

Luxury Service Mindset Framework

MINDSET

It's not about your attitude or motivational hype. It's about training your mind and soul to think and feel differently to go places you've never gone before, just like you want your business to go places it has never gone before.



KNOW YOUR CUSTOMERS

Not from the outside looking in, but from the inside looking out. You have to know what your customers need to see, feel, and hear. You have to embody them. This is “knowing” at a whole different level.



BRAND

Your brand has to do more than look good, it has to completely RESONATE with your prospective customer. Your brand is not really about you. It's about how your customer sees themselves in the world.



BUSINESS PRACTICES

Your entire operating system has to be at another level. Customer service, customer experience, attention to details, relationship, integrity, your clean energy, what you project, your vibe...all have to be at levels above the rest. But it doesn't come from working harder, it comes from doing the hard work.

