

taylorinsight

Special Report

Six Mistakes Made by Luxury Businesses And How to Correct Them



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Meet André Taylor



Dear Luxury Marketer,

Thank you for requesting this guide, *Six Mistakes Made by Luxury Businesses: And How to Correct Them*.

You're probably looking for a better way to find and close deals with real buyers of your high-quality, distinctive, luxury product, service, or experience. In this comprehensive guide, I've put together, proven strategies and tactics that will help you get results.

I've studied, taught, and consulted on sales, marketing, and business growth strategies for decades. I've launched and grown unique and successful businesses from Wall Street to Main Street.

One company I founded pioneered the combination of targeted demographics, membership and loyalty marketing in a category that had not seen this strategy before. In this business we not only targeted Affluent audiences but attracted multi-million-dollar partnerships with corporations that wanted to do the same. Since that time, I've taught luxury entrepreneurs, marketers, and professionals to attract the most lucrative clients for their businesses. I've worked with countless luxury brands from upstarts to the extraordinary. I've presented at industry events and private gatherings for luxury brands in the United States, Europe, and Asia advising thousands of business leaders. I am pleased to share my insights with you.

Please read this guide carefully. In fact, you should turn off your phone, and shut and lock your door, because this will be the most important bit of information, you'll read about having more success in luxury. I know this because I've spoken at, and participated in many conferences, supposedly designed to help people like you and seen many business people leave frustrated at all of the lofty concepts spewed by so-called luminaries, and visionaries but containing nothing that you, the real business person, in the trenches, can apply today.

When it comes to targeting the luxury market, there's lots of "noise" and debate among those representing, big legacy brands, who do not have the responsibility to sell their high-end goods directly to clients. I've found what's presented in prestigious product categories can often be irrelevant to the person with a growing business interested in success today, like you. This guide won't be.

One more thing. If you like what you read in this guide, I invite you to learn more about what we offer at Taylor Insight. I hope to stay in touch with you as there is much more, I can share with you about achieving success at your luxury business. You are on your way to avoiding the *Six Mistakes Made by Luxury Businesses*.

Let's Get Started!

A handwritten signature in a cursive, gold-colored font that reads "André".

Introduction

If you offer a luxury product or service of particular interest to high-income buyers, you'll find a great deal of value in this guide. You're about to discover the fastest and most effective way to find, attract, and retain luxury buyers. Even if you've struggled to find buyers who are ready and able to buy your fine products, services, and experiences before, you'll learn why this has been so, and what to do to fix this predicament, right now.

Imagine having a steady stream of buyers with high discretionary income, diving into their wallets and purses, pulling out cash and credit cards, to eagerly buy top-tier luxury items from your business. Imagine a steady stream of financially qualified clients, patronizing your business on an ongoing basis—never uttering resistance. Instead of spending time and effort with timewasters only to realize they're just lookers—because they can't afford what you have to offer, imagine the true luxury buyer willingly paying the price for your products or services, without hesitation, and then coming back for more.

For many luxury entrepreneurs and marketers this would be a dream come true, but this is not a dream. There is a way to get those who are best equipped to buy from you to do so, enthusiastically becoming your clients.

Mistake #1: Not Focusing on the Affluent

I've discovered most businesses do not have a strategy for attracting the Affluent. This is true even for businesses where it is obvious the Affluent would be the right target.

About 20 years ago when I intensified my consulting efforts in this area, I visited with many high-end businesses, in elite neighborhoods in New York City, with Affluent clientele. As we examined their existing clientele and marketing strategies, I was astounded they had no formal strategy to attract more Affluent clients. Despite having success in this area, they were unaware of why they were successful, and naïve about attracting more qualified clients to their brands.

They were prestigious businesses yet they didn't understand demographics (income and geography) or psychographics, (psychology and motives) and did not equip their sales staff with the knowledge and skills to speak to the specific needs of Affluent clientele. They were incredibly product based, and were unable to wrap their minds around the precise mindset, needs and wants, of their Affluent audiences. The big problem for these businesses and maybe your business is that the Affluent are presented with new opportunities every day to spend their money. If you do not understand why and how this money is spent and cannot activate this spending in your direction, you will suffer as a business.



You Have What Affluent Buyers Want

Affluent buyers are searching for great products, services, and experiences, like yours. They want variety, creativity, and quality that will provide them with an opportunity to spend their high-incomes and tap into their ample wealth and credit resources. Spending makes the Affluent feel good, whether it's dining at a fine restaurant, loading up on expensive watches from an exquisite jeweler, leaving with fine garments from an elegant boutique, booking exotic travel to a distant land, or indulging in the luxurious attention they crave at a weekend spa. Make no mistake about it, Affluent buyers are not afraid to buy. In fact, they're looking to buy.

