# Daniel Hall Presents



## Episode 141

# How to Create Viral Content That Will Have Your Readers Wanting More

## With Marisa Murgatroyd

Hello!  Welcome to the RealFastResults.com podcast!  Marisa Murgatroyd is today's special guest.  She is the founder of Live Your Message and the creator of Experience Product Masterclass.  Essentially, she helps entrepreneurs sell more online programs and get better, faster results for their students.

Marisa started her career as an artist, and she was told by her father that she had no marketable skills.  She figured out how to build a 7-figure online business anyway, and she has shown over 5,000 students how to succeed online.  Many of those students felt like they had no marketable skills either.  Please welcome Marisa to the show…

# Promise: Three Elements to Create a Viral Phenomenon

**What I'm going to share is three critical elements that are going to transform any online course, training, program, or book into a viral phenomenon.**  This is going to have people not only want to buy from you but want to read to the very end or take your program to the very end and complete it.  When that happens, you get more referrals, more repeat sales, less refunds, and ultimately, a lot of happier fans and customers. This makes doing business way more fun!

It's a dirty secret in the online education industry that up to 97% of people who buy your books and programs do not complete them and get the result that was promised.  I've developed a methodology

that can get anywhere from 10-30 times the number of people across the finish line, to what I call "Mission Accomplished".  This allows people to get to the outcome that they want and reach the goal that they want, so that they keep buying from you and referring you.

**A lot of people get swept up in needing to market what they do, and sometimes they overlook this particular piece of things.**  This isn't intentional, but sometimes when you don't have as many customers as you want, it's easy to focus on getting more customers.  I often ask people, "What would happen if you got 1,000 new customers tomorrow?  Do you actually have the capability to give those customers a phenomenal experience so that they'll want to refer you and so that they'll be happy with the investment that they just made?"

**Instead of trying to get more customers and be everywhere on social media, maybe your focus should be on trying to ramp up your program.**  I also teach people how to apply my system to their marketing.  So, this isn't just a set of principles that work to make your programs better, but they actually help to make your marketing stickier as well.  This way, people want to consume your marketing too.

# What Do You Mean By "Viral"?

"Viral" essentially means sharable.  When something is viral, people want to talk about it, and they want to share it.  Often, it means that they are having such a remarkable experience that they have to tell their friends and their family about it.  So, it's "rocking their world" in some vital way.  In many cases, they become a walking billboard for your work.

Have you ever seen someone who is making an incredible, positive transformation in their lives?  You see them, and you're like, "What have you been doing?  You look great."  Well, they are going to want to talk about whatever it is because it's making such a great impact on their lives.  It is possible to create content that's exactly like that.  Content that people want to share.

# How Does This Work?

Let me give you a little bit of context first, so that you'll know where this obsession came from.  This will help you understand the possibility of this, and then I'll go into some very, very specific techniques and things that you can start using.  I'll make sure that you have at least three of the ten elements that I teach.

**Early in my career, I reached a point where I was creating programs and courses, but I was noticing that people weren't finishing them nor getting the results that they were meant to get.**  I was just doing what everyone else was doing.  It was all, kind of, mystifying to me, and I remember asking a friend if they were experiencing something similar with their programs.  What she told me really shook me up.  She said, "Well, Marisa, maybe some people just aren't meant to succeed."  That just didn't feel good to me.  It didn't feel right to me.

**I believe that anyone can be successful, and anyone can get results, with the right experience, circumstances, context, training, and education.** So, I started to experiment with the way I was delivering my programs and the way I was designing them. I began getting better and better results, but something happened in the summer of 2016 that, basically, changed everything for me.

Historically, it was a "blip in the matrix," but it was significant to me. **Pokémon Go came out.** This game captured the people's attention and fascination on a global scale for about 5 months. The first month, they did $200 million! I saw this footage of grown adults double-parking their cars in Central Park, getting out, and stampeding the park by the thousands, as they were looking into their phones and chasing these little, virtual creatures. This was all because some rare Pokémon had spawned in the park.

