EXPERIENCE PRODUCT | Masterclass

Success Guarantee

👉 ***Once you've read the Success Guarantee, sign your Terms & Conditions and get full access to your membership site.***

Our **Success Guarantee** (the "Guarantee") states that if you follow the Program timeline and curriculum, use the coaching (per the specifications below) and don't make your investment back during the timeframe of the Program, we'll reimburse the difference -- up to the Program fee you paid directly to Live Your Message (minus finance fees associated with a payment plan or VIP or Platinum upgrade purchase).

Experience Product Masterclass ("EPM") is a **non-refundable and non-cancellable Program**, subject to applicable consumer protection laws. That being said, this Guarantee is designed to give you the safety net you need to go all in, take big action and implement what you learn without fear of "losing your investment." We believe that if you take consistent action with the right support, you can and will see results.

We're confident that you'll make at least your investment back (or more) from your Experience Product® during the Program -- or we'll PayPal you the difference, **up to the total amount you paid**.

That means we're offering a completion-based Guarantee. While we don't guarantee a specific income or result (because we can't), we do guarantee that if you meet all the requirements listed below and don't make your investment back during the Program, we'll cover the shortfall.

By the end of EPM, if you have fully followed all of the steps we describe in this Guarantee, you'll have earned back the investment in the Program. And if you don't, we'll pay you the difference. This Guarantee applies only to the original purchase price of the Program and does not include reimbursement for tools, subscriptions or third-party expenses used during implementation.

To qualify, you must do all of the following:

- Follow the Program's step-by-step instructions and take action throughout.
- Use the support and coaching resources available to you.
- Complete all of the Guarantee requirements outlined below, including milestone submissions, participation and documentation.

Please review the guidelines below to make sure you meet our submission criteria.

Who can submit a Success Guarantee claim?

To be eligible for the Success Guarantee, your account must be in good standing and all payments must be up-to-date as of the final day of the Program.

You can submit a Guarantee claim if you've completed all of the following:

1) Completed All Videos and Associated Actions in the MVP Track (Modules 1-3)

To show that you've completed all videos and associated actions, you must:

- Check off the boxes for the MVP Track on the membership site by the official end of the Program (as listed in your course materials).
- Submit your completed Blueprints for:
    - Module 1: *Your Profitable Product Idea Blueprint*
    - Module 2: *Your Idea to Market Blueprint*
    - Module 3: *Your MVP Launch Blueprint*

Submissions must follow the method outlined in the Program and be received no later than the official end of your 12-week Program -- by 11:59pm PT on Monday, February 1, 2027, the final Monday of your enrollment period.

We drop new videos and worksheets twice a week on Mondays and Thursdays. This gives you time to watch the videos and take action before receiving new sessions -- because EPM isn't just a training Program, it's an implementation Program. So you're not just watching videos, you're taking action to design, launch and profit from your very own Experience Product during our time together.

We know from experience -- supporting thousands of students through this process -- what to give you and when, so you have the highest likelihood of success.

Trust the process. Everything is designed for a reason.

EPM can be done in as little as an hour a day, or you can choose to make this your full-time commitment, depending on the scope of the product you choose to design and launch. If you have the minimum amount of time available, you'll need to work with your Experience Product Masterclass Coach to choose a Product Type you can realistically launch.

2) Attended at least 8 Weekly Coaching Pod Calls

You'll receive 10 Weekly Group Coaching Pod Calls as part of EPM. To be eligible for the Guarantee, you are required to attend at least 8 of the 10 sessions. We take attendance 10 minutes into each call.

> **Note:** If you are in a regulated profession or face accessibility barriers that limit your ability to attend live coaching calls, please contact us to request an alternative

method of participation. Reasonable accommodations may be granted in alignment with our Exceptions & Extensions Policy.

3) Participated in the Weekly Coaching Pod Calls by Asking at Least 2 Questions

Since we can only support you if you engage, you must ask at least 2 questions during your Coaching Pod Calls throughout the Program. Questions must be relevant to the training and your progress.

4) Finished All Program Milestones in the MVP Track on Time

We've carefully designed your Experience Product Flight Plan so that your progress is reviewed at key points in the process.

To qualify for the Guarantee, you must have submitted at least a first draft of each MVP Track Milestone by the Milestone due dates, following the instructions provided in the Program materials.

If you experience a medical emergency, tech outage or require disability accommodations, you may request an extension -- but extensions do not extend your Guarantee deadline unless otherwise specified.