There Are Plenty of Affluent Buyers Out There

Not only do Affluent buyers want to splurge at businesses like yours, but there are plenty of them out there with this impulse. Did you know that right now, in the United States, there are more than 20 million millionaires? Did you know the number of millionaires has reached an all-time high in the United States? Did you know the rebound in the stock market and real estate market has erased the losses that occurred during the Great Recession? Did you know the ranks of millionaires are exploding, now growing at the fastest rate of any income category?

Here are a few more startling facts:

- In the United States, approximately 10% of households are millionaires, not including the value of their primary residence.
- From 2019 to mid-2020, 2,251,000 millionaires were added to the U.S. alone.
- Eighty percent of millionaires are self-made.



If you haven't realized it yet, the odds are in your favor to attract high-income buyers and their families. What would the impact be on your business if you could attract just a handful of these millionaires to your business in the coming year? What kind of difference do you think that turn of events would make to your business? I think you'd agree this would make an incredible difference to your business—and perhaps, change your life.



Mistake #2: Not Understanding Income Levels

Before we continue along that line, I have something else I want to share with you. Let's look at the phrase, Affluent, in more detail. I want to make sure you understand the whopping income levels we're talking about:

Ultra-High-Net-Worth: At the top end of the scale, we simply call these individuals and families Uber-Rich. This is the 0.1% that leave all others in the dust. Also known as Ultra-High-Net-Worth individuals, these are those with investable assets of \$30 million. This category will grow by 27% in the coming years.

Very-High-Net-Worth: This is someone with a net worth of at least \$5 million.

High-Net-Worth: This group typically has less than \$1 million but more than \$100,000.

Mass-Affluent: This group begins at about \$100,000 to \$1 million, with median income of about \$250,000.

Emerging Affluent: This group is at about \$100,000 in income, and rising. They are among the most carefree spenders on the scale of Affluence.

You see there are many different ways to look at the Affluent. Attracting the Affluent means having a strategy and plan in your business for *multiple income levels that are rising*.

The good news is there is steady and growing Affluence not only in the United States, but throughout the world. I've taught business people how to tap into the Affluent market in Europe, Asia, and the Caribbean. Understanding Affluence Levels will make a huge difference in your business, as marketers from high-end brands have told me many times.

There's also something else you should understand about all of these categories. Being categorized as Affluent and having bulging pockets is not the only factor. You see, someone in the "Emerging Affluent" category can often make buying decisions consistent with the income of the categories above them. And someone who is Super-Affluent can sometimes behave like they're middle-class or even act like they're at poverty levels—like they don't have the money to spend on your product, services, or business. What I'm hinting at, is another big factor in attracting the Affluent to your business.

Mistake #3: Not Understanding How Different Income Levels Think

If you are not focused on Affluent buyers, it stands to reason that you do not know how Affluent buyers think. Like all buyers there are emotional reasons why the Affluent will decide to say, “Yes!” to a purchase with you. However, the reasons are intensified with Affluent Buyers and if you don’t know how to skillfully attract, engage, and respond to the Affluent Buyer, at multiple levels, you’ll never make any money—even if you have a flood of Affluent Buyers pouring into your business. There’s a dialogue that stirs in the minds of the Affluent Buyer like a spiraling leaf in the wind. It happens at all levels and goes something like this:

“I have the power to make this purchase if I choose, here, or anywhere.

“Does this product or service matter enough, for me to take action now?”

“Should I do business here, or somewhere else?”

There are psychological reasons—the head game—on why an Affluent Buyer at all levels will or will not, buy from you. So, you must not only *attract* the Affluent, but you must understand how various levels of Affluence think about your business. But equally important is positioning your business to capitalize on the psychology of the Affluent Buyer when he or she arrives with money to spend. Does that make sense?

High-End and Luxury Spending

I have better news for you. Luxury spending throughout the world continues to grow at dramatic rates. One reason is there’s been consistent price increases for a wide range of products and services. The numbers have crept up to astounding rates, yet the Affluent have not retreated.

There are also more products and services classified as luxury items than ever before. This includes new varieties of fashion accessories, jewelry, fine foods, real estate, travel, automobiles and vehicles, fragrances, home décor, collectibles, electronics, education and lessons, financial services, cultural and entertainment activities, spas, healthcare and fitness, wines and spirits, and creative new offerings in many more items and categories.