I was like, "Oh my God, what is happening?" And, it made me question**, "If a little silly game can get grown adults to chase virtual creatures through the streets, what if I could us similar mechanics to get adults chasing after their biggest goals in life and overcoming their greatest challenges?"** After all, if you are creating books and programs, you're doing some sort of transformational work that delivers people to an outcome or a change in their life. You are allowing them to achieve something in their life that they don't have right now.

So, I just started to ask the question, "What if I could get people that excited, so that they are literally running through the streets, not to just consume my programs, but to ultimately achieve their biggest goals in life?" I started to look into where in the world people's attention was that focused. I looked at games and cell phone apps. I also looked into Adult Learning Theory and the psychology of motivation. I also looked into user experience and good, old-fashioned curriculum design.

**I ended up creating a fusion of elements, and I found that when you stacked these 10 core principles together, it creates something, which I call, "experience escalation".** This is where motivation and momentum increase as someone goes through your book or your product, versus an experience that decreases, which is what happens with 97% of people as they start to face more challenges because it takes work to achieve a transformation. I also identified 10 core experiences that you want to avoid, if you don't want to send people into what I call, "The Downward Death Spiral," which is the opposite of experience escalation. This is where a series of, usually unintended, negative experiences stack up and create a feeling of frustration and an inertia where people start to feel stuck and begin to walk away.

**I started to develop this methodology, and consistently, when me and my students have applied it in industry after industry, it gets 10-30 times the results.** So, instead of 3% of people finishing your product, it's at least 30%, and we've seen it as high as 96% of people finishing up. This is based on the depth of the promise and how much it is that you're trying to get people to do.

**Like I said, there are 10 things to do and 10 things to avoid.** Of course, each thing that you do has a corollary that you want to avoid.

# Product Mission

The very first principle sounds simple, but most people overlook it. Just like what was asked at the beginning of this program (what's today's special promise), you need to define what the customer is going to get when they go through your program, read your books, or whatever the case may be. **You**

**have to have a product mission.** Let me explain what this is because it's different than your personal mission of changing the world or whatever that happens to be.

**You need to define exactly what someone is going to be able to do, be, feel, have, overcome, or achieve at the end of your book or program.** Now, most people just spout a bunch of big stuff when you ask them that. This is "The Downward Death Spiral" principle that I call, "Too Many Masters". It's where a book or program is serving too many masters. In other words, it's doing too many things. It may be a pure knowledge or information transfer, or it may be a skill transfer, but it's not in a very specifically applied, clear context.

If you look at, say, Adult Learning Theory, you'll find that adults learn best when they can see, "How is this relevant to my life right now?" It's all about, "What is this going to get me?" Right? They want to know how what you are offering can help them right now, in a very specific way. You want your product mission to be so clear that it's almost binary, where people have either achieved it or they haven't. There's no doubt, and there's no ambiguity.

**So, let me give you an example, and I'll also give you a template that you can use for creating your very own mission statements.** The template has been stolen by me from the "Mission Impossible" movies. I call it the "Mission Impossible" template. It goes like this, "Your mission, should you choose to accept it, is _____." That statement instantly forces you out of your own head, of what you want to deliver and provide, into the shoes of your customer. You understand exactly what your customer is saying "yes" to and what they are going to receive. They aren't saying "yes" to buying from you; they are saying "yes" to putting in the work and doing something to achieve they want in their life or overcoming a problem.

Here's an example. **In our signature program, The Experience Product Masterclass, I teach people to create this fundamentally new type of product that I call an "experience product" rather than an "information product".** For this program, the mission goes like this: "Your mission, should you choose to accept it, is to design, market, and make $2,000 or a whole lot more from an experience product in 12 weeks or less." So, instantly, you're going to know what you're going to do, you know how long it's going to take, and you know whether you are on track towards that goal, and whether you are going to achieve it or not at the end of the time period.

Now, when you do this, and this is just the first principle of 10, some really awesome things happen. **First, it simplifies product creation because the only thing you need in the product is what's going to get someone from "mission" to "mission accomplished".** People love that simplicity of focus. Usually, people don't want to become the subject matter expert that you are. They just want to be able to do something around the subject. Second, this allows you to create a container for the program.

