

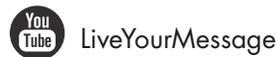
LIVEYOURMESSAGE

Become the #1 Authority in Your Field

Client: New Law Business Model

Subject: Custom Package

Date: February 28, 2012





HOW WOULD YOUR LIFE CHANGE IF YOU BECAME THE #1 AUTHORITY IN YOUR FIELD?

It's Easier Than You Think When You Leverage The Power Of The Live Your Message Done-for-Me Package

This is a serious one-on-one opportunity, only available to a few individuals who are bold enough and sincerely want to live their message on a massive scale and touch more lives than they ever thought possible.

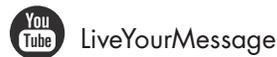
I'm not talking about a "magic lamp" solution here or a genie in a bottle granting you three dazzling wishes. What I have to share is a practical system that helps people like you - people who have a massive message for the world - to Become the #1 Authority in Your Field.

If you're anything like the people I work with, you're good at what you do. Really good. You've spent years honing your craft and building your expertise. You know you have something big, something that could help a lot of people, if only you could figure out how to get it out there in a bigger way.

I'm about to show you how you can finally stop wasting precious time, effort, and money on online strategies that aren't producing results and leverage a system that really works.

"I needed website help big time. I had a website for many years, but it was time to do an upgrade. I had 3 false starts and invested a lot of money with other people unsuccessfully before I decided to invest with Marisa and her team. We launched a brand new website and for that project Marisa and her team did a whole branding initiative, which I love and I wasn't even planning on doing, but I listened to Marisa's advice and I'm so glad I did. And now I have a completely optimized Wordpress website that is the foundation of my entire business, my social media is completely plugged in and I could not be happier. So if you're looking for a good web solution provider and someone who really cares, knows what they're doing, has a good sense of aesthetic and is fun to work with, definitely work with Marisa and her team."

Michelle Schubnel
Coach & Grow R.I.C.H.





DISCOVER THE 7 PILLARS FOR LIVING YOUR MESSAGE ON A MASSIVE SCALE

I invite you to tap into my cutting-edge, master's level strategies for promoting yourself online that will make you THE #1 authority in your field in less than 2 years.

No more obsolete, years-old, worn-out strategies and marketing seminars that just don't deliver what they promise.

Instead, leverage these 7 proven pillars that literally attract authority to you like a magnet, instantly jumpstarting your career, giving you an unbeatable lead in the marketplace and a powerful, influential voice among your peers and colleagues.

Pillar #1:

Master Your Message

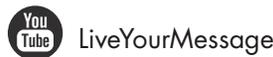
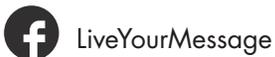
Crafting a crystal clear message of what you do and why it matters is what separates the "pros" from the rest of the field.

Get this part wrong and every red cent you spend on marketing will be wasted. But when you get it right you'll have your ideal clients showing up at your door literally begging to give you money. This is the first and MOST important secret of them all and only one expert in a thousand does it correctly.

We're the best at getting "inside your head" and showing you the best way to take your brilliance to the world in plain English so you can own your niche.

"Wow! Where do I start? Simply investing and working with Marisa Murgatroyd and the Live Your Message team has been the best business decision I have made in 10 years! I first worked with Marisa to create my website and new logo. Her knowledge about the web, technical design and marketing strategies on how to best leverage my site is what convinced me to invest in her services. It has paid itself back tenfold! They listened to what I wanted and offered their professional experience to create a unique website and brand that I am proud of and is distinct and recognizable in my industry. Now, nearly a year beginning work with her, she and her team are still there to support and advance my web presence, business growth and marketing with their expertise."

Laurie Dupar
Coaching for ADHD





Pillar #2:

Engage & Inspire With Your Brand

If I told you that you had just 3 seconds to convince a prospect to listen to what you had to say, would that change the way you thought about your brand? I hope so.

Everything you do must convey your entire message, brand and authenticity within those precious 3 seconds, as quickly and effortlessly as a light bulb flipping on in your prospect's head.

In your custom "Master Plan for World Domination," we'll show you the best ways to do this and how to get your prospects dying to learn more about how you can help THEM.