So, if you are targeting Affluent, high-end and luxury buyers, there’s lots of options for them and lots of competitors trying to become their choice and get their money. In fact, that is one of the greatest challenges you have in attracting the Affluent. While the Affluent is standing ready for the tsunami of new high-end products, services, and experiences coming forth in a life-enhancing tidal wave, your business is competing against greater numbers of products from both established players, and new entrants in the market. That means you’d better learn how to pound your way through this onslaught, deftly dealing with a barrage of return punches, in this high-stakes match where tough, determined, and dangerous street fighters are in the ring, committed to slugging it out, winning the championship belt, attracting the Affluent and knocking you to the canvas.

Attracting More Affluent Buyers

Today it's not good enough to classify your products or services as high-end or even luxuries. You must be unique luxury, highly visible luxury, in-demand and your business, products, services, and experiences must shine through like hot, beaming sun breaking through clouds. Your glow must attract highly discriminating, often distracted, and increasingly jaded buyers of high-end products and services who have seen it all.

To accomplish this, you must truly “get it” and put in place, rock solid principles that guide you in your marketing, selling, servicing, and operations. You must know and practice a clear set of guidelines that elevate your brand, establish your preeminence, and cement relationships with Affluent buyers. In other words, you must have a system.

My Experience with Affluent Buyers

It's probably time I tell you a little about my background and experience and how I came to learn how to succeed with customers and clients at the high-end of the market. You see, I have more than 35 years building and advising businesses and targeting high-end consumers and businesses. What I'm telling you is something I've learned meticulously over decades.

My business career began in the 1980s on Wall Street. As a young, junior executive, working for a major bank in its commercial lending division I worked with loan officers, serving the needs of major accounts with premium brands in the fashion, fragrance, fine art, collectibles, travel, and entertainment markets. I saw up-close the secrets of these brands offering outstanding quality, distinction, and exclusivity. I witnessed how they created not only the highest-end products but how they artfully crafted memorable experiences for Affluent clientele—but most important, what they did behind the scenes, to engineer those thriving businesses.

I soon left banking after being recruited to work for a major media company. One of my first assignments was helping this international media company service a clientele of high-income individuals and business owners who made enough money to have private services piped in directly from the company, also in financial services.

These were newsfeeds, stock prices, and currencies, instantaneously delivered directly from Wall Street and major financial centers around the world, long before the Internet. These were private, expensive, dedicated lines, connected to high-tech computer terminals that sat on expensive mahogany desks of high-powered financiers and entrepreneurs. I shaped the sales strategy for this division responsible for millions of dollars of revenue and profit each month from Affluent clients.

I remember visiting the successful in five-star hotel suites, penthouse apartments, and waterfront perches on private beaches. These clients had limousines, private jets, chefs, and private assistants at their disposal.



I learned a few things about marketing to the most demanding customers and clients in this process:

- You can have an iconic brand but feel ordinary to the Affluent if you do not know what you are doing.
- There are specific words, phrases, and approaches that Affluent buyers respond to.
- When you know how to open the floodgates, rivers of money can flow your way if what you offer is important to the Affluent, and you have successfully positioned yourself and your business. If you get over certain psychological hurdles, the Affluent don't care what your product, service, or experience costs.

Mistake #4: Not Having Marketing That Attracts Affluent Buyers

By the time I had started my own company in the 1990s, I had learned the trick to attracting Affluent buyers. I then built my own media company and turned it into a multi-million-dollar enterprise using these strategies. As a company, we pioneered the art of one-to-one marketing to targeted consumers, targeted professionals, and targeted businesses. Soon we had major partners in sports and entertainment, fashion, travel, telecommunications, and other categories, interested in tapping into our rapidly growing audience of Affluent followers. Our strategy and tactics as a business were burning like hot coals on a grill, ready to feed a hungry crowd at a fourth of July barbeque. We soon had cash from six and seven figure deals with other brands—companies eager to learn our secrets of attracting high-end buyers. Me and my business were soon being profiled in a variety of business magazines including *Crain's New York Business*, and *Entrepreneur*. Since that time, I have regularly appeared in the media to talk about business-building, including many segments for *ABC News Money Matters*.

Businesses the Affluent Crave

There's a secret to becoming the kind of business that the Affluent crave. Like I have, you can attract high-end buyers to your business too. Read this carefully, because understanding what I'm about to share with you, can make a world of difference to your business. I would describe what you must become as a business, in three words: *The Premier Business*.