Let's say that people start asking for more, and you offer group coaching with your program. Maybe they want help naming their business. You can tell them that is beyond the scope of the mission we are working on together, and if I focus on that, it's going to send everyone down a rabbit hole, rather than helping you to achieve this one, clear goal. **This does two things for your customer:**

1) It allows them to instantly imagine or visualize success and know what success looks like. If someone is going to keep playing a game, they've got to know what success looks like, right? Otherwise, they aren't going to keep playing, especially if it's a challenging game.

2) It gives them clarity, and confidence, and focus. A lot of people are kind of ADD. They are, like, all over the place in their lives, but when you have this focus (this laser sharp focus that's not just on the promise of your program but in the delivery) that allows them to stay focused upon that one goal, that will help them to get across the finish line.

# Why Aren't More People Doing It This Way?

Yes, it's intuitive when you think about it, but it's not what people commonly do because we are so excited as subject matter experts. We are like, "I want you to know everything that I know about product creation and marketing," but it's too much. **People just want you to tell them what they need to do to get a specific result.** It's called a cognitive bias when you believe that everyone wants to know what you know, and everyone cares about what you care about. Often, that is just not the case.

**To make matters worse, and something that's really fascinating, is that the motivational structure of a successful entrepreneur is usually different than that of a person who wants to learn something.** Entrepreneurs are often intrinsically motivated. That means we are motivated by an internal reward. We are self-motivated. We are like power plants that generate electricity on their own accord. Intrinsically motivated people only make up about 10-25% of the population.

The remainder of the population is extrinsically motivated, meaning that they are motivated by an external reward. They are motivated by things like validation, feedback loops, and the ability to see that they are making progress towards a goal. Extrinsically motivated people struggle to keep themselves motivated for such a long period of time when the reward seems so distant and it is so challenging to get there.

You are making programs for people who aren't necessarily like you. They aren't just going to figure it out on their own, right? The truth is that I don't take that many programs myself because I tend to be internally motivated, and I figure things out on my own. So, I'm not making these products for myself. The reason people need your books and your products… It doesn't mean that they are extrinsically motivated, but you are offering something that they haven't been able to figure out on their own. So, you've got to make it super-easy for them and provide that, sort of, extrinsic reward structure throughout the program, itself. This brings up two more principles that I'm going to share.

# Unstoppable Momentum

**The next one is what I call "Unstoppable Momentum," and this is Core Principle #9.** I just gave you Core Principle #1, and this one is Core Principle #9. **This is one of the emerging characteristics that come about when you start to stack all of the other principles together, but there's one piece that's super-important for you to understand.** Unstoppable momentum happens when you structure a program in a way that you're wrapping people up from smaller, simpler actions to larger actions and larger rewards.

**What happens so often is people teach their programs or write their books, kind of, linearly.**  So, let's start at the beginning of the process because what that usually does is one of two things.  It either 1) drops someone at the deep end of the pool, or 2) it drops them into some of the most boring stuff imaginable.  For example, I had a student who was teaching people how to get their musician's license for television and radio.  The very first step was for people to get their legal paperwork done.  I was like, "Oh my God!  Talk about a downward death spiral.  You are putting people into the most boring part of the process first."

In such a case, what I would do instead of having people complete and submit hundreds of pages of paperwork to get started, I would probably be like, "Okay, let's choose 10 shows that you would be most excited to have your music play in.  Let's choose the shows, let's choose the song, and let's insert the song into the show and see what it sounds like."  I would probably do something like that, where I'm getting people excited about what they are doing, rather than drop them into the most boring piece of the equation.

I, often times, do not teach my programs linearly.  I normally start with a step that's so simple, and so compelling, and so motivating that nobody can fail, no matter whether they are a beginner or an advanced student.  I'd also like to reframe something else for people.  Many people think that the most important moment in the relationship with their customer is the moment right after they buy.  They actually believe that, and whether you've led them towards the outcome, you've built momentum.  You've started to fulfill expectations, or even exceed expectations.