"When I first met Marisa, I quickly knew she was my girl. Her organizational skills, mixed with her creativity and knowledge, made me choose her over many other Web and Brand suitors. I cannot imagine a more strategic thinking ally to have when launching yourself on the world wide web. My website not only reflects me as a designer, but has also given me a presence that my competitors just don't have."

Ann Knudsen
Knudsen Design Studio

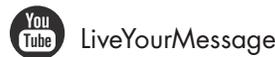
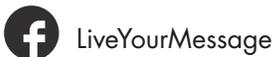
Pillar #3:

Structure Your Content to Sell

It's no coincidence that the biggest authorities in their fields are usually the biggest earners too. They've created stunningly effective sales funnels that are heavily greased with super sticky content that SELLS.

Together with pillars 1 and 2, the right content strategy can mean the difference between bankruptcy and a 6 figure and beyond content business that runs while you're on the beach.

In fact, we guarantee you'll be tempted to go book your plane tickets when we show you our plans for YOUR content!





Pillar #4:

Supercharge Your Website to Get Results

Most experts are scared to ask for the sale. They figure that if they give and give, and then give a little more, people will somehow get it and understand that they're supposed to go and purchase products. Nothing could be further from reality.

The #1 authorities in their field understand that each page of their web presence is making a sale of some kind. Whether it's simply creating a connection, gaining trust, collecting a prospect's details or a customer's credit card number or a raving fan's referrals.

When we work with you, we'll give you all the tools you need to get everything systematized and pointing in the same direction so you can effortlessly grow your business to 6 figures and beyond.

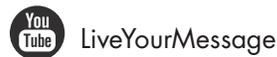
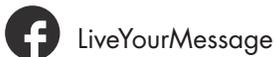
Pillar #5:

Activate Your Marketing Machine

Most people look for fans and clients on the internet like a drowning man looks for something to grab onto. No forethought. No pre-planning. No strategy. No time to develop strategy. Everything looks like an opportunity to take advantage of.

That's not strategic long-term thinking and it will never work, which is why most people are "stuck" buying course after course after course.

We'll work with you to develop a killer strategy that takes your brand and message and systematizes its distribution across Facebook, Twitter, YouTube, LinkedIn and Google. Do this right and you'll see engagement magically start to rise, bringing a tide of new fans, subscribers and clients every time you open your inbox.





Pillar #6:

Grow Your Influence Through Partners

You can't become an internet superstar alone. To quickly scale your business you need to create a network of like-minded entrepreneurs who are already talking to your audience.

The Live Your Message team will show you the most effective and innovative ways to seduce the best partners and have them falling over themselves to help you get YOUR message out there.

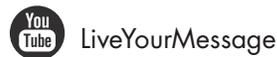
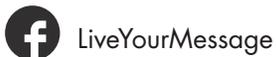
Get this right and you will be UNSTOPPABLE.

Pillar #7:

Explode Your Impact

Tap into the white-hot power of your business' own feedback circuit. This is your unfair advantage over your competition. When you know how to ask the right questions and collect the right numbers you'll know exactly what you need to do next (and what you can stop doing).

Sound boring? Let me tell you: this is where you really multiply your impact, rake in more earnings than you ever thought possible and step out from the pack.





YOUR FAIR WARNING: THIS JOURNEY IS NOT FOR THE FAINT OF HEART

Today's the day that YOU make the decision to leverage all of the powerful authority-attracting tactics of the experts to explode your brand and really take your message to the next level.

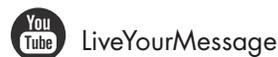
But, before you apply for one of the Live Your Message packages, a warning: this journey is not for everyone.

In order to become the #1 authority in your field, we need you to understand that there's absolutely no way to do this without your full and total involvement.

- It's going to be "up close and personal".
- It's going to require a substantial amount of time and effort on both sides as together we dive in, create, explore, discuss, brainstorm, and make important decisions about you, your message and your brand.
- If this process is going to deliver the results you want, you have to be 100% fully committed.
- Finally, you have to want to be big. You have to be ready to step forward and claim your success.

OK MARISA, I'M IN! WHAT'S THE NEXT STEP?

Every done-for-you package starts with a full-day deep dive and a custom Master Plan for World Domination. Because we know your brand begins with you, we're dedicated to spending the one-on-one time it takes to really listen, explore, challenge and discover.