These are the essential Milestones that you need to complete (the MVP Track) to be eligible for the Guarantee:

Milestone	**Session**	**Due Date**
1. Choosing Your Mega-Niche	M1V04 - The 20 Most Profitable Mega-Niches	Mon Nov 9th
2. Micro-Niche Topic & Core Solution	M1V05 - From Mega-Niche to Micro-Niche	Mon Nov 9th
3. Audience Statement	M1V06 - Who Before How	Thu Nov 12th
4. Experience Product Type	M1V08 - Right Product, Right Market, Right Time	Thu Nov 12th
5. Credibility Boosters & Statements	M2V02 - I'm Your Guy or Gal	Mon Nov 16th
6. Blockbuster Product Name	M2V05 - The Art of Naming	Thu Nov 19th
7. Mission Possible Statement & Future Self Vision	M2V06 - Future Self Vision	Thu Nov 19th

8. Bird's Eye View	M2V08 - Homing in on the How	Mon Nov 30th
9. MVP Pricing	M2V10 - Experience Pricing	Thu Dec 3rd
10. Module & Session Names	M3V02 - Anatomy of an Experience Product, Part 1	Mon Dec 7th
11. Product Duration	M3V04 - The Clock Is Ticking	Thu Dec 10th
12. Product Deliverables	M3V05 - What's in the Box?	Thu Dec 10th
13. Feature & Benefit Statements	M3V06 - The Big Reveal	Thu Dec 10th
14. Onboarding Sequence	M3V07 - I'm Glad You're Here	Mon Dec 14th
15. MVP Launch Plan	M3V09 - Ready Set Launch	Mon Dec 14th
16. Chatterbox Plan	M3V11 - Sealing the Deal	Thu Dec 17th

You must submit your Milestones to your Experience Product Masterclass Coach in the Milestones section of Ainslee, your EPM student portal. To submit, open the Milestone, type your answer in “Your Answer,” and press “Submit Milestone to My Coach.” You’ll see a confirmation message, and once you choose to send it, your Coach will be notified automatically.

Your Coach will review your Milestone within 48 hours during the week (or within 72 hours on weekends) -- except for break weeks and holidays -- and will either:

- Approve it
- Or request changes, with comments shown in the Milestone

If changes are requested, you have 72 hours to open the Milestone, read your Coach’s comments, make the updates and resubmit it to your Coach. This process will continue until your Milestone is approved. Some larger Milestones -- like your Mission Possible Statement and Future Self Vision -- may take multiple rounds of feedback and refinement. Going through this process with your Coach will set you up for a more successful launch.

Please note: You must use the Milestones Section in Ainslee. Custom versions or alternate tracking methods will not be accepted for Guarantee eligibility.

5) Complete Enough Enrollment Conversations to Make Your Money Back

After mentoring over 18,000+ entrepreneurs since 2011, we can tell you that you can't actually get to where you REALLY want to go in your business without actually TALKING to your ideal customers -- the people you'd most love to serve -- to find out what their pain points are, what they really need help with, and what they're actually willing to pay you for!

That's why it's so important for you to have Enrollment Conversations (with 30+ people). Please see **Table 1: Number of Enrollment Conversations Needed to Make Your Money Back** to determine the exact number based on your price point.

Each Enrollment Conversation must include a real-time connection (Zoom, phone, in-person, etc.) and a clear presentation of your MVP Offer -- just like we teach you in EPM.

You'll also need to document your Enrollment Conversations using the process outlined below in **Submitting Proof of Your Enrollment Conversations**.

> **Note:** If you work in a regulated or confidential industry (like healthcare, therapy, or legal services) and cannot record personal data due to privacy laws -- or if you require disability accommodations -- you may request an alternative documentation method. See Addendum 1 and Exceptions & Extensions Policy for more details.

6) Be Coachable, Respectful & Show a Willingness to Take Action

To get the most out of the EPM -- and to make your money back -- it's critical that you exhibit a coachable attitude and a willingness to take action.

If you're not clear, don't understand, or disagree with the coaching you receive -- you're responsible for letting your Experience Product Masterclass Coach know in a respectful manner so you can work together to find a solution that works for you, your market and your business.

We're here to help you cross the finish line and confidently click the Mission Accomplished button. But we can't do that if you refuse or ignore our coaching -- or if you're unable or unwilling to take action on the Program or the guidance we offer.

If you repeatedly refuse or ignore coaching, or disengage from the Program, you will no longer be eligible for the Guarantee.

If you can confidently answer "YES!" to all of the above, then we've got you covered.

Submitting Your Success Guarantee Claim

To claim the Success Guarantee, we ask that you complete and submit the following by your Guarantee Deadline:

- Watch all videos and complete all actions in the MVP Track inside the EPM Flight Deck (aka membership site).