So, for example, when someone goes through the process of registering for Experience Product Masterclass, and after some celebration, and some surprises, and some things like that, right there on the confirmation page, right after they sign up, I get them into their very first training.  I don't have them go into their email inbox to find it, nor do I make them go log into a membership site.  Why don't I make them go somewhere else to start consuming the content?  You don't want to send people to their inbox because everybody else is in their inbox.  So, right there on the confirmation page, I want people to start taking action.

I want those registrants to start taking an action that's so simple that they are going to be able to get a result right there, within minutes after buying.  **When someone buys the Experience Product Masterclass, I give them their first training on the confirmation page, and I call it the "Show Me the Money" video.**  This is where someone sets their minimum, their target, and their stretch goals for their product in the course of the 12 weeks of the program, and I provide the formulas necessary for setting those goals.  If they've never made any money before, or if they have a product already, or if it's a new product, this initial training takes all of these kinds of things into consideration.

You can't fail at this beginning challenge, and also, what this does is give them a clear vision for their participation in the program, moving forward, that helps to contextualize the work and know why it's worth it to them.  This begins to create this unstoppable momentum.  You know, right after they buy, they are already consuming the training, they are already creating a result, and they are already taking action, and this is before they had even gone to their inbox or logged in anywhere.

**I just removed all of those distractions, all of those extra steps, and I get them into action right away.  That's part of the Principle of Unstoppable Momentum, and this is very different than the start and stop rhythm that a lot of products unintentionally create.  Understand that this could apply to any**

**type of content where you are trying to have your user achieve some sort of a result, including a book. You could use this same principle in the introduction of your book, or maybe even the first chapter.**

One thing that people can instantly do, that will generate motivation, action, and enthusiasm and not make things too boring or bombard the customer with too much information… This also helps to frame the rest of their experience with you and sets the user up for success, to begin taking action, and to get rewarded.

# Constant Wins

**This relates to the fourth principle of the program, which is "Constant Wins". You want people to feel like they are winning every single time they engage with you.**

**So, I never have a training that's just information. There's always an action for people to take**. I give them points. They get one "experience point" for watching a training, and two "experience points" for taking an action. We can run all types of Leaderboards and things with these points, and we can run "jump contests" if people are falling behind. I can really gamify their consumption of the program by having this set of constant wins. Every single time they engage with me, they are winning the game is some shape or form, and even when they fall behind, I can give them incentives for catching up and getting that winning streak going again.

# How Can I Do This with My Book?

**This can be as simple as including an exercise or a worksheet in the book, but you want to make sure that it's something that's super-doable, and then you want to validate when they've done it.** I know that when there are exercises and worksheets in a book, I usually skip them and keep reading. That's because I'm in the habit of reading, and it's hard to stop reading and take action.

So, what you might want them to do is go to a webpage. You might say, "Do not continue to the next chapter until you go here and take this action because I'm going to give you a special code that unlocks the chapter to follow," for example. That might be something hidden or something missing. Anyway, the idea is to keep the user winning, essentially. That's really important.

# Final Tips

**I gave you three principles to use, but there are actually 10 of them. I put them all into a checklist that you can download.** This also includes the 10 things that you want to avoid. Again, I built this checklist for you, and it contains the 10 key principles that you need to stack in your programs to build that "unstoppable momentum," which helps to move people from "mission" to "mission accomplished". They will also help you to create those sticky and almost addictive information-based products, like courses and books, that have people wanting to buy, but also, wanting to consume your content to the end, and ultimately, share it too.

If you'll go to [LiveYourMessage.com/Real](LiveYourMessage.com/Real) then you can grab that checklist and start applying it to your books and programs right away.  Like I said, this is the difference between having successful students and customers, which gives your overall business a lift, and having people get frustrated and ultimately, not happy with you and your business.  You want to do good by helping other people get what they want.

# Connecting with Marisa

The best way is to go to [LiveYourMessage.com/Real](LiveYourMessage.com/Real).  I also want to encourage you to go out there and live your message!

# Real Fast Results Community

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As always, go make results happen!

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