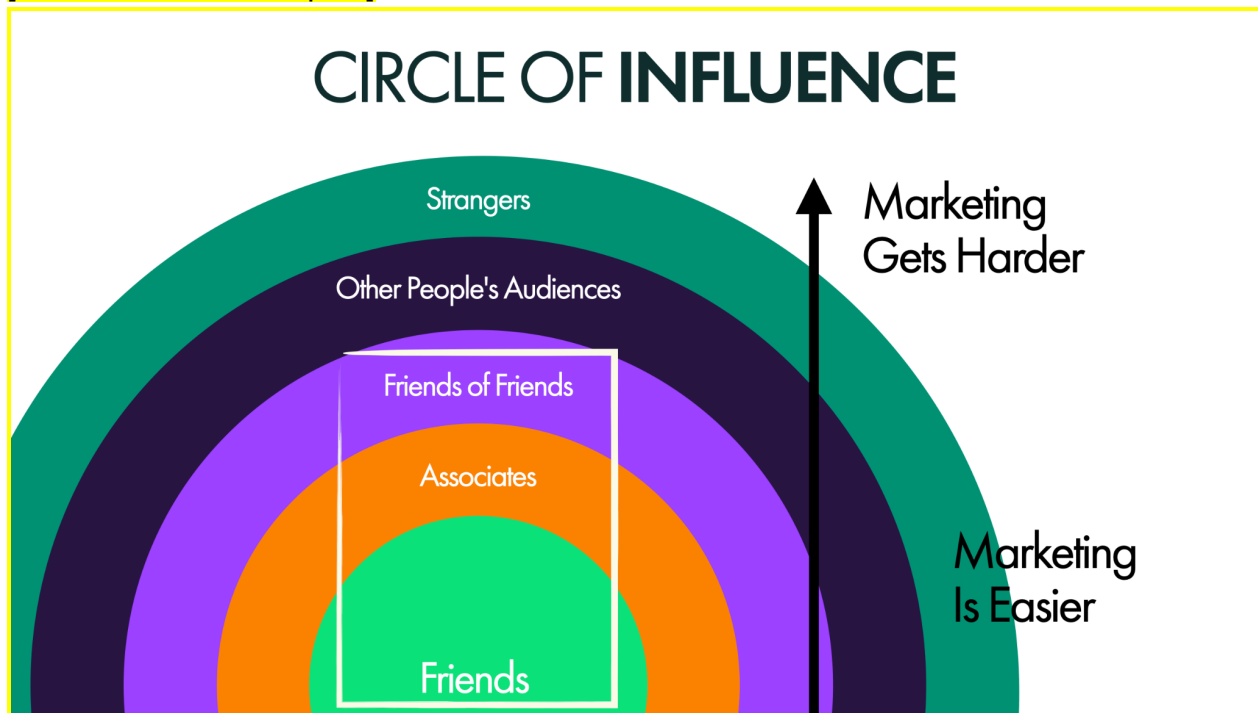


To test the **Paper Plane Version** of our course... you need people to actually test it right?!?

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.

[Add Inner Circle Graphic]



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:

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

[Add blank box for people to brainstorm]

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:

[Add a Checkmark] Minimum Viable Product

[Add a Checkmark] Minimum Viable Marketing

[Add a Checkmark] Minimum Viable Technology

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 they _____.

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...

[Add Photo of Marisa on the Golf Cart]



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...

[Add Photo of a Lambo + other Marketing Traps]



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 straightforward paths to your customers -- like taking a short, direct ride in a golf cart -- instead of racing around in a Lamborghini just to grab a few groceries.