- Complete your MVP Track Milestones in the Milestones section of Ainslee, following the instructions provided above.
- Complete your 3 end-of-module Blueprints **and** your MVP Launch Plan.
- Keep your Google Prospect Tracking Doc up-to-date, showing that you've completed enough Enrollment Conversations to qualify.

If at any point you feel stuck or unclear, just reach out. We're here to support you every step of the way and make sure you understand the Program's steps -- and that you and your Coach are aligned.

We're certain that if you complete every step of the process, you'll succeed. That's why we're taking the risk -- so you don't have to.

Note on Prospect Tracking Documentation

If you are collecting personal information (such as names, emails or phone numbers) or recording Enrollment Conversations for the purposes of completing your Prospect Tracking Doc, you are responsible for obtaining explicit consent from each individual in accordance with applicable data privacy laws (including but not limited to GDPR, CCPA, HIPAA and PIPEDA).

Live Your Message **does not access or store the detailed contents of your Prospect Tracking Doc** and assumes no liability for how this data is collected, stored or shared. Please refer to our Privacy Policy and Exceptions & Extensions Policy for further guidance.

Submitting Your Documentation

All documentation must be submitted using the official Guarantee Claim Form no later than 11:59pm PT on Monday, February 1, 2027 -- the final Monday of your enrollment period. Submissions will be accepted beginning on Sunday, January 25, 2027 once you've completed the required steps.

If you have any questions about the process, please contact us at **support@liveyourmessage.com** with "Success Guarantee" as the subject line.

Here's what happens once your claim is submitted:

- You will receive an email confirmation of your claim submission.
- Our team will review your submission within 30 days.
- We'll notify you via email whether your claim has been approved or if additional documentation is required.
- If approved, your refund (up to the full amount you paid) will be processed and sent to your PayPal account within 5 business days.

We're confident that if you follow every step of this process, you'll succeed.

But if you don’t get results for some reason -- and you’ve done the work -- we’ll make up the difference.

Either way, **you win.**

Submitting Proof of Your Enrollment Conversations

Part I: Sales Math

All the best entrepreneurs know that reaching your sales goals comes down to hitting your numbers. That’s why our goal for your MVP Launch inside EPM is simple:

Make at least 3 sales or earn back your investment.

So what does that actually look like in practice?

You can conservatively expect that at least **1 in 10 Enrollment Conversations** will convert into a paying customer. That’s a 10% conversion rate -- and it’s the baseline we use to calculate the minimum number of required conversations.

Now, you might find you’re a natural at this and end up with a much higher conversion rate -- which is amazing! But we always recommend that you underestimate rather than overestimate your conversions, as this approach builds in a failsafe.

That’s why we ask you to plan for a 10% conversion rate, even if your final numbers look better.

And remember: **not all conversations happen instantly.** On average, it takes about **5 casual "Chats" or Chatterbox Interactions** to book one solid Enrollment Conversation where you can make an offer.

Use the chart below to calculate how many Enrollment Conversations and casual Chats you’ll need to have based on your product price point.

CONFIDENTIAL **Table 1: Number of Enrollment Conversations Needed to Make Your Money Back**

Price Point	Sales Needed to Make $2,497	Enrollment Conversations (10x)	Casual Chats (5x Conversations)
$997	3	30	150

$797	4	40	200
$497	6	60	300
$297	9	90	450
$197	13	130	650
$97	26	260	1300

As you saw in the table above, your sales target depends on your product's price point. That means: the higher your price, the fewer sales you need to make your money back. So keep this in mind when choosing your product type, price point and MVP Launch strategy.

To qualify for the Success Guarantee, you must conduct a minimum number of Enrollment Conversations (aka offers!) based on a 10% conversion rate. See the chart in Part I to calculate your personal target.

To verify this, you'll need to **document your Enrollment Conversations** as outlined below.

> *Enrollment Conversations* are defined as any conversation that includes the **Closing Pivot** (the ask!), as taught in Module 3, Session 11.

This process not only qualifies you for the Guarantee -- it also helps you build a habit that will serve you long after EPM. Because, as Peter Drucker famously said, *"You can't manage what you don't measure."*

Part II: Documenting Your Campaigns

Our goal is for you to become wildly successful. And to do that, you'll need to make an offer to *enough* people using all the tools we've provided inside EPM.