Let me explain this to you this way...

No one wants to do business with an ordinary entity. Buyers like to brag about who they do business with, where they bought something, the special knowledge and abilities of the business and why they were smart to make that decision.

Even if your offering is heavily discounted, (I hope it is not) you must become *The Premier Business* that offers, what you offer, in the minds of your customer or client. Most businesses trying to target and service The Affluent miss this entirely. They tend to be so focused on their "thing" that they have little understanding of who the customer is and what the customer wants.

The Affluent customer wants much more than your "thing." They want to deal with a business that not only delivers quality and distinction but also feeds their ego, delivers in ways they can recommend to others, and is the "go-to" business for their needs.

Here's another insight:

As an Affluent person becomes stronger and stronger financially, they want to limit their choices. If you want to be one of them, you have to understand what becoming *The Premier Business* is, and get to work, becoming this kind of business, so you can attract Affluent buyers now and continuously.



Mistake #5: Not Knowing the Five Qualities of a Premier Business

Not every entrepreneur or business leader is focused on building a premier business. That's because, creating a premier business requires savvy, taste, attention, discipline, and lots of work. I don't want to mislead you. However, those who are inclined to create businesses that tower over other businesses in their market, understand the enormous advantages.

Put simply, it is more money, premium pricing, preferred clients, market prestige, wide and deep admiration, and recognition as an industry pacesetter. How do you get there? Well, there are five priorities you must focus on:



Identity: It's a distinctive, unique, and elevated quality, separate from products, materials, ingredients, and workmanship. You might even say the business has a “personality” in the minds of prospects, clients, and competitors. The business itself feels like a product, and what it offers is usually done so, at premium pricing.

Message: The business has a unique message and proposition that cuts through and resonates with its targeted audience. This message reflects the discernible desires and values of its clients—who are often more demanding. The business often speaks a language not understood by those outside of its worldview, but fully appreciated by its audience.

Experience: A premier business has a carefully thought-through, professionally delivered, and noticeably different and elevated deliverable than competitive businesses, often redefining its category or transforming an industry through its products and services.

Performance: Leaders demand much from these businesses as do their clients. The business is a top performer, because it has to be, to deliver its premier offerings. Often these businesses will focus strictly on a different, or more expansive set of metrics to guide the operation and bottom-line results of the business.

Reputation: Product quality, innovation, experience, business performance, and a growing and satisfied clientele, all contribute to a reputation that permeates and captures the imagination of the market. Even those who are not clients will begin to hear about the brand and associate the business and its products with the highest levels of quality.

Do You Offer Desirable Luxury Goods and Services?

If your products and services can be considered luxury in the eyes of The Affluent, you're in luck. That's because there's a larger audience today for products and services that can be classified as luxuries. In fact, so many products and services are seen as luxury items today, you have the ability to position your product, services, or experience as a luxury and attract the Affluent like a magnet.

Keep in mind, the Affluent has a multitude of options in the luxury category. They can buy from you, walk into the establishment of one of your competitors. They can find something similar to what you offer online. Or, they can buy, nothing.

So, there is a trick to turning what you offer into a luxury—and selling it.

The Big Secret

Here's what's interesting. Many people think of luxury as only those brands that are 100 years old, from Italy, France, and England, but there is a growing number of businesses who provide products, services, and experiences, that are not 100 years old, that buyers consider just as luxurious. That's right, you don't have to be a legacy luxury brand to succeed in luxury.

As word of my approaches and strategies in marketing to and attracting more lucrative clients began to spread with entrepreneurs and business leaders, I found myself working with a wide range of businesses interested in Affluent buyers in about 24 different categories.

I began revealing to them the big secret to attracting Affluent buyers and I'm going to share it with you now. But first, let me tell you a story that will make my point.

One of my clients was an orchestra in a major city. Now, arts and culture organizations are known to attract Affluent patrons, donors, and lovers of the cultural experience. This orchestra delivered stunning classical music performances, but they didn't have the slightest idea how to grow their audience, build revenues, and expand profits. They struggled, year-in and year-out, trying to cover their costs, attract sponsors, and sell tickets, but they didn't have a system for doing so.

I explained earlier that you need systems for attracting clients and keeping them connected to you and buying. You see, there was a time where the rarity of the product or service, or the limited number of options out there would make your product or service the obvious choice. But this is not the case today, even if what you offer is superb and even one of a kind, you must learn how to attract the right client.

