



The Experience Product Masterclass: My Experience

NEWS



Reviews

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When I first heard of **The Experience Product Masterclass (EPM)** by Marisa Murgatroyd, I was at a crossroads.

I had products, skills, and ideas — but I couldn't seem to make them come alive.

My courses sat unfinished.

My students lost momentum halfway through.

And every launch felt like pushing a boulder uphill.

Then a friend mentioned EPM — a 12-week program designed to help you **create, launch, and profit from an “experience product”** that keeps people excited and engaged from start to finish.

I'd seen Marisa's name before, but this time something clicked. The idea of building something *people actually complete* — something that changes lives, not just sells content — resonated with me deeply. So I joined. And that decision changed everything.

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The Beginning: Taking the Leap

I'll be honest — I was nervous.

The investment wasn't small, and I'd been burned before by expensive “coaching programs” that gave me nothing but PDFs and pep talks.

But EPM was different right from the start.

The first thing that hit me was **structure** — the course isn't a pile of videos. It's a system. You follow a 12-week roadmap that takes you from raw idea to a working, profitable offer. Each week has clear milestones, live coaching calls, and accountability built in.

The second thing was the **community**. Everyone was all-in — from brand-new creators to seasoned business owners reinventing their models. The atmosphere was alive, honest, and supportive.

In the first week, we learned to define our *Mission Accomplished Goal* — the specific, measurable result we wanted both for our customers and for ourselves. Mine was simple:

Launch my first fully-experientified course and earn at least \$2,500 within 12 weeks.

It sounded bold, but that clarity gave me purpose.

Discovering the “Experience Product” Difference

Marisa's philosophy revolves around one big insight:

People don't finish information — they finish experiences.

That hit me hard.

All my previous products were information-heavy. I'd poured in knowledge, but not *engagement*. I never thought about pacing, motivation triggers, or psychological design.

EPM introduced me to what Marisa calls “**experientification**.” It's about designing your product to reward progress, celebrate wins, and guide transformation step by step.

Instead of a static course, you create a *journey*.

Instead of modules, you design *missions*.

Instead of certificates, you deliver *breakthroughs*.

The difference sounds small — but it changes everything.

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The Work: Building My Product from the Ground Up

Week 1–2: Clarity and Positioning

EPM begins by helping you uncover your *experience promise* — the core transformation you’ll deliver.

I spent the first two weeks refining my niche and crafting a clear message that connected emotionally with my audience.

Marisa’s frameworks cut through the noise. She guided us to identify what she calls the “result that sells” — a tangible, emotional outcome your audience truly wants.

By the end of Week 2, I’d nailed my messaging and product idea. No fluff. No confusion. Just clarity.

Week 3–6: Designing the Experience

Once the foundation was clear, we dove into structure and flow. This was where the magic happened.

We created milestones, missions, gamified challenges, and built feedback loops to keep students engaged. Every small win was celebrated. Each module had purpose.

I built a system that tracked progress, awarded badges, and sent encouragement messages at key points.

For the first time, I wasn’t just teaching — I was *guiding*.

Week 7–10: Marketing & Pre-Selling

EPM doesn’t leave you hanging on the business side. We learned how to pre-sell before building the full program — validating our idea, crafting the right message, and running simple launches to bring in real customers fast.

This stage terrified me, but the live coaching calls helped. My success coach reviewed my sales page and email sequence. The community gave feedback.

I launched my first beta round halfway through Week 8. To my surprise, people bought. Not a lot at first, but enough to prove it worked.

Week 11–12: Delivery, Results & Reflection

By the final phase, I'd not only built my first experience product — I'd sold it, delivered it, and received glowing testimonials. Students were completing, engaging, and telling friends.

I hit my *Mission Accomplished Goal* two weeks before the deadline.

The Results: Tangible Wins and Unexpected Gifts

Revenue & Growth

- **Revenue:** My beta launch generated just over \$3,000 — enough to validate the model and fund my next round.
- **Enrollment:** 27 students joined my first cohort, with 70% completion (previously, I averaged less than 20%).
- **Referrals:** Word-of-mouth alone brought me an extra 5 enrollments in the following month.