To submit proof of your Enrollment Conversations, you must provide:

- A brief overview of the offer you made, including links or screenshots of your offer (if made via email, social media, webpage, etc.). **Note:** If your screenshot includes a private message or conversation with another person, you are responsible for ensuring you have that person's consent to share the image for Guarantee documentation

purposes. Do not share personally identifiable information (PII) or private content without permission.

- A list of participants who scheduled or showed up for your Enrollment Conversations, including the date/time and whether or not they made a purchase.
- Why they did or did not make a purchase: detail the Reason or Objection.
- You can provide recordings of your Enrollment Conversations with a prospect. You can use a phone app like TapeACall or a recording made on Zoom or other technology. (Please note that you need to ask permission to record these calls -- Live Your Message will be held harmless should you record any of your calls without the participant's approval). We give you the opportunity to upload 3 samples in the final submission form.
- A screenshot or official statement from your payment processor (PayPal, Stripe, etc.) covering the full timeframe of your MVP Launch.

Following through on every step of this process isn't just about eligibility -- it's about setting yourself up for long-term success. And we want you to cross that finish line with confidence... and results.

Prospect Tracking & Data Submission

To qualify for the Success Guarantee, students must maintain and submit a Prospect Tracking Document that includes the number of leads contacted, Enrollment Conversations completed and offer outcomes. This document must reflect accurate and verifiable data and be shared with the Live Your Message team using the provided template.

We understand that students in regulated professions (e.g., healthcare, therapy, legal) or countries with strict data privacy laws (e.g., GDPR, HIPAA, PIPEDA) may have limitations around sharing Personally Identifiable Information (PII). If this applies to you, you may request a modified version of the Prospect Tracking Doc that allows for summary-level, anonymized data.

You do not need to share sensitive PII (e.g., full names, personal emails, or phone numbers) to meet our documentation requirements. To maintain privacy while demonstrating your work, we accept the following anonymized formats:

Anonymized Tracking Logs: Use initials (e.g., A.B.) or reference codes (e.g., Prospect_01) to track your conversations instead of real names or contact details.

Redacted Proofs: You may black out sensitive PII in screenshots or communications, provided that timestamps, call duration, or offer details remain visible for verification.

Engagement Summaries: A log showing the date, conversation method (e.g., Zoom, phone, in-person), and the outcome (e.g., "Offered MVP, XXX price named, Accepted; Reason/Declined; Objection") for each interaction, without identifying the participant by name and using Anonymized Tracking.

To request a privacy accommodation:

- Email support@liveyourmessage.com within the first 30 days of the program. Your request must include a brief explanation of your industry constraints.
- Approved accommodations may include a private tracking doc with anonymized data or alternative verification steps (e.g., metadata, summaries or peer validation).
- All submissions must still meet documentation and participation requirements to remain eligible for the Guarantee.

Please note that submitting fabricated, incomplete or unverifiable data -- regardless of privacy accommodations -- **will disqualify you** from the Success Guarantee.

We recommend storing your Prospect Tracking Doc in a password-protected or access-limited location (such as a private Google Drive folder) and limiting access to only necessary parties.

Legal Considerations

While EPM was designed to be broadly applicable, it's your responsibility to know the regulations of your profession or industry. For example, therapists, healthcare practitioners, lawyers and other regulated professionals may be bound by privacy laws like HIPAA, GDPR, client confidentiality obligations or marketing restrictions around making claims and using testimonials.

Live Your Message cannot provide legal advice or guarantee the suitability of this Program for any specific industry. We do not issue refunds or provide compensation under the Guarantee if your professional regulations limit your use of EPM.

Additional Guarantee Terms

- You're **not eligible** for the Success Guarantee if:
    - You received EPM as a bonus or as part of a bundled offer.
    - You received EPM at a discount as a partner/affiliate/team member or alumni.
    - You accessed the Program through the Elite Curated Track.
    - You entered the EPM Program on a partial deferral.

- You are only eligible to receive a refund **equal to the amount you paid in legal currency.** The Guarantee does not cover or include:
    - Time spent in the Program.
    - Losses, damages or expenses of any type beyond or in addition to the cost of purchasing the Program.
    - This includes, but is not limited to, any equipment, guides, materials, software, third-party payment processing fees, tutoring from third parties or resources of any type that you purchased to supplement the Program.
- If you are on a payment plan, you are only eligible for a refund of what you've paid to date (less any finance fees).
- The maximum refund amount is **$2,497 USD**.

- Your account must be **in good standing** and fully up-to-date with all payments to be eligible for the Guarantee.

This Guarantee is **non-transferable** and can only be claimed by the original purchaser.

If you have any questions, feel free to reach out to support@liveyourmessage.com.