Well, getting back to this orchestra, I showed them an approach to improve their success in attracting Affluent audiences. The big mistake they were making was assuming their audience had the same state of mind they had. The people running the business saw themselves as a struggling orchestra, looking for generous donors who would help them pay the bills. But what I saw was an arts and culture group that had cachet and spoke to elevated taste, refinement, and freedom from the mundane. I helped this orchestra re-position their message and amplify the glamour of being associated with their organization, and in days they attracted a five-figure sponsor. You see, an *Affluent Message* is the Big Secret used by savvy marketers to the Affluent. I taught them a five-step strategy to shaping their *Affluent Message* and pulling in Affluent buyers.

Mistake #6: Not Turning Your Marketing and Premier Business Approach into a Results-Driven Marketing System to Attract Affluent Buyers

Now that you understand some of the key components you must overcome in your luxury business, it is time to talk about overcoming the big mistake that luxury businesses miss even when they understand they should be targeting the Affluent.

Income: This might seem obvious but as a marketer you must first pay attention to income levels if you want to attract Affluent buyers. I've seen many businesses unaware or show little concern about who they are targeting their marketing efforts to. This is a big mistake. Start with high-income and a message that resonates with this income group.

Behavior: The next step in my process is understanding behavior. Affluent buyers have certain behaviors—and those on the way to Affluence have certain behaviors. You must study and learn to leverage this behavior if you want to shape the right message to attract the Affluent.

Geography: To attract Affluent buyers, you must also focus on the right geography. Where should your marketing message, of *Affluence* be delivered? Have you ever noticed where Starbucks or Whole Foods will locate their stores? These brands target Affluent buyers and study neighborhoods before they decide to build a store. Aim your marketing activities at the right geography and that will close a big gap in the Affluent puzzle.

Status: Many Affluent buyers love the status that high-quality, distinctive, and luxury products and services bring. Make sure you amplify the status others enjoy when they become your clients. As I mentioned earlier, no one wants to brag about buying ordinary products and services.

Reward: I've spent decades studying and implementing loyalty and rewards programs. Back when I began this process, there were just a few. Today, every major brand has a reward program, but I want you to understand the reward mindset required with the Affluent. A big mistake marketers make here is cobbling together rewards, that don't matter to the Affluent. In fact, I've seen great businesses diminish their brands by offering rewards that appeal primarily to bargain buyers and not Affluent buyers. What message are you sending directly and indirectly that relate to your buyers feeling rewarded?

Marketing That Attracts Affluent Buyers

I hope you realize by now there's a methodology to attracting the Affluent. The key is developing a deep understanding and then demonstrating this understanding in your marketing efforts. There are seven important questions you must now ask yourself:

- 1. Am I focused on the Affluent in a real way?*
- 2. Do I have an Affluent Message that resonates?*
- 3. Do I know how to become a business the Affluent craves?*
- 4. Do I know how to bring alive the five qualities of The Premier Business?*
- 5. Do I have a marketing system that utilizes the 5-Step Path to Affluent Buyers?*
- 6. How many people in each of the Affluent categories will I add as clients this year?*
- 7. Am I (and my staff) prepared to sell effectively to the Affluent?*

Over 40 percent of today's consumer spending is discretionary. The Affluent are ready and willing buyers who are purchasing not only products, but unique experiences and privileges, with the goal of fulfilling their rising standards of living and leisure.

This presents a unique marketing opportunity for you, but you must know what you are doing.

Salt and Pepper

I know you have many other questions about attracting Affluent Buyers. There is so much more to discuss. For example, I'm often asked about online vs. off-line strategies. Or, I'm asked about Business to Consumer (B2C) versus Business to Business (B2B) approaches. It may surprise you, but there are no meaningful differences in what you should do in these categories. That is, if your marketing is soundly constructed, and implemented. Although I have much to say about these topics and more, you'll find these additions like salt and pepper, enhancing the natural flavor of the attract Affluent Buyers strategy. No matter what your business, your industry, your category, your product, service or experience, the formulas I've outlined to you here, and the many more detailed steps in my programs to attract lucrative, Affluent buyers, customers, and clients, and market and sell luxury will work for you.



Your Affluent Buyer Transformation Strategy

So where do you go from here? How do you transform your business from one that is haphazardly, occasionally, almost accidentally finding Affluent buyers to one that does so with greater precision and predictability?

If you requested this guide, directly from me, you are now on my mailing list and I'll periodically share details about how you can improve your results on the path to attracting Affluent Buyers.