But beyond the numbers, something deeper shifted.

Confidence & Clarity

I stopped doubting myself. For the first time, I had a framework that worked.

I knew how to design, market, and deliver something people finished. I knew how to guide transformation — not just dump information.

EPM gave me the confidence to call myself a *creator with impact*, not just an online instructor.

Mindset & Momentum

The weekly accountability, missions, and coaching kept me consistent. I didn't procrastinate because every step had a reward.

Even my habits changed — I began thinking in “missions,” not to-do lists. Every small win built momentum toward a bigger goal.

That mindset spilled into every part of my business — from how I write emails to how I lead my clients.

The Power of Community

EPM's community surprised me. I've been in online programs before, but this one felt different. It wasn't a quiet Facebook group full of “nice post” comments. It was an active ecosystem of creators sharing progress, challenges, and insights.

I formed partnerships with people I met in the program. One became a joint-venture partner for my next launch. Another helped me refine my content strategy.

Marisa and her team were deeply involved too — responding personally to posts, offering direct feedback, and celebrating wins.

That sense of connection and shared mission kept me motivated through tough weeks.

Lessons That Changed How I Build Everything

1. Launch before you're ready.

Perfection kills progress. The MVP (Minimum Viable Product) mindset taught me to get real-world data first, polish later.

2. Design for engagement, not consumption.

Every product I create now includes challenges, badges, and measurable progress. It's not about watching videos — it's about *doing*.

3. Gamify the journey.

Motivation thrives on momentum. Simple game mechanics — like surprise rewards and points — keep students emotionally invested.

4. Clarity sells.

The clearer your promise, the faster your audience decides. People buy outcomes, not lessons.

5. Accountability is priceless.

The weekly structure, deadlines, and coaching calls created the kind of pressure that fuels productivity.

6. Transformation scales better than information.

When people experience results, they become advocates. Your marketing grows organically.

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What Happened After the Program

Graduation day was emotional. Seeing hundreds of people share their wins — launches, income, testimonials — reminded me that EPM wasn't just about building products. It was about building confidence.

After EPM, I didn't stop.

I expanded my offer into a full signature program. I streamlined my onboarding process. I created automated challenges for new clients.

My completion rates kept climbing. My income stabilized. My reputation grew.

I now run live launches twice a year and generate consistent revenue doing what I love — helping others create transformation through learning.

More importantly, I finally feel proud of what I deliver. My students don't just buy; they finish. They succeed.

That's a feeling no metric can measure.

The Truth: What It Takes to Succeed in EPM

EPM isn't a "get-rich-quick" system. It's not a plug-and-play course that works on autopilot. It demands effort, consistency, and honesty.

You'll spend hours mapping ideas, tweaking content, and testing messages. You'll face self-doubt and imposter syndrome. But you'll also get structure, feedback, and momentum unlike any other program I've joined.

If you show up, do the work, and lean on the community, you *will* finish stronger than you started.

I'm proof of that.

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Final Reflection: Why EPM Worked When Others Didn't

I think about this often.

Why did EPM succeed where so many courses failed?

Because it didn't teach information — it *created transformation*.

It took something intangible — motivation, progress, human psychology — and turned it into a repeatable, actionable system.

It combined business with behavioral design, purpose with practicality. And that blend changed my trajectory.

I no longer build "courses."

I build experiences.

And my students no longer just learn — they *finish, transform, and win*.

That's what The Experience Product Masterclass gave me.

Final Words

If you're on the fence — wondering whether this is just another course or whether it can genuinely help you create impact and income — here's my honest answer:

EPM only works if *you* do.

But if you commit, it's one of the best investments you can make in your entrepreneurial journey.

I walked in uncertain and overwhelmed.

I walked out with a profitable product, a proven system, and a renewed sense of purpose.

The Experience Product Masterclass didn't just change my business.

It changed *me*.

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