Your mission (if you choose to accept it):

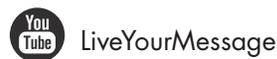
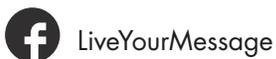
We'll work together over 16 weeks to build your website and brand from the ground up. Whether you're upgrading and expanding your current presence, rebranding your business or starting a new venture, we'll be your make-it-happen partner.

This custom package includes strategy in all 7 pillars of the LYM system PLUS 16 weeks of strategy and support and the following key deliverables:

- **Live Your Message Deep Dive** - Spend a full day with Marisa and Murray. We'll flesh out your sales funnel and craft custom strategies based on where you want to take your business by the end of the year.
- **Master Plan for World Domination** - We will hit the grindstone after your Deep Dive Day to create a Master Plan 100% unique to you and your message. This Plan will guide our work together over the next four months, as we rocket you to Become the #1 Authority in Your Field.
- **Fourteen 60-Minute Make-It-Happen Calls** - A lot of work and a lot of decisions go into building the platform that will take you, your message and your business to the next level. We're committed to providing you with the one-on-one support you need to make this happen. Each week, you'll talk with Marisa to make sure your project gets the attention it needs to be off the charts.
- **Key Branding Elements** - We know you want to look good and you hired us to give you that "wow factor," which will make your ideal client stop dead in their tracks and beg for more. We'll create or repurpose the elements you need (logo, color palette, font system, business card) to build a consistent, blockbuster brand from the ground up.
- **Content Review** - The right second opinion will take your words from

"My experience working with Marisa on my web presence has been phenomenal. I just wish I found her a year and a half earlier, because over that period of time I hired 4 different web strategists and spent over \$10,000 trying to build a website that was nothing close to what she's put together for me. I feel like my message is being seen in the way that I really want it to be seen and it's really displaying what Grace Grove is all about. So if you want to save money and lock in your website the first time around, I highly recommend working with Marisa."

Morgan Langan
Grace Grove Retreat Center





good to great. We want to be the sounding board to help you make your content as powerful and effective as possible. We will review your marketing materials and give you laser-focused suggestions for taking your work to the next level before it goes live.

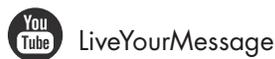
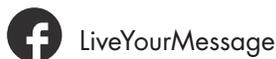
- Custom Wordpress Website with Blog - Since you're reinventing your business, we'll rebuild your main branded website from scratch to update your content and message; maximize conversions; build a solid foundation for the rest of the funnel; integrate the next generation of social sharing technology; and create a consistent look, feel and client experience. We'll give you 2 custom designs to choose from then do unlimited revisions until we fine-tune the look and structure and you say "wow." Your site includes up to 15 pages and 4 page different templates. We'll build your theme from scratch in Wordpress to have the exact look and functionality you want and to make it as easy as possible for you to update and maintain in the future.

- Squeeze Page and Sales Page Templates - In addition to the core website, we'll build matching squeeze page and sales page templates for all 3 of your signature product or program. Or, if you prefer, we'll repurpose and update your existing pages.

- Full Integration with Infusionsoft and Content Delivery Systems
- Not only will your site look good, it'll work flawlessly and make your life easier. Guaranteed. We'll guide you through the process of making the right technology decisions and ensure your site integrates with all the systems you need to automate the core functions of your business. Then we'll build out all the backend functionality to create a well-oiled sales sequence that moves your prospects effortlessly between each of your funnels. You provide the content, then we'll program and test the squeeze pages, sales pages, shopping cart, confirmation pages, thank you pages, content/value pages, and up to 15 autoresponders for each of your 3 sales funnels.

"I have hired Marisa to help me structure, design and importantly, understand how to create an online presence and an effective message. She has worked with me to conceptualize and transform my old website into a cutting edge and creative site designed to showcase my work and attract new clients and opportunities. She is a multi-talented strategist with a deep and broad understanding of social media, branding and marketing."

Lyn Goldfarb
Lyn Goldfarb Productions





- **On-Site SEO** - We know you need to be found, so we'll do the legwork around identifying your top keywords. We'll also work with you to craft titles and descriptions that will entice your target audience to click you on Google.