If your business is like most, you'll need to make changes to your marketing. The good news is that I've gained lots of experience in helping businesses like yours and I've thought through what you need to effectively attract Affluent Buyers and transform your marketing. I'll share as much as I can with you.

Your Success

High quality, distinctive, and luxury brands like yours can achieve dramatic revenue growth through a focused commitment on marketing and selling to the Affluent. But before marketing effectively to this group, companies must truly understand it — and not just the statistics, theories, and concepts—but the mindset, motivations, and habits of Affluent buyers and how to speak to them. There are tricks to marketing and selling to the Affluent.

When you put the right strategies and techniques in place in your business, luxury buyers become so attracted to you that you won't be able to keep them away. This is my greatest desire for you.

What Others Say about André and Taylor Insight

"I'd like to personally thank you for the excellent content for entrepreneurs in the luxury and high-end industries. We have developed several systems into my high-end clothing design and manufacturing company that represents and operates in direct proportion to luxury. Your incredible content has grown my business and we are extremely excited on becoming one of the top fashion companies in the world. Professionally yours." —Mihali M.

"You are one of those teachers or motivators—a gifted one! I wish I met you fifteen years back. I would be at a different level, but I am so glad I found you! I believe the techniques you are using make a significant impact on one's mind. That makes you stand out from the rest. I just want people to know how valuable and how life can change by seeing your videos." —Prabath T.

"Mr. Taylor, I can't begin to tell you how much your advice has helped me. I currently work in luxury retail and I was among the youngest to be hired in the company, so I had added pressure to perform. I can say confidently that I have found a source of motivation through your videos and I'm thankful." —Manny S.



Taylor Insight Membership: For Luxury Entrepreneurs and Marketers Who Desire Greater Results

Our hope is that the following informational guide will help you evaluate whether experienced guidance in developing your luxury business with a focus on the right audience, strategy, and tactics, is right for your goals. If so, we urge you to contact us for a complimentary consultation with one of our advisors.

After a thorough review, if you determine you could benefit from a program tailored to your needs, we can help you in the process. We are dedicated to making sure your business development path is right for you.

Through our well-constructed membership programs, you can benefit from Taylor Insight's expertise and over 20 years of luxury brand and business development experience for entrepreneurial enterprises. We are internationally recognized firm that has helped guide countless luxury entrepreneurs and marketers toward their business goals.

If you believe your business future is worth a quick conversation, call Marlene Jessica, our special advisor for new client inquiries at 856-246-7053. There's no obligation.

Facts About Taylor Insight to Compare to Your Present Business Advisor

	Taylor Insight	Other Advisors
You have access to more than 600 videos, e-learning programs, audios, books, guides, and blog posts, to help you build your luxury business.	YES	?
You have access to multiple advanced membership programs, featuring in-depth newsletters, courses, and live coaching in luxury.	YES	?
You have the option to engage at various levels, based on your specific needs, considering your business objectives, stage of business, and factors specific to you.	YES	?
You have access to the largest single source of business development and growth material for the luxury sector.	YES	?
You have the opportunity to become part of a community of luxury entrepreneurs, and a virtual ecosystem to support your luxury business.	YES	?
You have access to luxury business case studies that you can model to build your luxury business.	YES	?
Your firm's founder has created <i>The 21 Essentials of Selling Luxury</i> , a methodology used by luxury businesses around the globe.	YES	?
Your firm's founder has created the definitive program for independent luxury entrepreneurs.	YES	?
Your firm's founder has more than 35 years of business experience, been an on-air contributor for ABC News, and Fox News, has written multiple books on entrepreneurship and business development, and has been recognized by more than a dozen media outlets for his business savvy.	YES	?

Disclaimer

Our goal is to share our insights about the luxury sector and the changes and opportunities we've discovered in the market from our observation, study and experience. We share this report, and any content during our calls, or other communication for that reason. We may provide a special offer to work with us to get results as a business person using our methods. Whether or not you decide to work with us, you will gain value from this report.

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Taylor Insight Worldwide, LLC helps luxury entrepreneurs, marketers, and professionals develop actionable marketing and sales strategies to deliver their premier, luxury, and bespoke products, services, and experiences to more lucrative audiences, and deepen customer relationships resulting in greater account value, growth, and loyalty. Our work strengthens luxury businesses, helps them convey distinction, and acquire the winning, leadership, and entrepreneurial skills and that make high-performance possible.

More at www.andretaylor.com