

# Marisa Murgatroyd

ONLINE EDUCATION EXPERT &  
PIONEER OF THE EXPERIENCE PRODUCT





# Marisa Murgatroyd

- Helped over 12,000 people succeed online -- while generating over \$40M in online sales for her own business
- Flagship program, the Experience Product Masterclass™, has generated 2,435 testimonials (& counting)
- Go-to course creation expert for dozens of industry leaders



# The Billion-Dollar-a-Day Opportunity

If your audience is selling online courses (or thinking about it), there's a massive opportunity and a major problem that they must be aware of.

Have you noticed lately it seems like everyone has a coaching, consulting or service-based business?

They do! The coaching industry market size reached \$20B in 2022. Consultants of all types generate \$250B a year. And online courses are now estimated to generate over a billion dollars a DAY in sales. The problem? When everyone has a coaching, consulting or service-based business, how do you stand out?

The answer is not what you think. It's not about getting more followers on Instagram or TikTok... it's about getting better results for the people you serve. ***it's about getting better results for the people you serve.*** Because when you commit fully to student engagement and success, standing out in this ultra-crowded market gets a whole lot easier. When radically more people complete and get results from the products you create, you'll slash your refunds by 50-80% while getting a TON of referrals and repeat sales. ***Customer success is the new marketing.***

If you're currently selling online courses, this opportunity is unprecedented. But the lion's share of the reward will go to those who understand what today's learners want, and how they prefer to learn.

"Traditional" online courses and info products just aren't cutting it any longer.



# Speaking Topics

**How to Get Your Students Addicted to Learning and Taking Action... Online**

**The New Online Education Goldrush:**

How "In theKnow" Online Course Creators Are Making an Impact and a Fortune

**The Experience Product™ Phenomenon:**

Discover the #1 Secret of the Bestselling Apps & Games to Design Super-Sticky Products that Sell Like Gangbusters and Get Your Customers Hooked on You

# About Marisa Murgatroyd

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

I figured out how to build a multi-million dollar business anyway and have shown over 12,000 students how to succeed online -- many of whom also felt like they had "no marketable skills" or were told they couldn't do it.

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

I do this by creating what I call "Experience Products" (instead of more traditional online courses and information-based products).

An Experience Product is an entirely new framework for creating online courses that combine the most powerful elements of gamification, behavioral design, adult learning psychology, and innovative curriculum design to create an engaging experience that gets people "hooked" on taking action and getting results.





# About Marisa Murgatroyd

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This approach is so effective that we have some of the highest success rates in the industry!

I've shared my new approach to product creation at top industry events including Mindvalley Momentum, Evercoach Summit, LaunchCon, MFA Live, and Traffic & Conversion Summit.

I've also become the “go-to” course creation expert for dozens of industry leaders, including Mary Morrissey, Vishen Lakhiani, JJ Virgin, John Assaraf, Josh Turner, Taki Moore and many others.

I received a BA from Brown University (in Modern Culture & Media and Visual Arts) and an MA from the Royal College of Art in Communication Art & Design. I've also received countless awards and grants for my creative work from the National Foundation for Advancement in the Arts, the Faulkner Society, the British Standards Institute and many more.

I live in Austin, Texas with the love of my life Murray. He keeps me laughing all day long with his Australian sense of humor and we affectionately call each other “monkey.”

# Audiences Love Marisa

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Marisa blew everyone away. Not only was my tribe taking furious notes, I was taking notes. Her content and style of training is unique, powerful and gets you moving. She created an experience with video, props and exercises that got our tribe super engaged and led had major breakthroughs.

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**AJIT NAWALKHA**  
MINDVALLEY

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I was amazed by the experience Marisa creates. Her audience walked in on Friday with the usual fears and doubts, and they walked out on Sunday being able to clearly articulate their message and speak it to a room. Rarely have I seen this level of real transformation at a business event.

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**NATALIE LEDWELL**  
MIND MOVIES

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Marisa provided a big "WOW" with her content and presentation. She's innovative and brilliant and we could have let her speak for another hour, based on the response from the group. I HIGHLY recommend having Marisa on your stage if you want unique and engaging content that can change the face of learning in our industry

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**SHARLA JACOBS**  
THRIVE ACADEMY



# As Seen On

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by mindvalley

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# Continue the Conversation



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Marisa Murgatroyd



assistant@liveyourmessage.com



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