- **Website User Guide + Training Videos** - We're committed to making sure you and your team know how to update your website once it goes live, because we believe you should be able to change your site anytime and anywhere. We'll provide you with the documentation and training you need to get started.

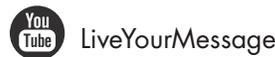
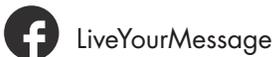
- **1 Month & 3 Month Performance Reviews** - We know that everything online is a work in progress and you can never know 100% what's going to perform and resonate with your target audience. We've included two post-launch performance reviews in this package because we want to make sure you're getting optimal results with your web presence. After each review, we'll recommend ways you can fine-tune your marketing efforts and improve your site performance.

- **6-Month Guarantee** - We will fix any technical problems due to issues with the original development of the site. This does not include additions to the site; design, layout or content changes; problems caused by user error; or incompatibility with technology introduced after site development begins.

- **1-Year Membership in the Live Your Message 30 Day Challenge (\$497 value)** - If you want to stay on the cutting edge, you have to keep learning and keep taking action. But with so many good ideas out there, it's virtually impossible to know what actually WORKS and what to implement first. Each month, Marisa will send you ONE laser-focused, hyper-practical training video on a topic that will really move the needle in your business.

"Developing a website, Facebook fan page, launching a blog, tweeting on Twitter and posting videos while building and engaging a core community was daunting for my wife and I. But not for Marisa. She jumped right in and helped us map out a custom tailored strategy that will harness the right combination of new media and traditional media to take our message to a higher plain. She accomplished what would have taken us months of hair-pulling in just a couple weeks and made the process fun and enjoyable."

Michael Rose
Michael Rose Productions





TIMELINE & PROCESS

(Note: This is my standard 16 week schedule. If you'd like to move forward, I'll create a more detailed custom project schedule. We may decide to skip or condense some steps – such as logo and business card design – and elaborate others such as the squeeze and sales page templates.)

Week 1

Homework: Questionnaire (2-3 hours)

Sessions: Live Your Message Deep Dive Day (9-10 hours)

Total time commitment: 11-13 hours

Week 2 - 3

Deliverables: Master Plan for World Domination + Project Schedule

Homework:

- Review Master Plan for World Domination & compile questions prior to first call (3-4 hours)

Sessions: Make-It-Happen Call 01 (60 minutes + 15 mins preparation)

Total Time Commitment: 4-5 hours

Milestones: Begin Logo Design

Week 4 - 6

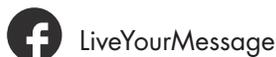
Deliverables: Logo Design Comps + Website Wireframes + Feedback on Home Page Content

Homework:

- Review each round of logo comps (up to 4) and submit feedback within 48 hours (2-3 hours)
- Review website wireframes and submit feedback within 72 hours (2 hours)

"I am extremely pleased with the professional and solid work Marisa executed for us in developing our still-growing interactive website. She was able to authentically capture the mood of our project, understanding the "whole picture" with ease and passion. She streamlined and simplified the process, always thinking ahead, making sure we planned for future changes and possible roadblocks. Her creative ideas both artistically and functionally have been exceptional. I highly recommend Marisa to anyone seeking a focused, organized, and trusted web strategist and developer."

Alison Sotomayor
Tom Bradley's Impossible Dream





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- Draft home page content and submit for review (3-5 hours)
- Outline both opt-in gifts and submit for review (tc: 3-5 hours)

Sessions: Call 02, Call 03, Call 04 (4 hours including preparation)

Total Time Commitment: 14-19 hours (5-6 hours/week)

Milestones: Finalize Logo, Website Wireframes + Home Page Content

Week 7 - 9

Deliverables: Home Page Design Comps + Feedback on Opt-In Gift Ideas & Sub-Page Content

Homework:

- Review each round home page comps (up to 4) and submit feedback within 48 hours (3 hours)
- Draft sub-page content and submit for review (16-24 hours)

Sessions: Call 05, Call 06, Call 07 (4 hours including preparation)

Total Time Commitment: 23-31 hours (8-10 hours/week)

Milestones: Finalize Home Page Design + Color Palette + Font System + Sub-Page Content