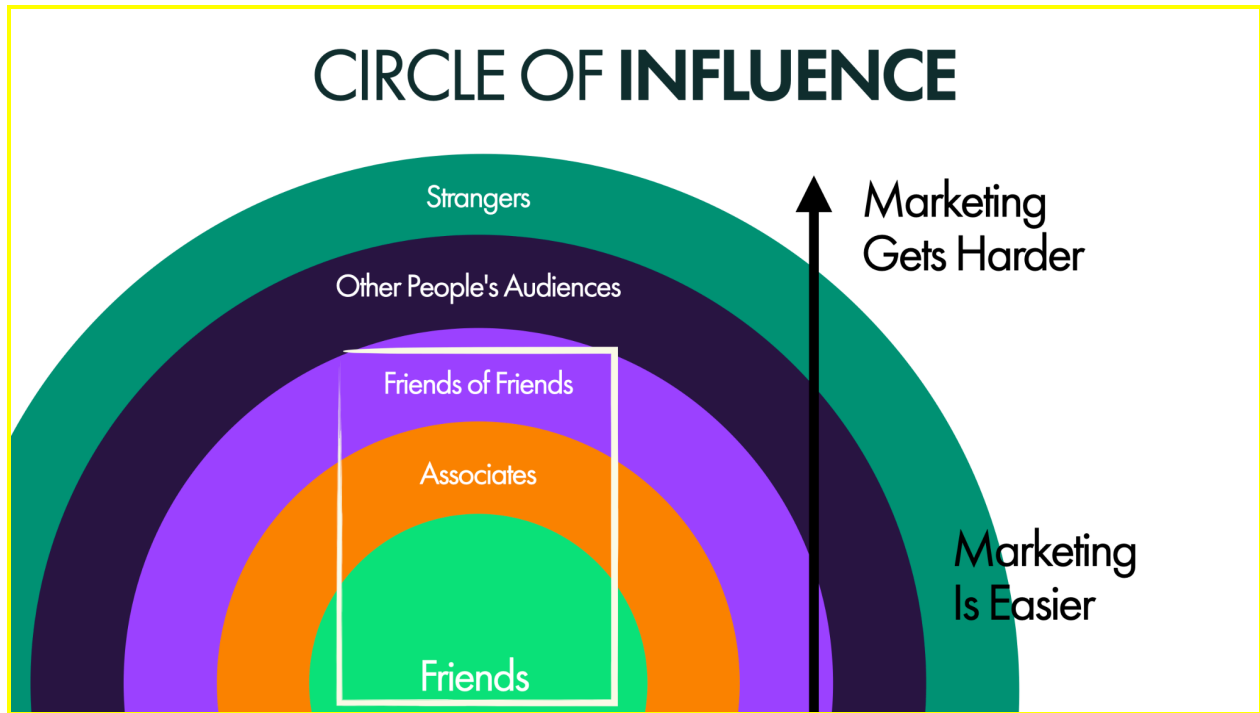
It's about finding quick wins that lead directly to sales and leveraging the networks you already have!

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...

[Add Inner Circle Graphic again]



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 at least once -- and even take your business to 6-figures in sales... and it's much simpler than you can even imagine...

So, who's in your inner circle?

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

[Add Blank box for people to add their contacts]

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** emphasizes immediate conversions. This approach saves time and resources, allowing you to focus on making sales right now.

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

1:1 Conversion Events: Direct and Personal

1:1 conversion events are all about personal interaction. This is where you engage directly with a potential customer through methods like personalized chats, detailed enrollment conversations or tailored application processes. This direct approach tends to have the highest conversion rates because of the personal connection formed.

One method I can use to engage directly with a potential customer 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 specialized small events. 1:Few typically leads to better conversion rates compared to 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 will use when I 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: Few and then scale up.

Making the Most of Golf Cart Marketing

By focusing on conversions 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 as you navigate the path of course sales with greater ease and success!

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

The 3 Secrets to Online Course Success NOW and in the Future:

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** -- validating your idea so you can guarantee you'll create what people will actually buy...
3. And **Golf Course Marketing** -- quickly finding 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**

[ADD BUTTON TO SAVE THEIR SEAT]

OR visit www.liveyourmessage.com/

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.

[ADD BUTTON TO SAVE THEIR SEAT]

OR visit www.liveyourmessage.com/

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



See you there!