Week 10 - 12

Deliverables: Blog & Sub-Page Design Comps + Feedback on Opt-In Gift Content

Homework:

- Review each round of blog and sub-page design comps (up to 3) and submit feedback within 48 hours (3 hours)
- Draft opt-in gift content and submit for review (10-20 hours)

Sessions: Call 08, Call 09, Call 10 (4 hours including preparation)

Total Time Commitment: 17-27 hours (6-9 hours/week)

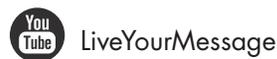
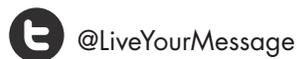
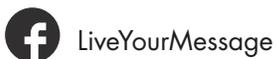
Milestones: Finalize Blog & Sub-Page Design + Opt-In Gifts

Week 13 - 15

Deliverables: Business Card Designs + Squeeze and Sales Page Template Design + SEO Suggestions + Feedback on Autoresponder Sequence & Blog Posts + Live Website

Homework:

- Send business card content (info + call to action) (1 hour)





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- Review business card designs and send feedback (1 hour)
- Draft and send squeeze and sales page content (3-5 hours)
- Review squeeze page and sales page designs and send feedback (1 hour)
- Review SEO suggestions and draft title tags and meta descriptions for each page (1-2 hours)
- Set up all necessary third-party accounts and send us log-in information (1-3 hours)
- Draft autoresponder sequence (3-7 emails) and submit for review (3-10 hours)
- Draft first 3-5 blog posts and submit for review (3-10 hours)

Sessions: Call 11, Call 12, Call 13 (4 hours including preparation)

Total Time Commitment: 18-31 hours (6-10 hours/week)

Milestones: Design Business Cards + Launch Website With SEO + Finalize Autoresponder Sequence & First Blog Posts

Week 16

Deliverables: Squeeze and Sales Page Template Development + Requested Site Changes

Homework:

- Site review plus feedback notes (3-5 hours)
- Squeeze page and sales page review plus feedback notes (1 hour)
- Begin on-going marketing efforts (5-10 hours/week)

Sessions: Call 14 (1 hour)

Total Time Commitment: 10-17 hours

Milestones: Finalize Website, Create Opt-In and Sales Page Templates

Week 20 & 28

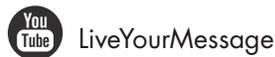
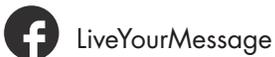
Deliverables: 3-5 recommendations for improving site performance and marketing efforts

Homework:

- Review Google, social media, blog and email analytics

Sessions: 1 and 3 Month Performance Review (1 hour call + 1 hour preparation)

Total Time Commitment: 2 hours





INVESTMENT & PAYMENT SCHEDULE

Total Investment: \$15000*

Payment Schedule: \$5000 up-front + 2 payments of \$5000

Final Delivery Date: July 11, 2012

*On the phone, I mentioned that this package started at \$12500. When I looked through all your sites and pages; thought through the technology and timeframe; and mapped out what it would take to deliver a seamless branded client experience through each of your 3 sales funnel, in addition to connecting the sequences to each other, I needed to adjust the budget.

A Quick Important Note: Why We Accept Just 2 New Clients Per Month

The extraordinary results we achieve for our clients don't happen by accident. They take time, energy and absolute laser-beam focus.

Because of that, we heavily limit the number of new clients we accept to just TWO per month. That's a maximum of just 24 committed people a year who will have access to our highest "done for you" level of support, practically guaranteeing your success.

So if you're serious about supersizing yourself, going big and getting your message out there in an urgent and massive way in the coming 12-24 months, I urge you to get your application in to us now as our 2012 calendar is filling up.

"Marisa has helped me bring my vision to life in an efficient, grounded and enjoyable way. Before consulting with her, I felt overwhelmed with all the little details that had to be done. I didn't know which of the hundreds of things to do first or how to move forward. Marisa was an invaluable asset when it came to setting up a plan for my website, creating my CDs and understanding a long-term vision for my company. Her expertise, efficiency, heart-felt understanding and great communication skills were powerful teachers. Thanks to her help I am now bringing my workshops and products to thousands more people. I would recommend Marisa to anyone who desires to create a powerful and profound impact in an efficient and timely manner."

Julia Mikk
Breath of Love

